

Title	Engaging Adult Learners to Support Regional and Statewide Goals
Staff Lead	Rachelle Sharpe
Position	Deputy Executive Director
Email	rachelles@wsac.wa.gov
Phone	360.753.7872
Synopsis	In 2017, the Council proposed the development of a statewide Adult Reengagement Framework to recruit and graduate former students. Staff will share the project components, partner involvement, and immediate next steps. Partners from the Greater Spokane Initiative will provide a regional perspective on the importance of providing opportunities for former students.
Guiding Questions	How will the adult reengagement framework support progress toward the state's educational attainment goals?
Possible Council Action	<input checked="" type="checkbox"/> Information/Discussion <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other
Documents and Attachments	<input type="checkbox"/> Brief/Report <input checked="" type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input type="checkbox"/> Other

Development of a Statewide Adult Reengagement Framework

Rachelle Sharpe, PhD
Deputy Executive Director





Roadmap laid the groundwork



Encourage adults to earn a postsecondary credential.

Provide tailored information regarding continuing education and provide support to adults, especially those with some postsecondary credits but no credential.

Collaborate with partners to develop a statewide framework to recruit and retain adult students, with an emphasis on those with some college credit but no credential.

- 2013 Roadmap action item
- 2015 Laid the foundation
- 2016 SHEEO technical assistance
- 2017 Strategic Action Plan Priority
- 2017 Lumina Grant & Development
- 2018 Implementation




Many partners involved in the initiative





Adult Reengagement Vision



Support adults to **return and complete** their education so they can compete to meet the needs of Washington employers.



Adult Reengagement Goals



Provide information and support to recruit, retain, and graduate adults who have not completed a credential.



Target Washington residents who have earned college credit without completing a credential.



Adult Reengagement Principles

Engage all sectors of institutions, employers, policy makers.



Integrate campus-based initiatives, on-line resources, and data systems.



Use an equity lens to develop student identification, outreach, and services.



Make it scalable, sustainable, and cost effective.



Highlight local and regional efforts for returning adults.



Consider institutions' business and enrollment management practices.



Evaluate and address barriers for adult learners.

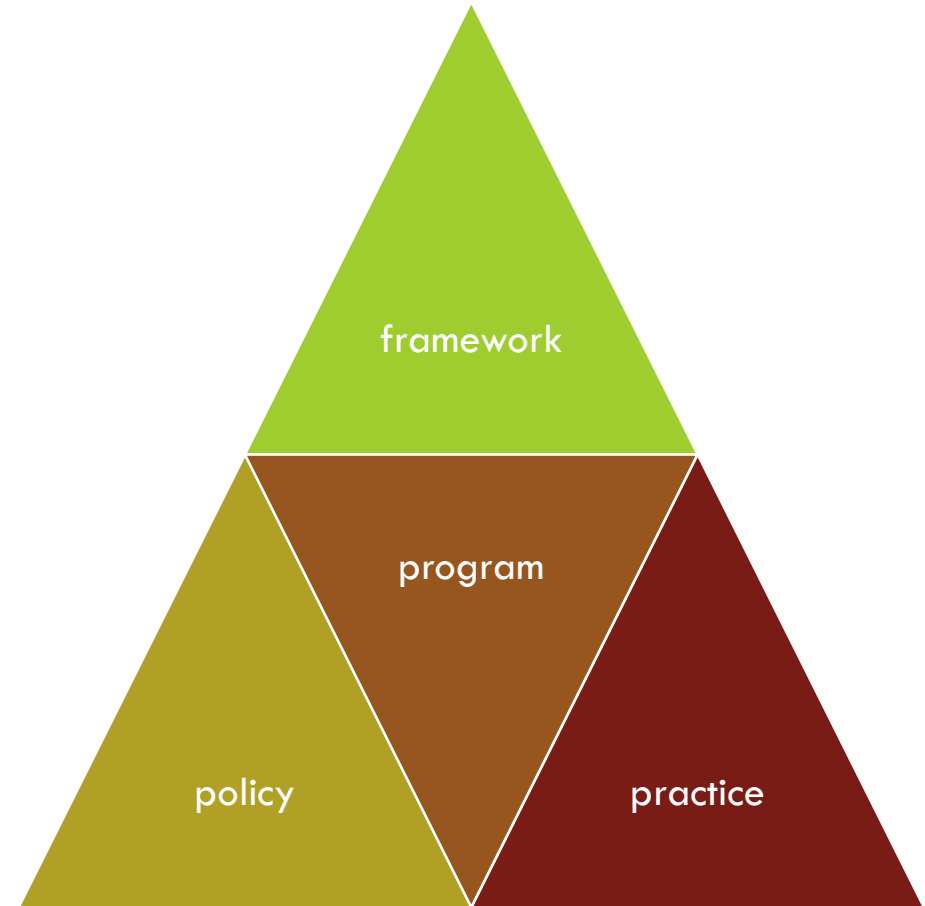




Comprehensive approach to serve adult learners

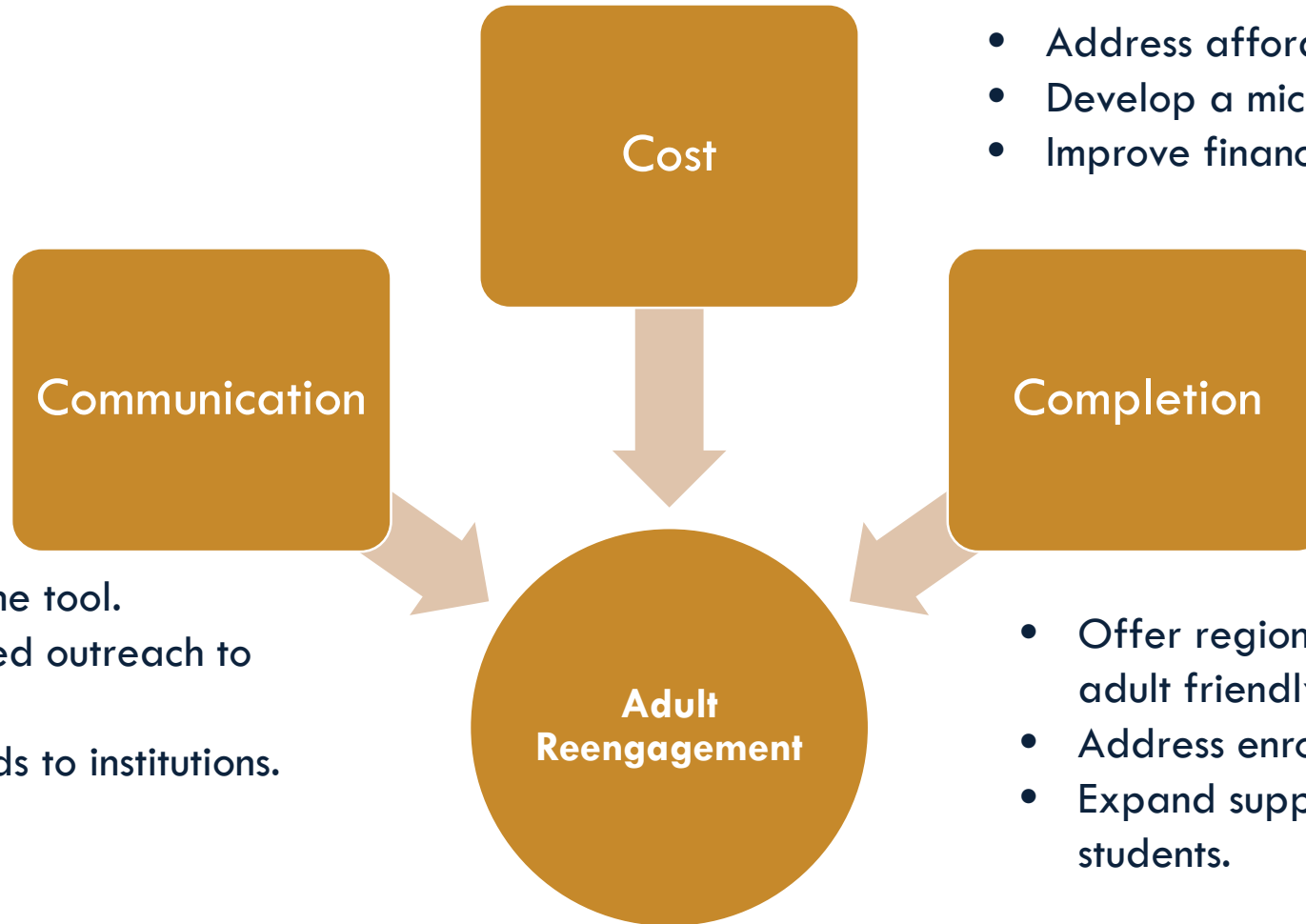


Photo credit: [Wordpress.com](https://www.wordpress.com)





Comprehensive approach to serve adult learners



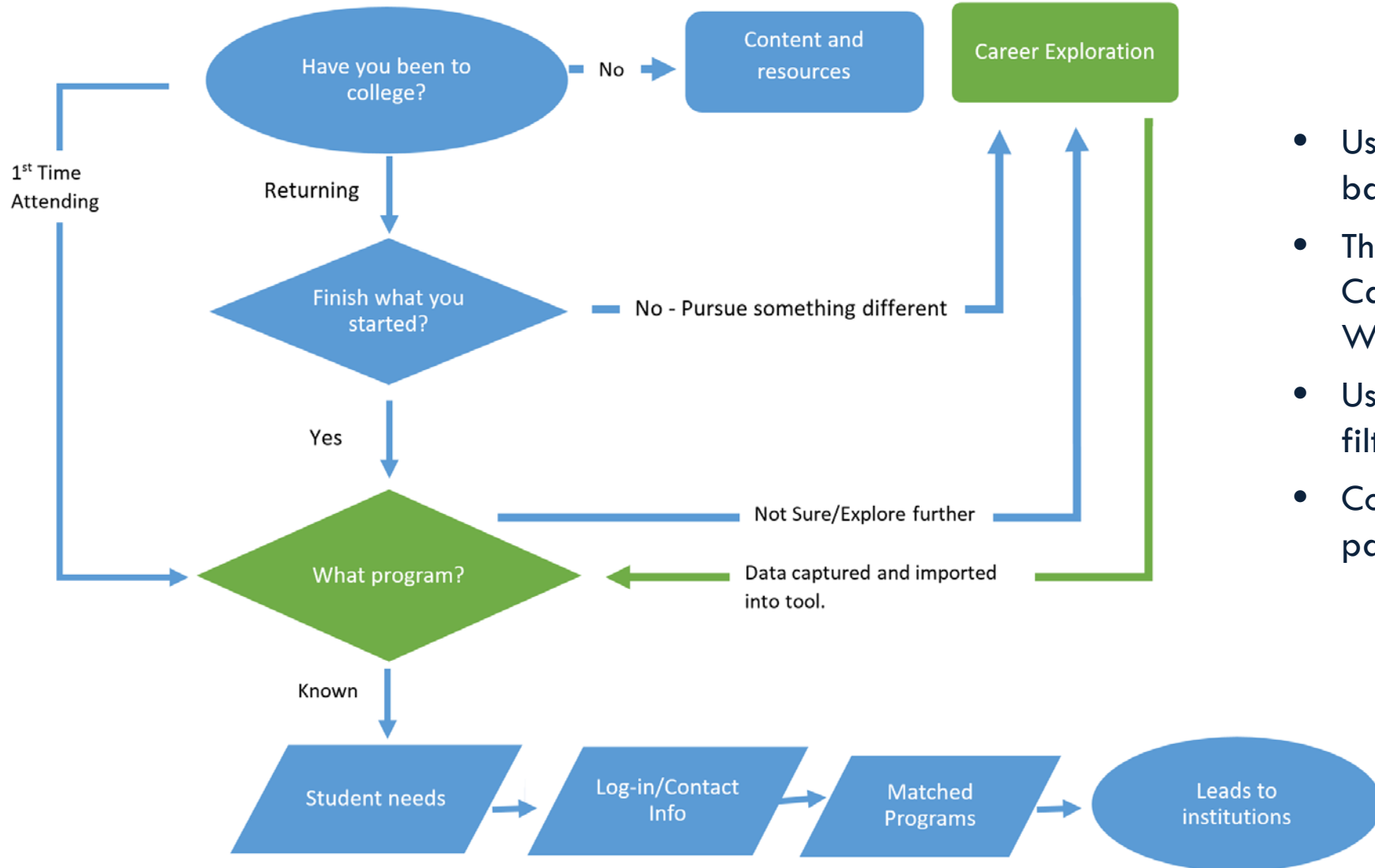
- Develop robust online tool.
- Identify and targeted outreach to returning adults.
- Provide student leads to institutions.

- Address affordability.
- Develop a microgrant.
- Improve financial literacy.

- Offer regional, career-focused, adult friendly pathways.
- Address enrollment barriers.
- Expand supports to returning adult students.



Vision for user experience in portal



- Users interact with the site based on their background and goals
- The “program finder” tool will leverage Career Bridge in partnership with the Workforce Board
- Users will be matched with programs filtered by their needs and interests
- Contact information will be provided to participating institutions



Proposed target population





Marketing and messages

Brand and Message Development

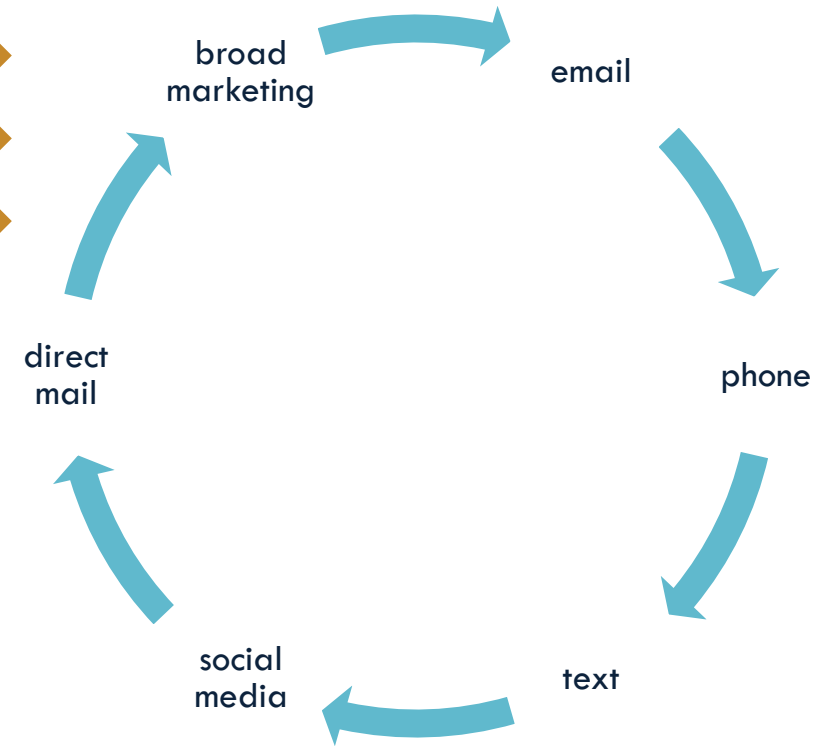
Focus groups
Other initiatives

Address Barriers

Financial
Work/life balance
Child care

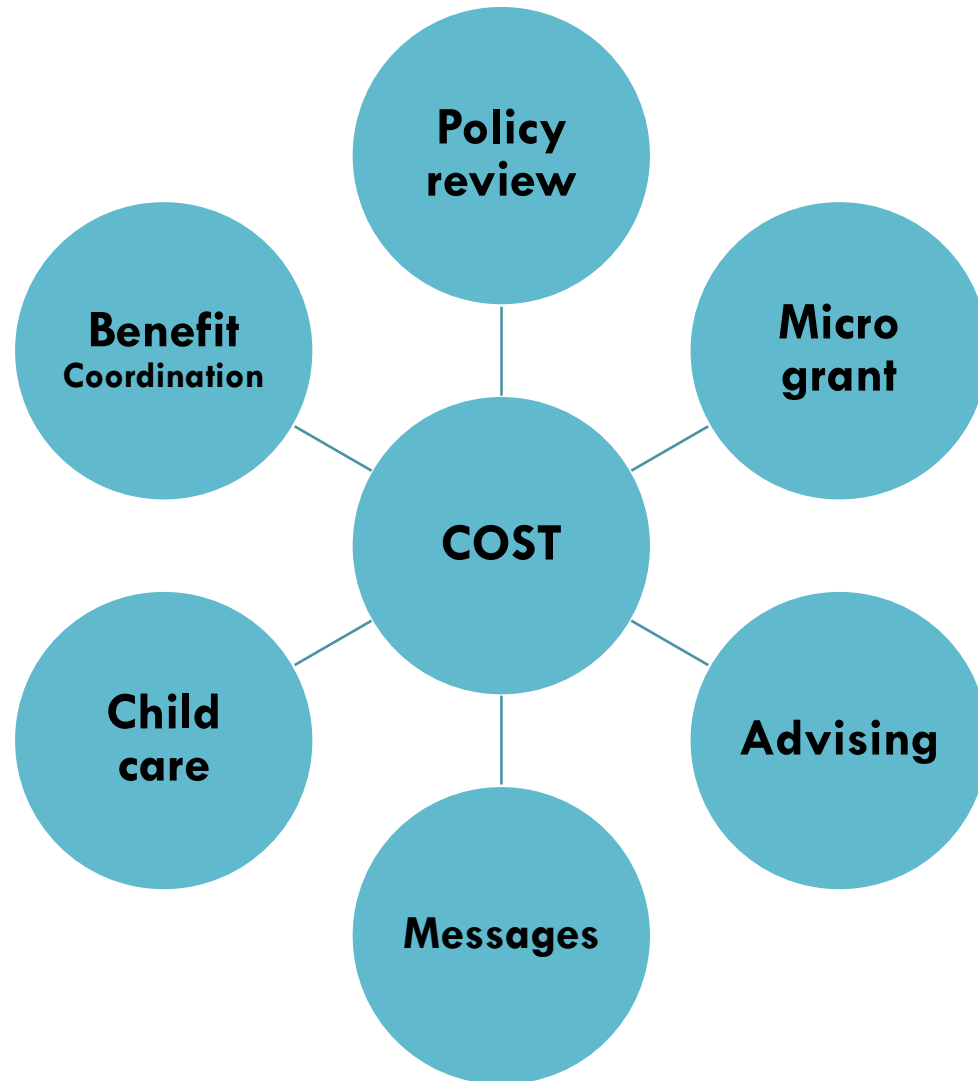
Target Groups

Veterans
Single parents
Immigrant family





Addressing financial barriers





Support students to completion

Share effective practices that support adult learners.

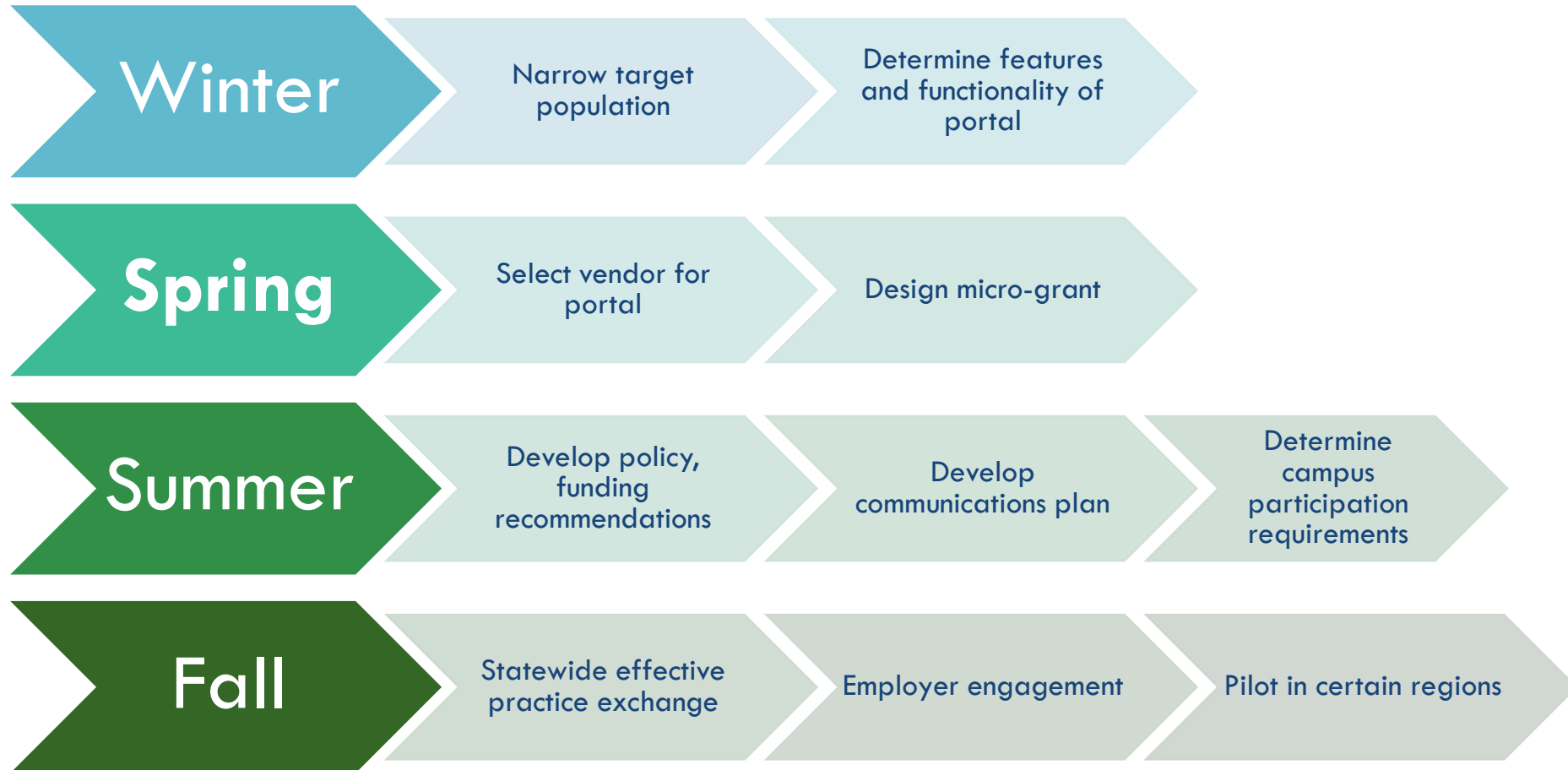
Improve state-level policies to remove barriers for adult learners.

Expand partnerships with employers.

Establish regional networks of support.



2018 Milestones





2018 Pave the Way Conference

Pave the Way will begin with a pre-conference workshop on adult learners.
November 28.

Pave the Way

Advancing Equity, Expanding Opportunity, Increasing Attainment

SAVE THE DATE

November 29, 2018

READY
SET
GRAD

University of Washington, Seattle
Husky Union Building

www.wsac.wa.gov/pavetheway

