

Title	Executive Update
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Position	Executive Director
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Synopsis	The Executive Update will provide members with a review of current agency work related to program administration and policy. The Executive Director will provide this synopsis at the beginning of each Council meeting.
Guiding Questions	Does the recent work of the agency advance progress toward increased educational attainment in Washington?
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 type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input checked="" type="checkbox"/> Other

Agency Update

Two-Month Executive Summary

Project	Recent Work
Program Outreach	<ul style="list-style-type: none"> • <u>12th Year Campaign</u>: WSAC’s “Plus 5 Push” campaign, designed to raise financial aid application numbers by five percent over last year, has contributed to nearly 30,000 public school seniors completing a FAFSA so far this year, an increase of 300 students over the previous year. • <u>GEAR UP</u>: Over 100 school administrators, counselors, and GEAR UP school-based staffed received training on establishing school cultures defined by high expectations and student support, both essential to strengthening students’ transition to postsecondary education. • <u>New Website</u>: Work continues on development of the new agency website, one that will combine the current wsac.wa.gov and readyssetgrad.org. Current traffic analytics, as well as research from our 2017 focus group study, clarify the demand for content-driven rather than audience-focused navigation. To this end, staff and several external partners are currently participating in a card-sorting exercise designed to inform the potential organization of content and navigation for the new site.
Program Updates	<ul style="list-style-type: none"> • <u>College Bound</u>: The latest cohort sign-up data (for the graduating class of 2021) mirrors previous cohorts’ at 71 percent. WSAC will honor 115 districts and 270 schools with a Gold Star Award – meaning they exceeded the state sign-up rate. • <u>GET</u>: The GET Program, which opened for new enrollments on November 1, has a 29 percent increase in applications and a 33 percent increase in unit sales compared to the same point in the last open enrollment period. • <u>DreamAhead</u>: On January 23, the GET Committee signed the final contract for program management services in support of the DreamAhead College Investment Plan with BNY Mellon. DreamAhead will provide another great option for Washington families as they prepare for the costs of higher education.
Policy and Research	<ul style="list-style-type: none"> • <u>Academic Credit for Prior Learning</u>: In 2016-17, Washington public and independent colleges awarded over 61,000 academic credits for prior learning to 3,217 students, an increase of approximately 41 percent compared to the previous academic year. • <u>Adult Reengagement Framework</u>: With input gathered from the December meeting of the technical advisory committee, WSAC staff are now developing the RFP to solicit bidders for the adult reengagement portal.