

<b>Title</b>	Meeting the State Attainment Goals
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<b>Synopsis</b>	Staff will provide a briefing on the goal-setting process in 2013. The discussion will address background and context for the goals and the key imperatives to meet the needs of Washington's vital economy and the changing demographics of the state. The staff introduction will be followed by comments from sector representatives addressing the key issues, obstacles, and opportunities colleges face in moving the state toward the attainment goals.
<b>Guiding questions</b>	<ol style="list-style-type: none"> <li>1. What key considerations resulting from changing demographics will colleges face during the next ten years?</li> <li>2. How are institutions addressing the need to serve more students?</li> <li>3. What key higher education system changes must be made to achieve the attainment goals?</li> <li>4. How will the postsecondary education experience in 2023 be different than it is now?</li> <li>5. What are some external factors that may impact our ability to reach the goals?</li> <li>6. What roles or activities should the Council consider to help colleges play their role in achieving greater attainment?</li> </ol>
<b>Possible council action</b>	<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other: _____
<b>Documents and attachments</b>	<input checked="" type="checkbox"/> Brief/Report <input checked="" type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input type="checkbox"/> Other

## Meeting the State Attainment Goals

### Council Action

Discussion

### Description

The state’s educational attainment goals were proposed in WSAC’s 2013 Roadmap and approved by the 2014 Legislature. The goals were developed in recognition of two imperatives: the demographic challenges faced by our state and Washington’s needs to support a vital and innovative economy. These imperatives formed the foundation for aggressive attainment goals and a set of strategic actions to help the state meet these goals.

The challenge is significant and there are key questions as we consider the resources and changes that will be necessary to meet these challenges. To that end the purpose of this briefing is to:

- Review the background for the attainment goals.
- Identify our current position on postsecondary attainment and a trajectory for growth.
- Discuss sector approaches and plans for meeting the postsecondary attainment goal.

### Overview

#### By 2023:

**All adults** ages 25 – 44 in Washington will have a high school diploma or equivalent.

At least **70 percent** of adults ages 25 – 44 in Washington will have a postsecondary credential.

The state’s educational attainment goals were based on the levels of attainment needed for Washington to meet the challenges posed by changing demographics and competing in the global economy.. Higher levels of attainment require the state to create more educational opportunities for Washingtonians—including those who have historically not been well-served by our education system—to meet their personal and career goals.

The purpose of these aggressive goals is to ensure our higher education leaders (policymakers, institutional, and agency leaders) take action to improve our secondary and postsecondary capabilities. In 2013, when the state’s goals were created, our higher education system was not prepared to meet them. The goals were set high to ensure education leaders strive for growth and provide even greater quality and breadth of educational opportunities. The Legislature recognized the need for action and adopted the goals as state policy by passing HB 2626 in 2013.

The overall objective of the Council and the Roadmap is to raise educational attainment in Washington. All educational progress contributes to that end. However, the goals provide two specific benchmarks:

high school graduation, and attainment of a postsecondary credential<sup>1</sup>. Our discussion and analysis here will focus on the second goal.

In looking to establish the goals, the Council referenced a range of reports and indicators. These included reports from Lumina Foundation, Georgetown Center on Education and the Workforce, and the Washington Roundtable, as well as attainment goals released by the Obama administration and other states such as the 40-40-20 plan in Oregon.<sup>2</sup>

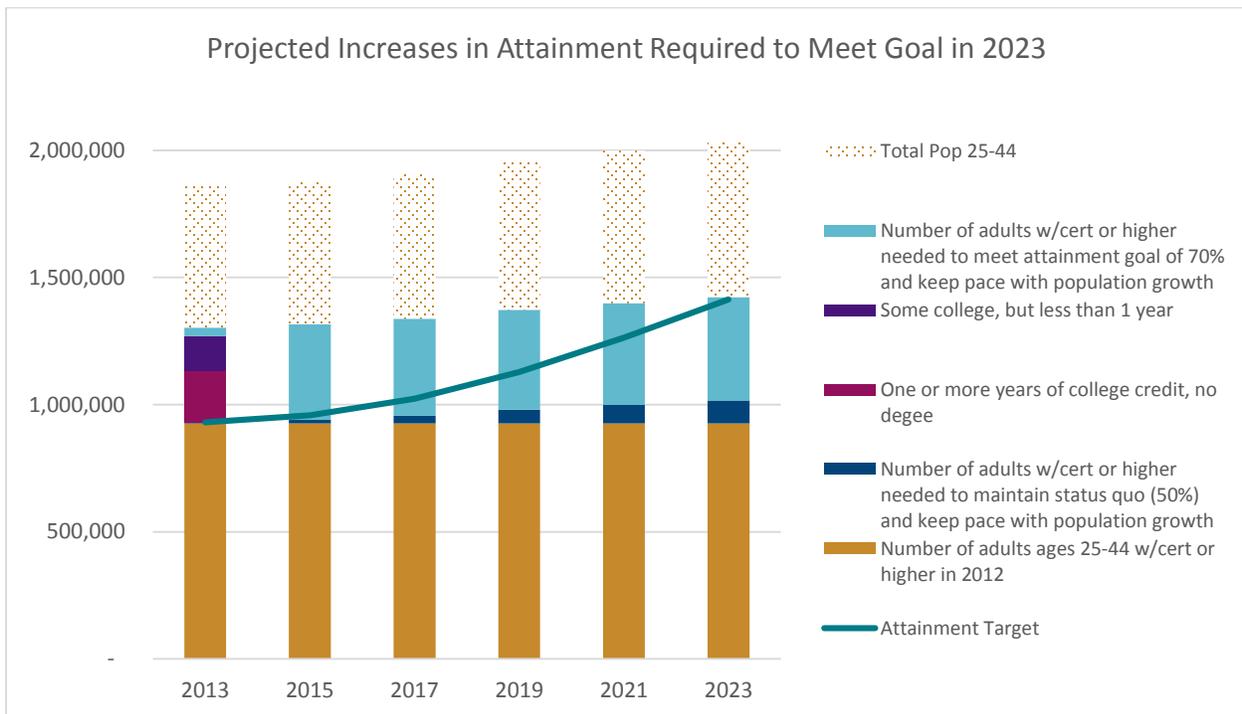


Figure 1 provides a visual representation of what it will take to move the population of 25-44 year olds to 70 percent postsecondary attainment. The total in each bar represents the projected population in that age group in the given year – about 1.85 million in 2013 and just over 2 million in 2023. Moving the population from the current 50 percent postsecondary attainment rate to 70 percent would require adding nearly 500,000 degrees over 10 years—on top of our current degree production. That requires roughly doubling the annual number of degree, certificate, and apprenticeship completers over that same period. It is worth noting that while roughly 50 percent of Washingtonians age 25-44 currently have a degree or certificate, 68 percent have at least some college experience and 61 percent have at least a year of college.

<sup>1</sup> Completion of an apprenticeship, certificate or degree.

<sup>2</sup> [Obama Administration](#), [Georgetown Center on Education and the Workforce](#), [Lumina Foundation](#), [Oregon 40-40-20](#), [2013 Skilled and Educated Workforce Report](#), [Higher Education Opportunity Act of 2011 \(ESSHB 1795\)](#), [Results WA](#), [Washington Roundtable](#)

The education system's response to the goals has been positive. Remaining questions include how the system will meet the goals and the resources needed to do so. The Council will convene a panel of sector representatives to address the following questions:

1. What key considerations resulting from changing demographics will colleges face during the next ten years?
2. How are institutions addressing the need to serve more students?
3. What key higher education system changes must be made to achieve the attainment goals?
4. How will the postsecondary education experience in 2023 be different than it is now?
5. What are some external factors that may impact our ability to reach the goals?
6. What roles or activities should the Council consider to help colleges play their role in achieving greater attainment?



WASHINGTON STUDENT  
**ACHIEVEMENT COUNCIL**  
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# Postsecondary Attainment Goals *Discussion and Update*

Randy Spaulding, Ph.D.  
Director of Academic Affairs and Policy



# Our work today

- Revisit background for the attainment goals.
- Identify our current position and outline a growth path.
- Discuss sector approach and plans for meeting the goal.



# Goal Setting Rationale

State's education attainment goals

Based on long-term education and economic needs.



Education leaders and stakeholders identify and implement strategies to meet education attainment goals.



# Washington's Educational Attainment Goals

## By 2023:

- All adults ages 25 – 44 in Washington will have a high school diploma or equivalent.
- At least 70 percent of adults ages 25 – 44 in Washington will have a postsecondary credential.



# The Demographic Imperative

## Changing demographics: opportunities and challenges

Most of Washington's future population **growth is expected to come from groups** that historically have been **less likely to participate in and complete postsecondary programs.**

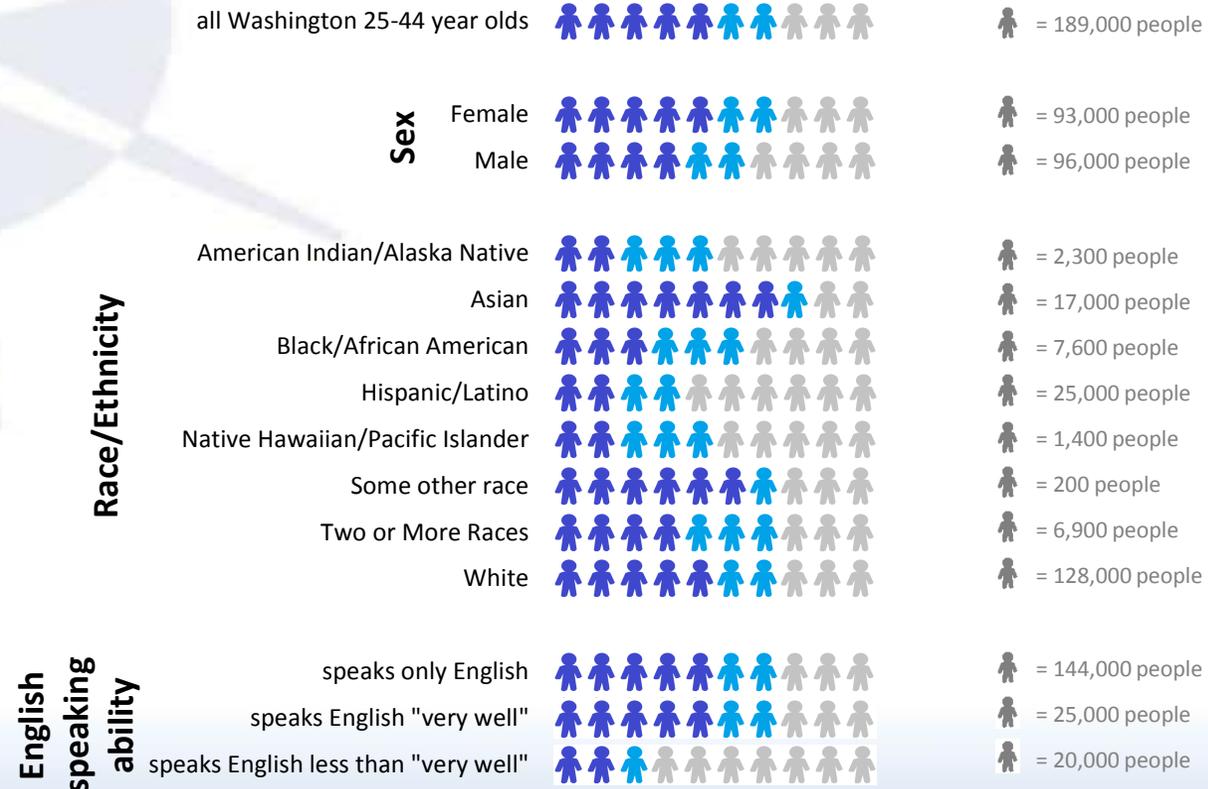
Subject to a lingering opportunity gap in our state, these groups are often collectively **referred to as "underrepresented"** in postsecondary education.

Since 2000, Washington's—and the nation's—**population growth has been almost entirely due to increases in underrepresented populations.**

For example, **Washington's Hispanic population has grown more than 70% since 2000.**

## Populations to consider for the postsecondary attainment goal

 college degree 
  some college 
  no college



## Populations to consider cont'd





# The Economic Imperative

Employers say it's **difficult to find Washington employees with the necessary skills** to fill critical job openings.

By 2016, **nearly three-fourths** of available jobs will require at least a **postsecondary credential**.

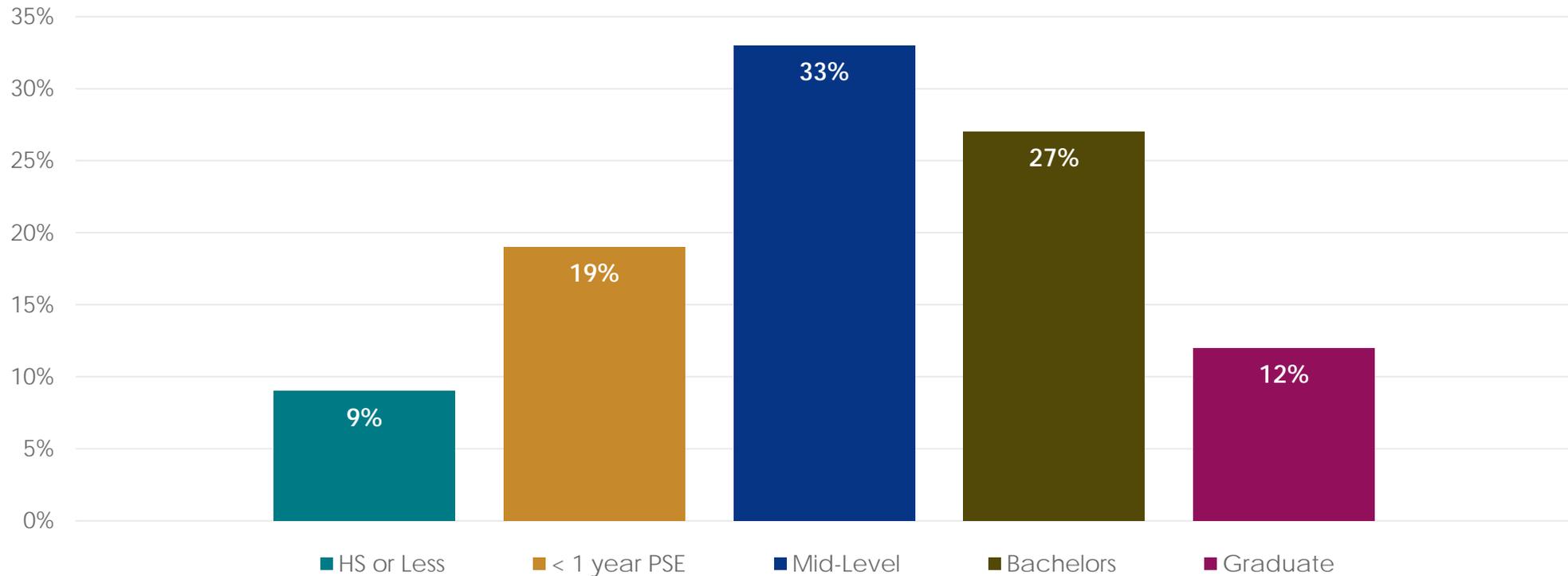
Currently, **only about 50%** of Washington adults **have completed a postsecondary certificate, apprenticeship, or degree**.

If this gap persists, companies will either have to import talent or export operations.



# 72% of job openings require mid-level training or higher

Projected Openings in Washington by Training Level  
2016-2021



Source: Skilled and Educated Workforce 2013



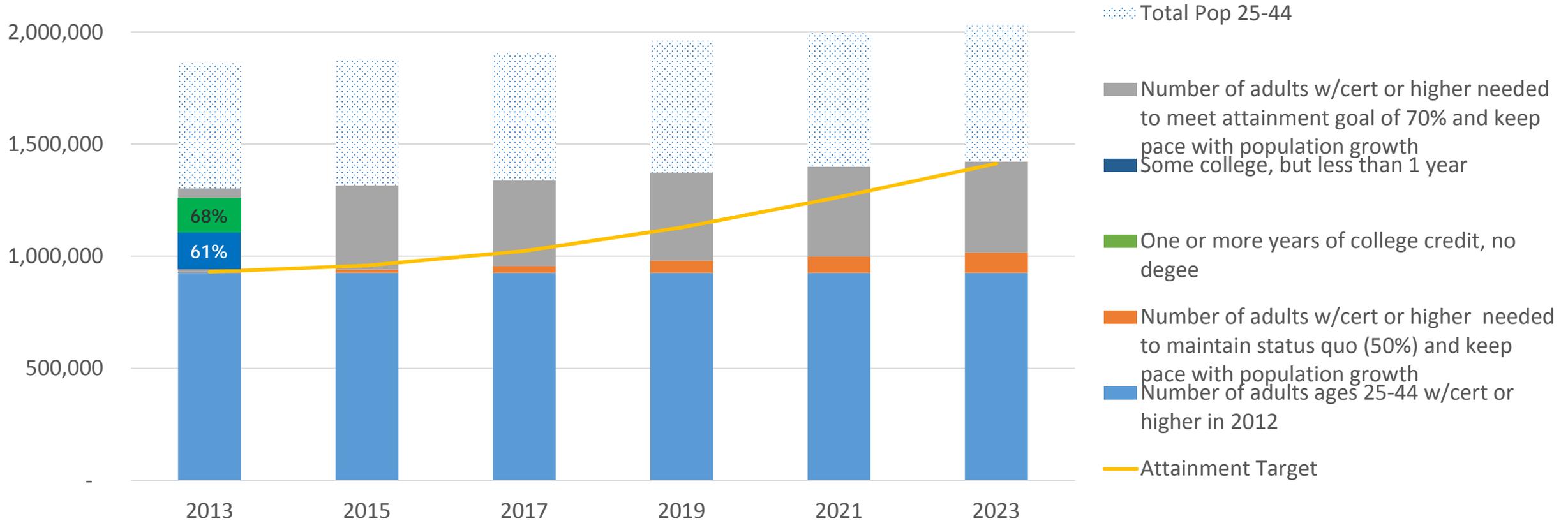
# Establishing need for higher attainment

- [Obama Administration](#)
- [Georgetown Center on Education and the Workforce](#)
- [Lumina Foundation](#)
- [Oregon 40-40-20](#)
- [2013 Skilled and Educated Workforce Report](#)
- [Higher Education Opportunity Act of 2011 \(ESSHB 1795\)](#)
- [Results WA](#)
- [Washington Roundtable](#)



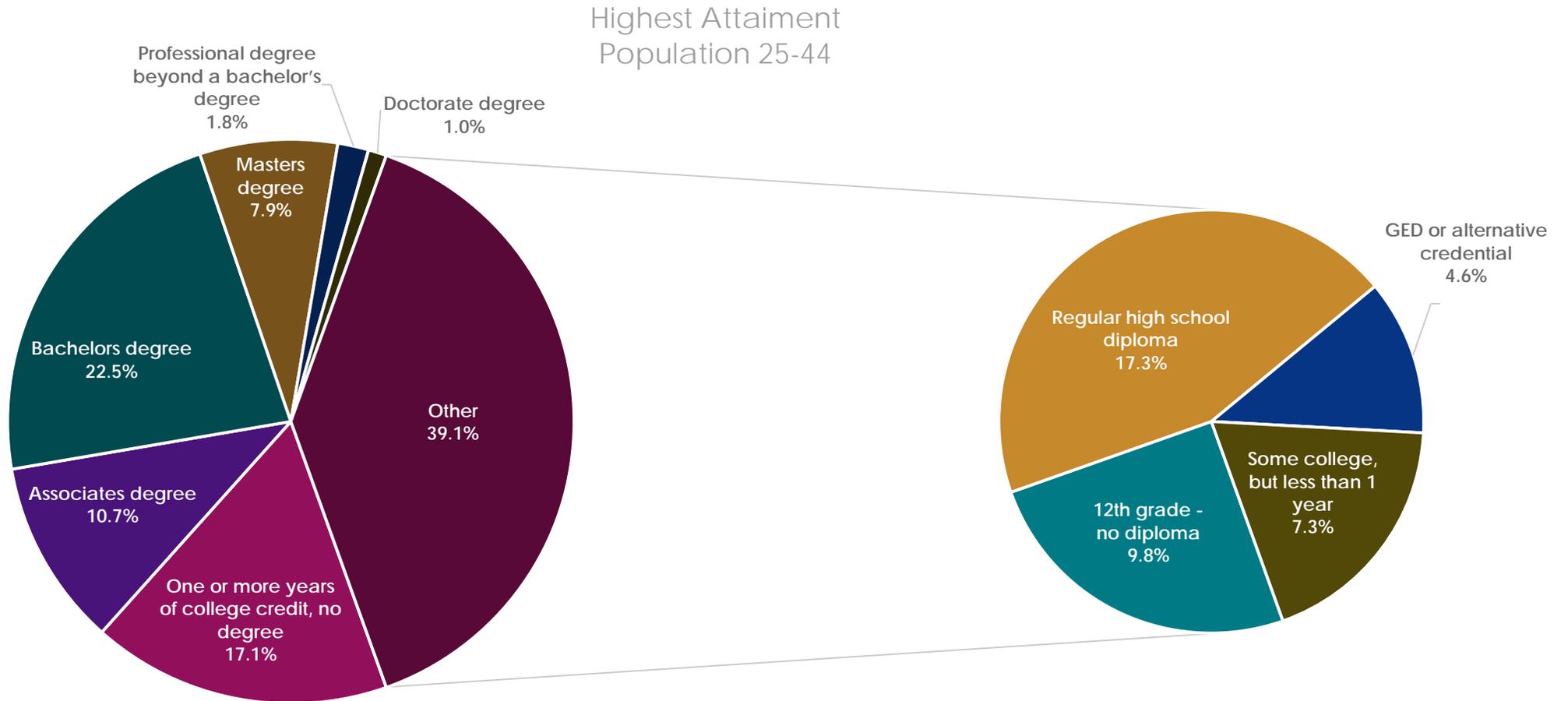
# What is needed to meet the postsecondary goal by 2023?

### Projected Increases in Attainment Required to Meet Goal in 2023





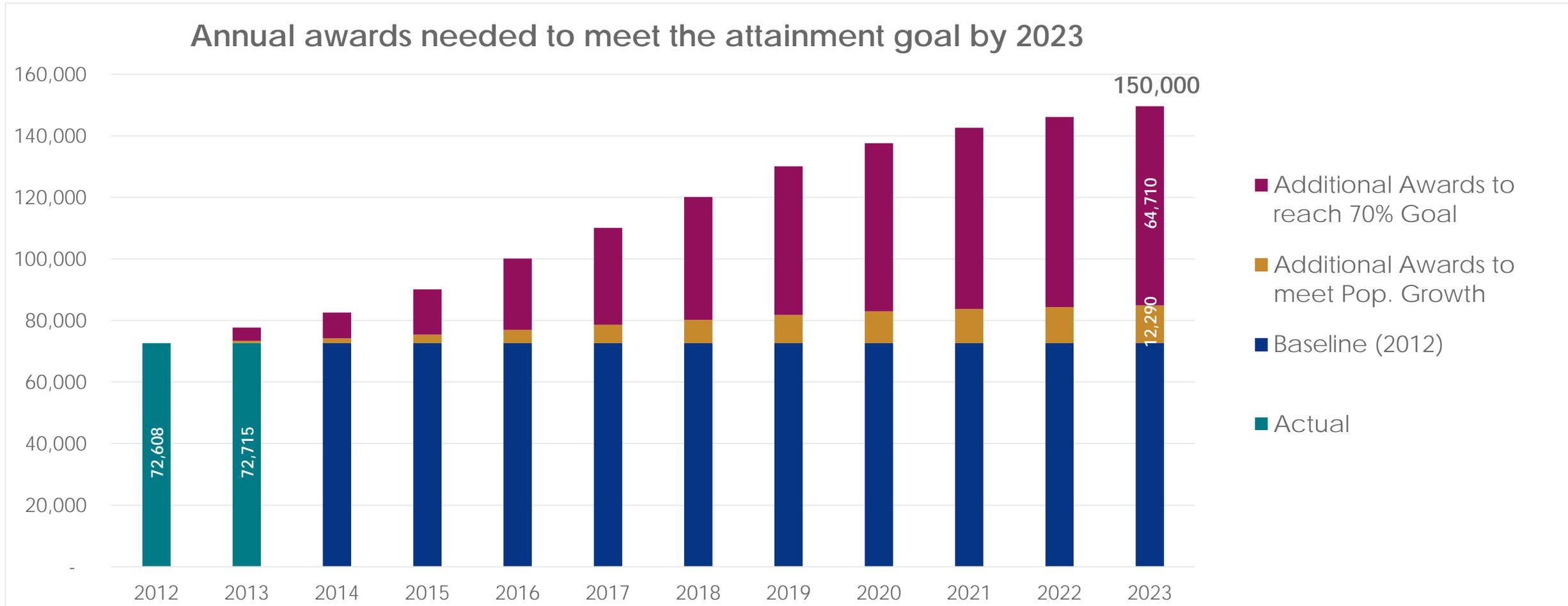
# Highest Attainment – Population 25-44



Source: 2011-13 ACS

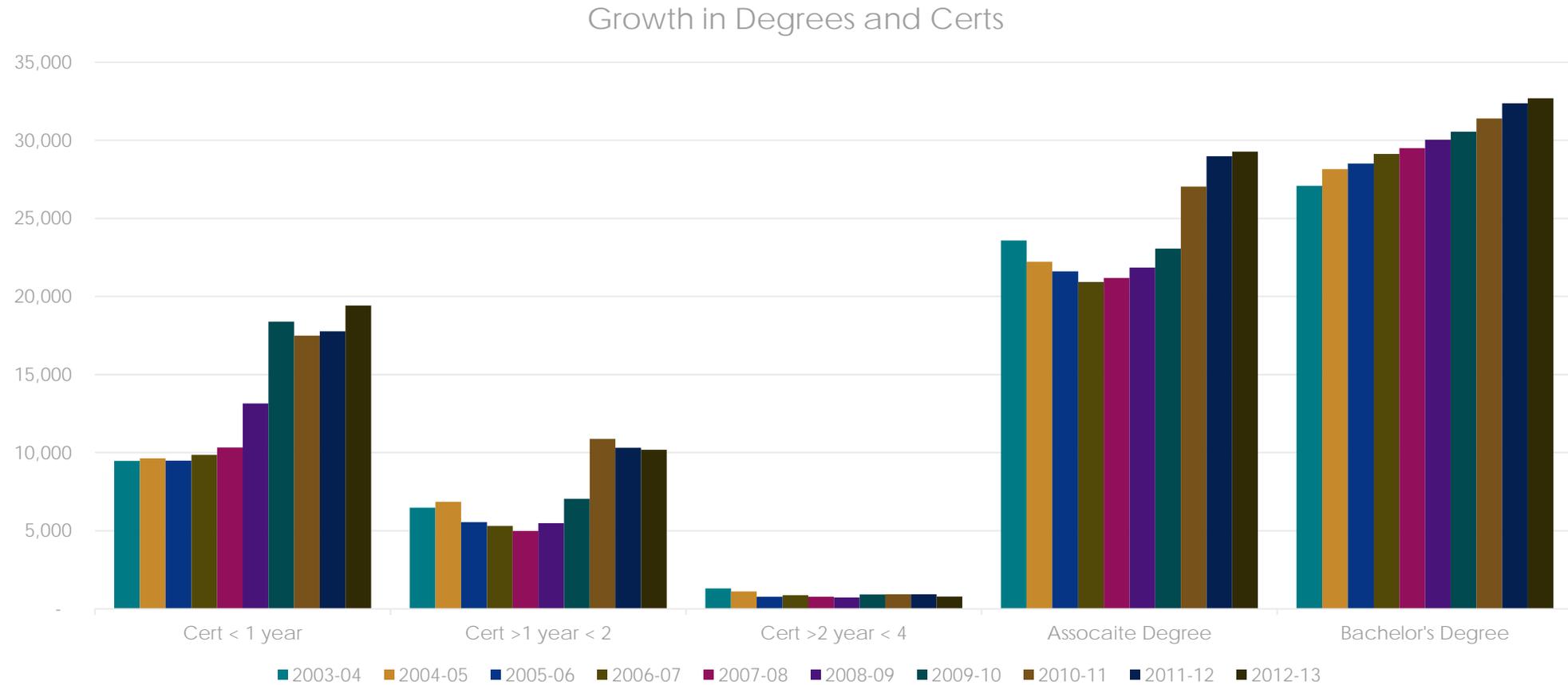


# Annual awards need to double to reach goal





# Distribution of total awards





# Sector discussions – meeting the attainment goals

1. What key considerations resulting from changing demographics will colleges face during the next ten years?
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