Adult Reengagement
Identify and Support Returning Adults

Advisory Committee
June 15, 2017
Today’s Meeting

Overview: Supporting returning adults - a critical strategy

Framework Design: Primary components of framework

Project Management: Technical teams, deliverables, and timeframe

Focus Groups: Unique barriers of adult students

Next Steps: Technical team meetings and tasks

Today’s Purpose:
- Review work to date
- Understand scope of deliverables
- Share and solicit feedback on project management
- Develop and refine questions for technical team related to immediate deliverables
How does adult reengagement relate to state goals?
Our Work to Date

• 2013 Roadmap action item
• 2015 laid the foundation
• 2016 SHEEO technical assistance
• 2017 Strategic Action Plan
• 2017 Lumina Grant

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.
Growth in Credentials Required to Meet the Goals

500,000 additional adults need to complete a credential

Increases in Attainment Required to Meet Roadmap Goal of 70% Postsecondary Attainment by 2023

- Adults with certificate or higher (2012 levels)
- Impact of 2017 investments (new credentials)
- Attainment target to reach 70% by 2023
Many Adults Have Credits Without a Credential

1.2 million not enrolled without a credential

400,000 have some college

300,000 one year of credit

What are the key components of the Framework?
Washington’s Leverage

- State Policies
- Campus Based Initiatives
- Partnerships
- Data Systems
Framework approach should:

- Ensure students are successful on their next attempt
- Respect institutions’ business practices
- Be cost effective
- Engage broad participation
- Highlight and expand local efforts
- Connect students to programs
Washington Adult Reengagement Framework

**Communications**
- Connect Students to Relevant Programs
  - Inventory programs and practices
  - Expand and connect online resources
  - Include tailored information and other features

**Cost**
- Assist with Transparent Affordability
  - Availability of aid
  - Short-term aid
  - Previous fees
  - Repayments & defaults

**Completion**
- Provide Flexible Programming
  - Enrollment support
  - Flexible delivery
  - Share effective practices
  - Child care availability

- Broad public outreach
- Identification of students near completion
- Resources to evaluate student progress
Reflections from Convening

Outreach and Marketing:
• Consider opportunity gaps at the outset
• Explore various models of student identification
• Engage employers in each region
• Filter out current students (enrollment management)
• Statewide navigators and advising are key
  • Consider online chat

• State Higher Education Executive Officers association (SHEEO)
• Adult Promise Convening in CO held June 4-6
• Teams from 4 states – ME, MN, OK, WA
• Lumina sponsored
Reflections from the Convening

Enrollment Barriers:
  • Consider alleviating for some students and not others
  • Work with institutions to share best practices
  • Emergency loan – targeted information

Financial Aid Barriers:
  • Less-than-halftime has “bridge term” allowable in State Need Grant – could this allow first term funding without meeting SAP?

Messaging Affordability:
  • Many students in Washington do not pay tuition (public and private)
What are the main deliverables, technical teams & timeline?
2017 Work Plan

- **July**: Technical team
- **August**: Council update & Advisory
- **September**: Technical team
- **October**: RFPs issued
- **November**: Council update & Advisory
- **December**: Progress Report
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| **Advisory Team** | • Ensure appropriate stakeholder participation  
|               | • Seek opportunities for WSAC to promote this initiative and align with other efforts  
|               | • Provide guidance on development of all project deliverables  |
| **Technical Team** | • Provide technical assistance and input to support the design of key components of the Framework  
|               | • Portal  
|               | • Outreach & Marketing  
|               | • Micro Grant  |
| **Council Members, partners, institutional representatives, employer community.** |  |
| **Advisory team and additional institutional representatives with expertise on the meeting topic.** |  |
An online tool to provide relevant, accurate and tailored information to connect returning adults to programs.

What questions should the Technical Team explore to develop requirements and features for the online tool?

- What are examples of tools developed by other states or for similar purposes?
- Who are the key users of the tool?
- What are key features and functionality to be included to connect students with programs?
- How interactive should the site be?
- How will program information be updated?
- How will institutions receive information about interested students?
- What information should be available to all inquiring students?
- How will this tool interact with other sites?
- What will be required to ensure the tool is maintained long-term?
Texas GradTX

- Finish your college degree.
- Flexible options for bachelor’s degree completion.

Welcome to Grad TX

Finishing your bachelor's degree is more than a personal achievement. It’s an accomplishment that opens doors to greater opportunities and earning potential. Grad TX is a new program from the State of Texas that connects you with Texas universities dedicated to helping you return to college, finish your bachelor's degree, and advance your career. Using the

Earn Your Bachelor's Degree

Finish your bachelor's degree and open doors to a new career and a new phase of life. Participating universities include:

- Lamar University, Beaumont, TX
- Midwestern State University, Wichita Falls, TX
- Tarleton State University, Stephenville, TX
- Texas A&M University Commerce, Commerce, TX
- Texas Tech University, Lubbock, TX
- The University of Texas at Arlington, Arlington, TX

“My husband was there for me while I finished my degree, and now I can support us while he finishes his.”

LIMMIS SIA | COLLEGE GRAD AT AGE 33
Tennessee Reconnect

• Be a Hero. Be a Graduate.
• Online cost-to-completion and time-to-degree calculators.

READY TO RECONNECT? LET’S GET STARTED!

Whether it’s time to get serious about returning to school or you’re starting to plan for your undergrad adventure, we’ve got you covered.
Indiana Return and Complete

- You can.
  Go back.
- Identify, contact, and incentivize adults to complete their degrees.

Indiana colleges and universities have made it easier for you to finish your degree.

FIND YOUR
BEST SCHOOL MATCH
LEARN MORE ABOUT
State-Level Examples

Explore special programs and incentives for returning students.

FLEXIBLE
Online, Evening & Weekend Classes

$1,000 State Grants* First Come, First Serve

CREDIT
For Work/Military Experience*

FLEXIBLE
Online, Evening & Weekend Classes

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For Work/Military Experience*
What questions should the Technical Team explore to develop parameters for outreach and marketing of the portal?

- In what ways should we identify and prioritize target market segments?
- What are the most effective methods to identify adults with credits for outreach?
- Are there systems that can be leveraged to connect students with programs?
- Can regional efforts be used to engage employers and promote the tool?
- How should messaging support institutional and community-based communication efforts?
- What are other considerations for broad marketing efforts?
- Other?
Cost – Micro Grant

What questions should the Technical Team with aid administrators explore to design a state-level micro-grant fund to address small dollar barriers?

• What are general emergency aid approaches to support students facing challenges?
• How are pre-enrollment barriers (i.e. financial holds, fees) addressed?
• How would a state-level “micro grant” be best targeted?
• How should the program be designed?
  • Administration
  • Institutional participation
  • Student eligibility
  • Program evaluation
• Are there ideas that can inform the best practice exchange?
  • How can students overcome larger financial barriers (i.e. repayments, defaults, aid eligibility exhaustion)
• Other?
Inform the development of the portal including features, functionality, access to program information, and use of student data.

Financial aid workgroup will be invited to develop the micro grant addressing enrollment barriers