



# Adult Reengagement

Technical Team Meeting

July 31, 2017





# AGENDA

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10:00 AM	Introductions
10:15 AM	Review focus group feedback
10:30 AM	Review example websites
10:45 AM	Discuss potential website features and functions
11:45 AM	Lunch
11:55 AM	Vendor information sharing
12:25 PM	Scope of the tool
12:55 PM	Review outcomes: accomplishments, decisions, assignments

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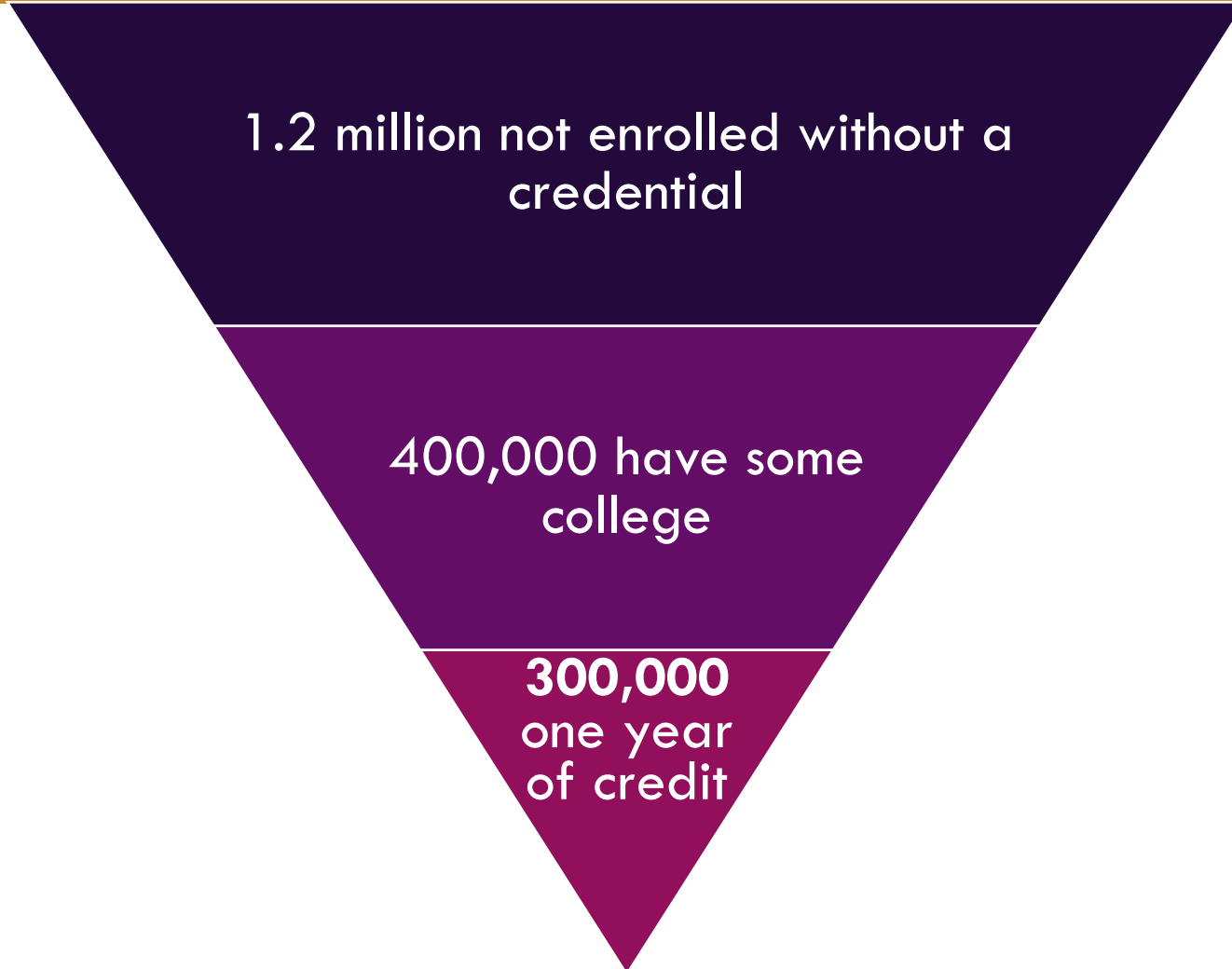
# INTRODUCTIONS

Randy Spaulding, Director of Academic Affairs &  
Policy





# CREDITS WITHOUT A CREDENTIAL





# LEVERAGE SUCCESSFUL EFFORTS





# FRAMEWORK APPROACH SHOULD:

Ensure students are successful on their next attempt

Respect institutions' business practices

Be cost effective

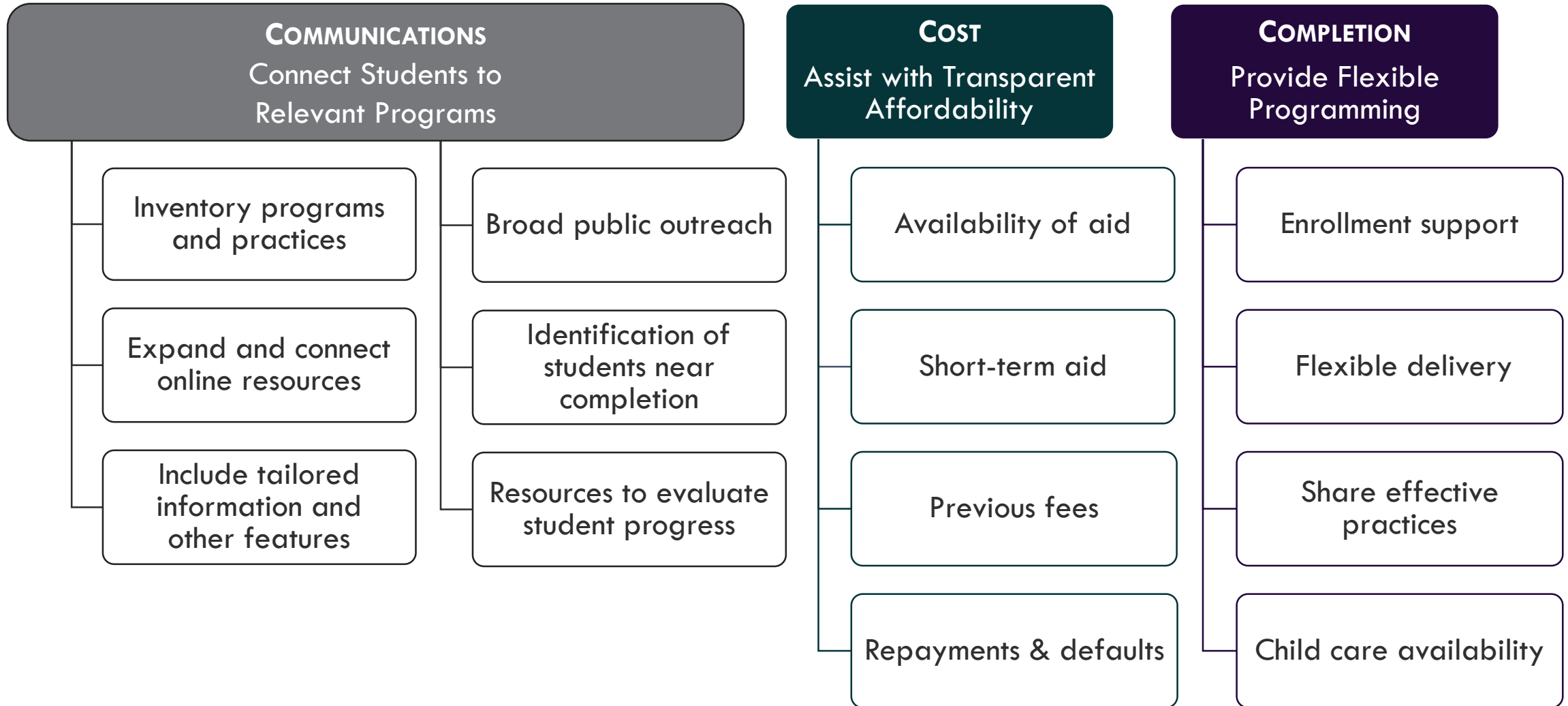
Engage broad participation

Highlight and expand local efforts

Connect students to programs



# WASHINGTON ADULT REENGAGEMENT FRAMEWORK





# TECHNICAL TEAM

WASHINGTON STUDENT ACHIEVEMENT COUNCIL  
EDUCATION • OPPORTUNITY • RESULTS

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## ADULT REENGAGEMENT

The Washington Adult Reengagement Framework will provide the infrastructure and support for adults without a degree or meaningful postsecondary credential to achieve their academic and career goals, earn a living wage, and contribute to Washington's job economy.

### The Need for Action

Though many adults understand the benefits of higher education, significant barriers stand in their way. For example, financial concerns and family obligations make it hard to return to college. These same barriers can result in further delays or abandonment of their educational aspirations.

If Washington adults do not have accessible and affordable options for postsecondary education, they risk continued underemployment without the many benefits that come from earning a postsecondary credential.

### Pathways for Returning Adults

The completion of a postsecondary credential is critical for participation and success in the 21st century economy. Empowering adults to return to the classroom, complete their credential, and advance in their careers can have profound benefits on Washington's families, our communities, and state's economic and social health.

### The Critical Framework Components

The following three components are critical to the development of an Adult Reengagement Framework:

1. The **communications** component develops an online tool, leverages existing tools, and implements targeted outreach to connect returning adults to programs.
2. The **aid** component addresses affordability-related barriers, including access to financial aid and prior debt accumulation.
3. The **navigation** component supports the development of regional, career-focused, adult-friendly pathways, addresses enrollment barriers, and expands supports to returning adult students.

### Washington is Ready

Washington, with its strong foundation of work and commitment to an inclusive and responsive higher education system, is well-positioned to develop a framework to reengage adult learners. Washington:

- Ranks first in the nation in need-based financial aid per undergraduate enrollment.
- Serves nearly 70,000 students (over 42 percent aged 25 or older) through the State Need Grant.
- Provides strong pathways for transfer students and learning systems, including policies to support students in receiving credit for prior learning.
- Supports a number of policies that increase the access to and the affordability of higher education.

### Poised for Success

To meet this need for skilled employees, Washington adopted a goal of at least 70 percent of all adults (ages 25-64) completing a postsecondary certificate or degree. Work on the Adult Reengagement Framework is an essential step to reaching the educational attainment goal.

Success will hinge on continued partnerships with key stakeholders from higher education, businesses and employers, targeted regions of the state, state agencies, and policy makers, who together will strengthen and define our shared commitment to serving adult students.

Leaders and Agencies    Advisory Team    People and Resources

Technical Team





# TECHNICAL TEAM



Select "Technical Team" tab.

[www.wsac.wa.gov/adult-reengagement](http://www.wsac.wa.gov/adult-reengagement)

agencies, and policy makers, who together will strengthen and define our shared commitment to serving adult students.

Meetings and Agendas	Advisory Team	Reports and Resources
Technical Team		
<b>Team Members</b>		
Allan Atienzo, Independent Colleges of Washington		
Anne Cubille, Central Washington University		
Bob Collins, Western Governor's University		
Boyong Chae, State Board for Community and Technical Colleges		
Caryn Ragimbal, Bellingham Technical College		
Deb Gilchrist, Pierce Community College		
Elizabeth Lewis, University of Washington		
George Freeman, The Evergreen State College		
Gil Mendoza, Office of the Superintendent of Public Instruction		
Jenee Myers Twitchell, University of Washington		
Jerad Sorber, Grays Harbor College		
Jessica Hunicutt, University of Washington		

Technical Team Member List

# ADULT REENGAGEMENT FOCUS GROUPS





# BACKGROUND

- Conducted in the spring of 2017 by Western Washington University.
- Primary goal was to understand the needs and decision making processes of adults aged 25 to 44 regarding postsecondary education.
- Participants enrolled in higher education, or had been but were not currently.
- Six focus groups and eleven phone interviews.
  - Focus groups two each: Seattle, Spokane, and Walla-Walla. Interviewees from above cities, emphasis on Olympic Peninsula and Aberdeen/Shelton/Olympia regions.



# SUMMARY: MOTIVATIONS & BARRIERS

## Motivation and perceived value of education

- Desire to increase earnings (economic need, realization more education = more opportunities).
- Example to children.
- Encouraged by family, friends and counselors.

## Barriers

- Financial
- Family/Work-life balance
- Discouragement



# SUMMARY: PREFERRED LEARNING FORMAT



## Face-to-face

- Real-time interaction and feedback valued, though impractical due to family and work schedule demands.



## Online

- Flexibility and opportunity to self-pace valued, though lagged response time is problematic. Ideal model for those described as "self-starters."



## Hybrid

- Acceptable by all; offers best of both worlds.



# SUMMARY: SEARCHING FOR INFORMATION

Searches begin with awareness.

Social media, community events, and workplace presentations.



Initial searches for all programs were internet-based.

Endorsed internet searches and telephone calls, followed by campus visits.



Greater clarity and simplicity of websites are needed.

Statewide website valued and desired.

REVIEW EXAMPLE WEBSITES





# Washington DC

[311 Online](#) [Agency Directory](#) [Online Services](#) [Accessibility](#)



Mayor Muriel Bowser



[DC.gov](#) [osse.dc.gov](#)

## Office of the State Superintendent of Education

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Office of the State Superintendent of Education

Listen



### Adult College Completion Initiative (ACC)

#### The Adult College Completion Initiative

The Office of the State Superintendent's (OSSE) Adult College Completion (ACC) Initiative seeks to encourage first-time adult college students and adult learners who attended college and left without obtaining a degree to earn postsecondary credentials.

Adult learners often face various challenges that keep them from completing their postsecondary goals. In January of 2014, OSSE convened a working group comprised of ten adult-friendly community and postsecondary partners, aimed at providing stronger institutionalized and community-based support for adult learners. The working group designed a district-wide campaign to educate adult learners about the available paths for college completion.

The ACC Initiative helps promote a collaborative approach to increasing adult college completion and brings the student-centered perspective to the forefront of college completion work.

#### ACC Working Group Members:

- Academy of Hope
- DC College Access Program: Retention Services (DC-CAP)
- Mary Annelli Public Charter School



#### Office Hours

Monday to Friday, 8:30 a.m.-5 p.m.

#### Connect With Us

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TTY: 711  
Email: [osse@dc.gov](mailto:osse@dc.gov)





# Tennessee Reconnect

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[Click here to find out more about the Reconnect Grant.](#)

## 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.



**RETURNING TO FINISH A DEGREE**

Explore your interests, see what credits you may already have, discover your options and find a school and how to pay for it. There is no better time than now to finish your degree.



**GOING TO COLLEGE FOR THE FIRST TIME**

Do you want to increase your earning power? Prepare for a different career? Learn something new? Explore ways to help you choose the right school so you can enjoy an ROI that will last a lifetime without



**VETERANS AND SERVICE MEMBERS**

Applying to a college is not so different for a veteran compared to any other student. There are just a few extra considerations. And luckily, you should have quite a few resources.



# Completion College Consortium

Completion  College Consortium

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## College Completion Made Easy

[GET STARTED](#)

### It Starts With A Question

# ADULT REENGAGEMENT WEBSITE: POTENTIAL FEATURES & FUNCTIONS





# IDENTIFIED FEATURES & FUNCTIONS

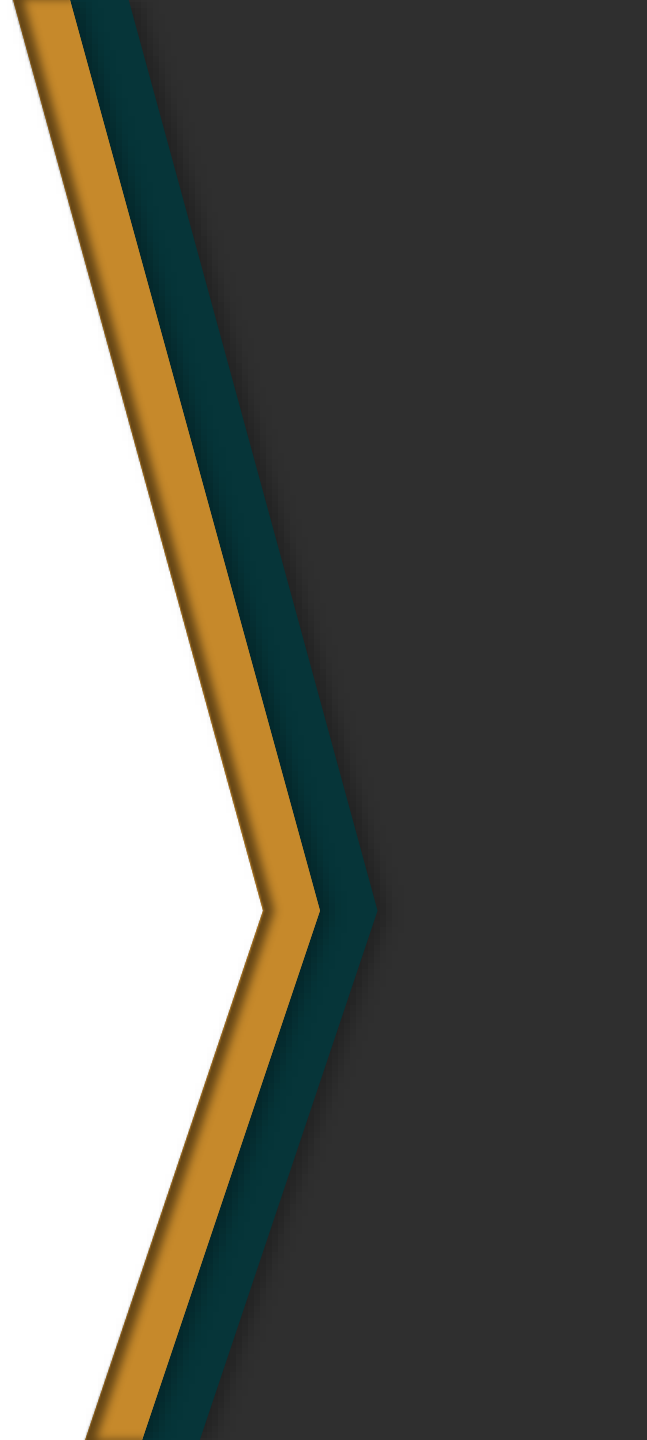
## FEATURES

- What does the website offer/do?
  - Guidance counseling
  - Program information
  - Resources
  - Social media integration

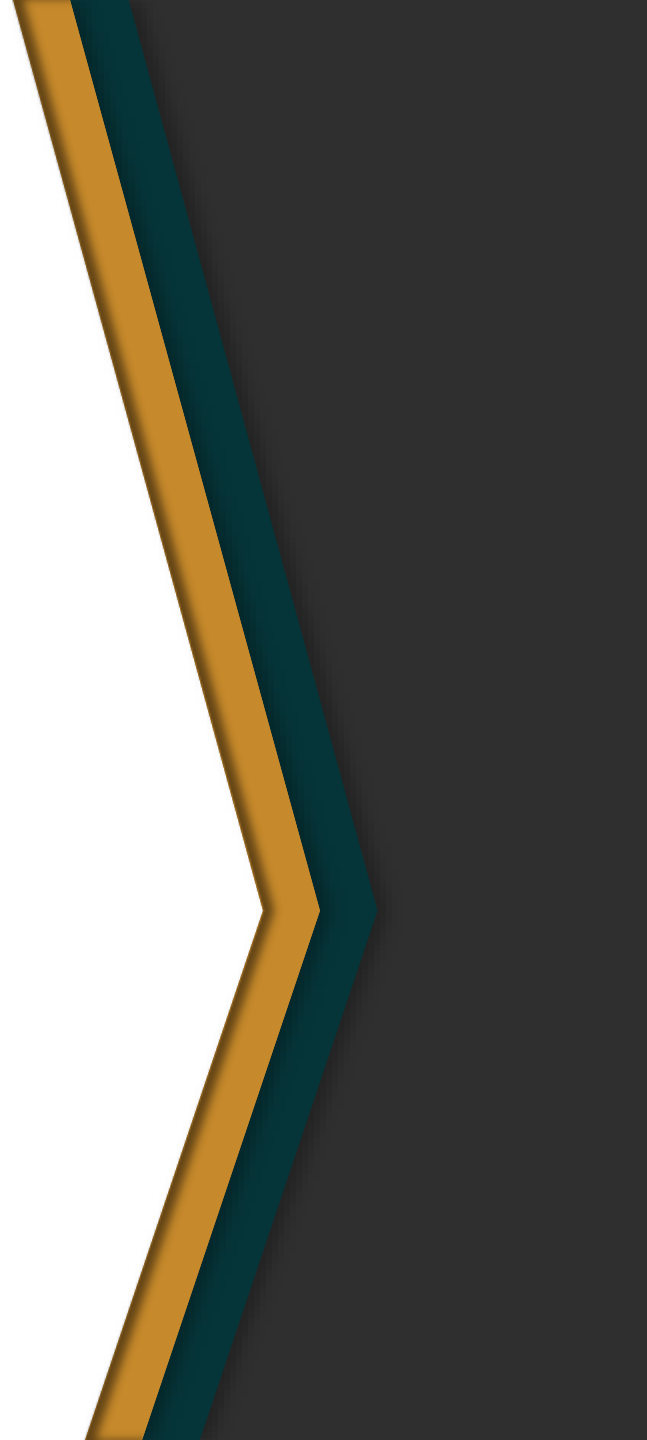
## FUNCTIONS

- How does it operationalize the identified features?
  - Method of inputs/output
    - Sliders, widgets, comparison tabled results, filter options, etc.
  - Crosswalk to existing resources
    - Campus websites
    - Community-based organizations
    - FAFSA/WASFA

# VENDOR INFORMATION SHARING



DEFINING THE SCOPE OF THE TOOL



SUMMARIZE MEETING  
& REVIEW OUTCOMES

