Adult Reengagement

Technical Team Meeting

July 31, 2017
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM</td>
<td>Introductions</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Review focus group feedback</td>
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<tr>
<td>10:30 AM</td>
<td>Review example websites</td>
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<tr>
<td>10:45 AM</td>
<td>Discuss potential website features and functions</td>
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<tr>
<td>11:45 AM</td>
<td>Lunch</td>
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<tr>
<td>11:55 AM</td>
<td>Vendor information sharing</td>
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<tr>
<td>12:25 PM</td>
<td>Scope of the tool</td>
</tr>
<tr>
<td>12:55 PM</td>
<td>Review outcomes: accomplishments, decisions, assignments</td>
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</tbody>
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INTRODUCTIONS

Randy Spaulding, Director of Academic Affairs & Policy
1.2 million not enrolled without a credential

400,000 have some college

300,000 one year of credit

LEVERAGE SUCCESSFUL EFFORTS

- 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
Select “Technical Team” tab.

www.wsac.wa.gov/adult-reengagement
ADULT REENGAGEMENT FOCUS GROUPS
• 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.
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
Tennessee Reconnect

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.
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
DEFINING THE SCOPE OF THE TOOL
SUMMARIZE MEETING & REVIEW OUTCOMES