Adult Reengagement Technical Team
December 11, 2017
Introduction
Data analysis
Other states’ outreach: Review examples
Targeted, customized, and broad marketing approaches
Future workgroup topics
Closing
MEETING OBJECTIVES

Determine potential criteria to narrow the returning adult student population.

Discuss additional student characteristics and variables that could be used for targeted outreach efforts.

Understand various approaches used by other states.

Review broad outreach avenues that do not rely on individual student data.

Determine which combination of outreach efforts should be explored.
ADULT REENGAGEMENT FRAMEWORK: VISION & GOALS

VISION

• Support adults to return and complete their education to advance their goals, be competitive, and meet the needs of Washington employers.

GOALS

• Provide information and support to recruit, retain, and graduate adults who have not completed a credential.
• Target Washington residents who have earned college credit without completing a credential.
ADULT REENGAGEMENT FRAMEWORK: PRINCIPLES

• Engage broad participation in the development including all sectors of institutions, employers, and policy makers.

• Integrate successful efforts in Washington: state policies, campus-based initiatives, data systems, online resources, and strong partnerships.

• Utilize an equity lens in the development of the framework including student identification, outreach and services.

• Evaluate and address barriers to ensure adult learners are provided easily accessible targeted information and support to meet their unique needs.

• Highlight and support local and regional efforts supporting returning adults.

• Consider institutions’ business and enrollment management practices related to outreach, recruitment, and information sharing.

• Develop a system that is scalable, sustainable, and cost effective.
<table>
<thead>
<tr>
<th>Have credential.</th>
<th>Number of credits earned versus percent remaining in credential.</th>
<th>Length of time since attendance.</th>
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<tbody>
<tr>
<td>Academic history.</td>
<td>Income level.</td>
<td>Financial aid default and repayment status.</td>
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ADDITIONAL CHARACTERISTICS

- Living in Washington
- Family circumstances
- Age
- Racial/ethnic background
- Gender
- Employment
- Military status
- Single parent
- Formerly incarcerated
- Immigrant family
- Parents of first-generation students
OTHER STATES

Student identification & outreach
States with experience used different approaches

- Method to identify students
- How to update contact information
- Coordinated messaging
- Partnerships for outreach

- Arkansas
- Colorado
- Indiana
- Mississippi
- Nevada
- New Jersey
- North Carolina
- South Dakota
- Tennessee
NATIONAL EXAMPLES
Indiana – Student Identification

ABOUT YOU

1. ARE YOU AN INDIANA RESIDENT?
   - Yes
   - No

2. HAVE YOU COMPLETED SOME COLLEGE BUT HAVE NOT GRADUATED?
   - Yes
   - No

NEXT →
Indiana – Student Identification
Indiana – Student Identification

**YOUR WISH LIST**

4 WHAT’S YOUR DESIRED DEGREE?

**CHOOSE ONE: CLICK TO SELECT AND NEXT TO CONTINUE.**

- **Certification**
  - 2 years or less

- **Associate Degree**
  - 2 years

- **Bachelor Degree**
  - 4 years

- **Not Sure**
Indiana – Student Identification
Indiana – Student Identification
Hello,

Thank you for your response to the You Can. Go Back program and interest in WGU Indiana.

WGU has programs that make it easy for you to re-enroll in college and succeed. They will review your case individually to match you with the right program and best incentives available.

The following programs and incentives are available to eligible returning students:

- Application waiver worth $65
- $100 tuition certificate
- Scholarship opportunities solely for You Can. Go Back participants
- Flexible, competency-based, and completely online programs giving students the opportunity to graduate faster
- Free e-textbooks and learning materials
- Generous transfer policies

Next steps:
Jenny Merritt, from WGU Indiana, will call you in three business days. In the meantime, she can be reached at jenny.merritt@wgu.edu or 305-426-5899 ext. 5899.

Best of luck on your academic future!

Indiana Commission for Higher Education
Lead Status Details

Filter Report: Status: All

Response Date Range: 07/01/2017 to 08/07/2017

Selected Respondent(s) Action:

- [ ] Lead Update
- [ ] Select Respondents: All | None

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<th>Quantity</th>
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# Displayed Records: 14
MS - Reporting Prospective Student Details

Prospect Response Details

Respondent Information

AIMEE ALTMAN
16454 West Lake Village
Gulfport, MS 33703
Phone: 228-656-6937
Email: jstaforo@lsmarketingservices.com
Type: Lead
Qualify: Yes

Questions/Responses

<table>
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Response Activity

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Marketing Activity

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MARKETING APPROACHES
## Defining the Terms

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<th>Broad Marketing</th>
<th>Targeted Outreach</th>
<th>Customized Outreach:</th>
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<tr>
<td>- Marketing campaigns that reach large numbers of potential adult learners through broad avenues such as employers, military bases, Work Source Centers, faith based communities, etc. May include billboards, brochures, posters, social media, etc.</td>
<td>- Outreach to potential adult learners narrowed by specific criteria. Examples of criteria (or filters) may include number of credits earned, income level, and length of time since last attendance, etc. May include letters, email, and social media.</td>
<td>- Personalized communications tailored to individuals’ characteristics or persona to present perspective students with a message more likely to speak to their circumstances and needs. May include personalized letters, URL, and postcards.</td>
</tr>
</tbody>
</table>
FUTURE WORKGROUP TOPICS
The work ahead

• Technical team
  • Scope population
  • Private institutions
  • Contact information
  • Privacy

• Affordability
  • Microgrants
  • Academic progress
  • Messaging

• Institutional Participation

• SHEEO January mtg.
  • IN, ME, MN, OK, TN, MS

• CLASP

• Statewide Convening 2018