



Adult Reengagement Technical Team

December 11, 2017



AGENDA





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.

DATA ANALYSIS





NARROWING THE POPULATION

Have credential.

Number of credits
earned versus
percent remaining
in credential.

Length of time
since attendance.

Academic history.

Income level.

Financial aid
default and
repayment status.



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





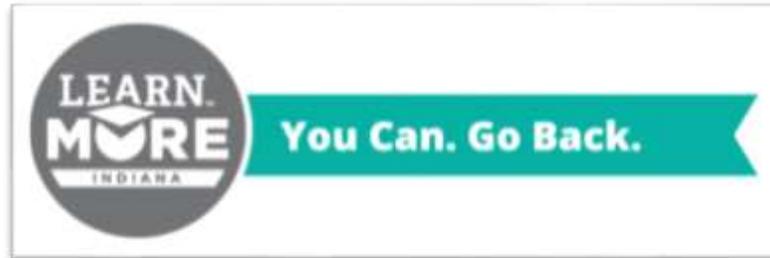
States with experience used different approaches

- 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

LEARN MORE
INDIANA

You Can. Go Back.

ABOUT YOU

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1 ARE YOU AN INDIANA RESIDENT? 

Yes No

2 HAVE YOU COMPLETED SOME COLLEGE BUT HAVE NOT GRADUATED? 

Yes No

PROGRESS



NEXT 



Indiana – Student Identification

YOUR WISH LIST

3 WHAT'S YOUR DESIRED FIELD OF STUDY? 

CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

 Arts & Communication	 Business & Economics	 Elementary / Special Education
 Health	 Social & Behavioral Sciences	 Science, Technology, Engineering & Mathematics
 Trades & Industry		

Not Sure



Indiana – Student Identification

MORE INDIANA **You Can. Go Back.**

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
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Not Sure

PROGRESS 

← BACK **NEXT →**



Indiana – Student Identification

MORE INDIANA You Can. Go Back.

YOUR WISH LIST

5 WHAT'S YOUR PREFERRED LEARNING STYLE? 

CHOOSE ONE. CHECK BOX TO SELECT AND NEXT TO CONTINUE.

In Classroom
 Online*
 No Preference

* Not all degree options may be available online.

PROGRESS 

← BACK **NEXT →**



Indiana – Student Identification

MORE You Can. Go Back.

These are the schools that match your wish list.

Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

<input type="checkbox"/> Indiana State University TERRE HAUTE, INDIANA Incentives <input checked="" type="checkbox"/> Grade Forgiveness <input checked="" type="checkbox"/> Work/Military Credit <input checked="" type="checkbox"/> Online Programs Plus More ↗	<input type="checkbox"/> INDIANA UNIVERSITY BLOOMINGTON BLOOMINGTON, INDIANA Incentives <input checked="" type="checkbox"/> Grade Forgiveness <input checked="" type="checkbox"/> Online Programs <input checked="" type="checkbox"/> Night & Weekend Classes Get Details ↗	<input type="checkbox"/> INDIANA UNIVERSITY KOKOMO KOKOMO, INDIANA Incentives <input checked="" type="checkbox"/> Grade Forgiveness <input checked="" type="checkbox"/> Online Programs <input checked="" type="checkbox"/> Night & Weekend Classes Get Details ↗	<input type="checkbox"/> IUPUC COLUMBUS, INDIANA Incentives <input checked="" type="checkbox"/> Grade Forgiveness <input checked="" type="checkbox"/> Online Programs <input checked="" type="checkbox"/> Night & Weekend Classes Get Details ↗
<input type="checkbox"/> IUPUI INDIANAPOLIS, INDIANA Incentives <input checked="" type="checkbox"/> Grade Forgiveness <input checked="" type="checkbox"/> Online Programs <input checked="" type="checkbox"/> Night & Weekend Classes Get Details ↗	<input type="checkbox"/> WGU INDIANA ONLINE UNIVERSITY Incentives <input checked="" type="checkbox"/> Tuition Discounts <input checked="" type="checkbox"/> Online Classes Get Details ↗		



Indiana – Student Identification



You Can. Go Back.

WGU Indiana Next Steps

RESPONSE EMAIL

Hello s,

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:

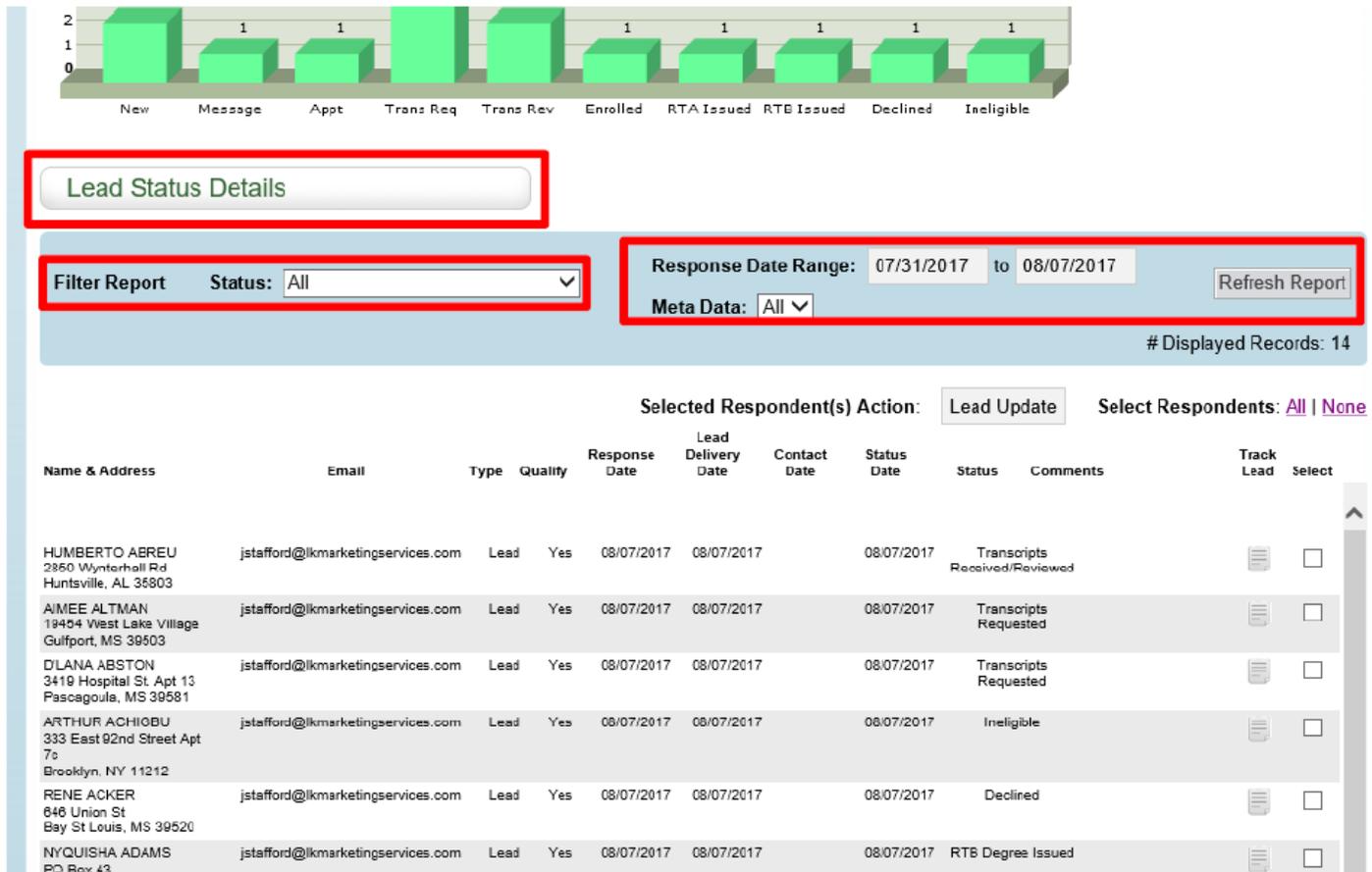
Jenny Merritt, from WGU Indiana, will call you in three business days. In the meantime, she can be reached at jenny.merritt@wgu.edu or [385-428-5899 ext. 5899](tel:385-428-5899).

Best of luck on your academic future!

Indiana Commission for Higher Education



MS - Administrative Reporting





MS - Reporting Prospective Student Details

Prospect Response Details hide [-]

Respondent Information

AIMEE ALTMAN
19454 West Lake Village
Gulfport, MS 39503

Phone: 228-869-9837 
Email: jstafford@lkmarketingservices.com

Type: Lead
Qualify: Yes

Questions/Responses

Question	Response
Selected Degree School	
Additional School	
Additional School	
Additional School	
Degree Type	Associate
Online Important	No
Field of Study	ARTHUM
Selected School	10

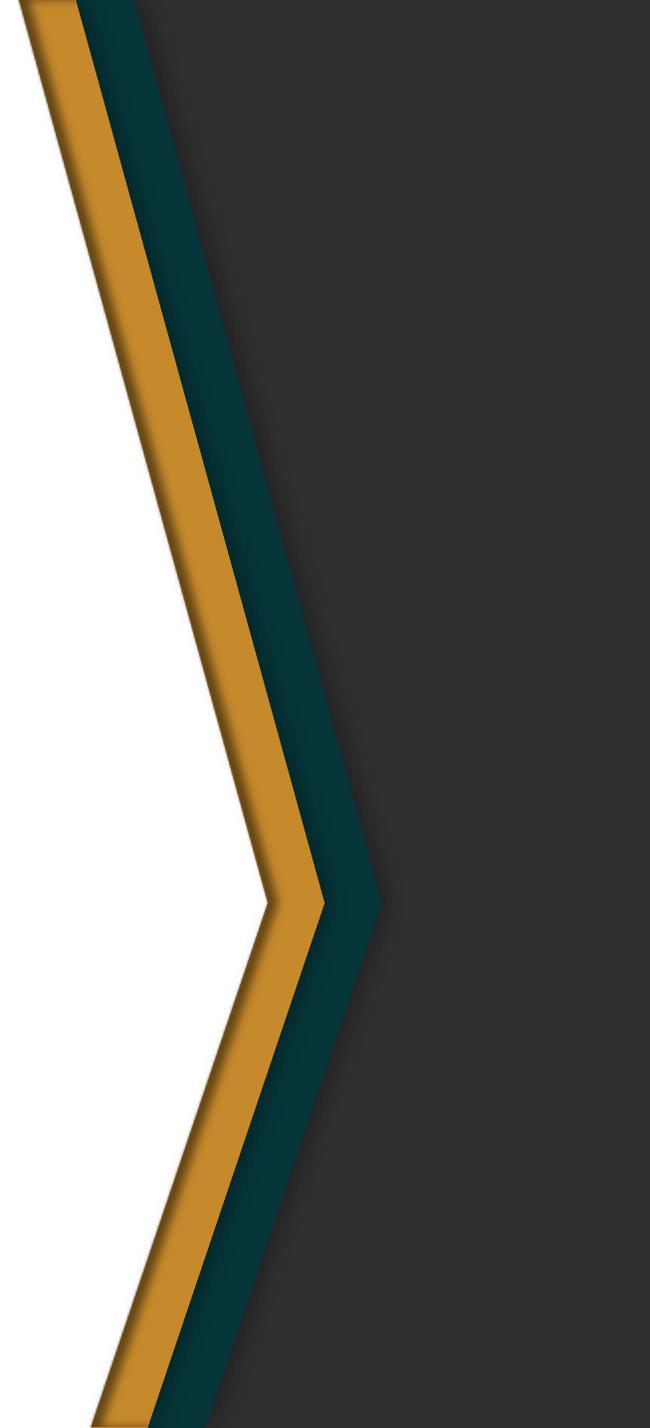
Response Activity hide [-]

Date	Campaign	Medium	Activity	Source	Audience	Creative	Offer
08/07/2017	Test Campaign	DirectMail	Leads	Web	RT	Family-F-AA	See How Close You Are
08/07/2017	Test Campaign	DirectMail	Responses	Web	RT	Family-F-AA	See How Close You Are

Marketing Activity hide [-]

Date	Campaign	Medium	Audience	Creative	Offer
07/11/2017	Test Campaign	DirectMail	RT	Family-F-AA	See How Close You Are

MARKETING APPROACHES





DEFINING THE TERMS

Broad Marketing

- 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.

Targeted Outreach

- 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.

Customized Outreach:

- 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.

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