

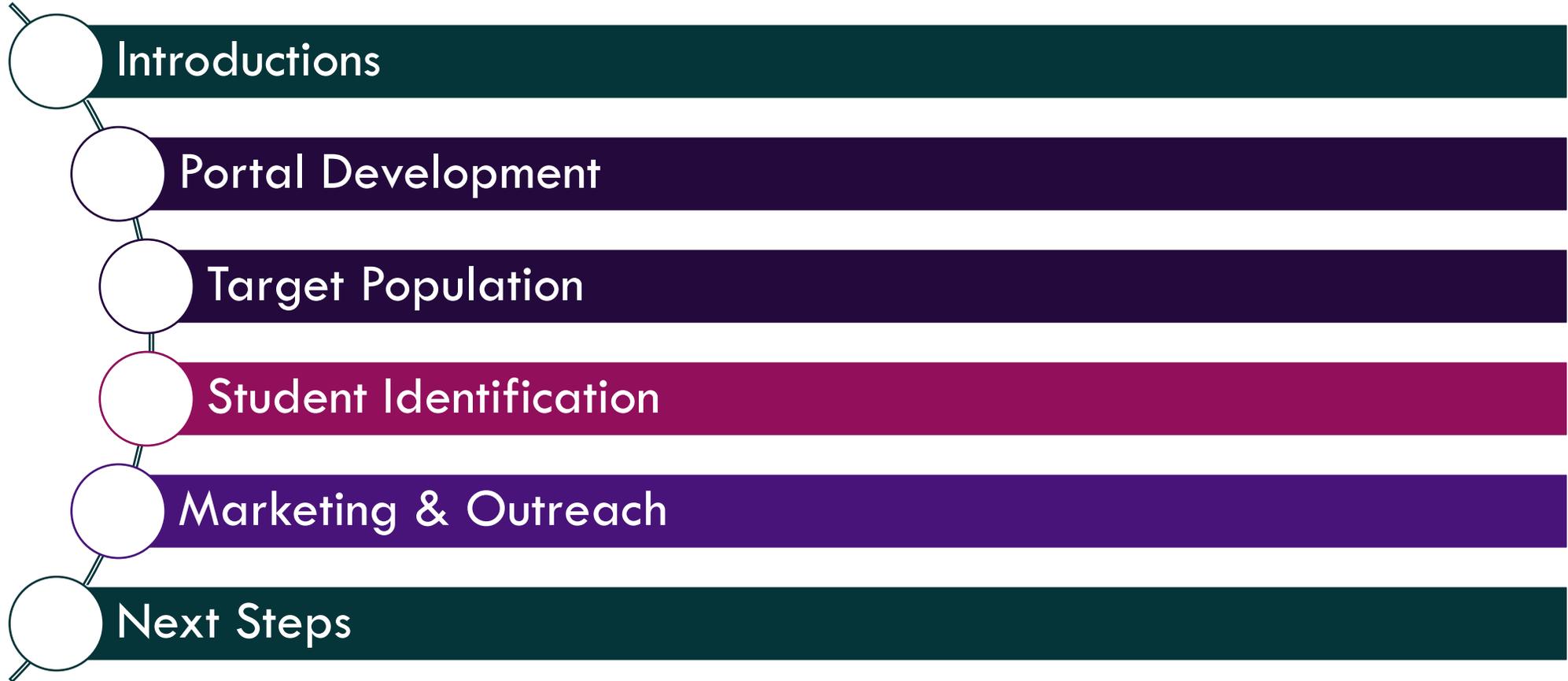


# Adult Reengagement Technical Team

February 26, 2018



# AGENDA



# PORTAL DEVELOPMENT





# Features & Functionality

## User Interface

### Personalization & Information Sharing

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- Custom URL (prepopulated & customized information)
- Questionnaire (student entered information – pass to state & campuses)
- Email Follow-up (by state &/or campuses)
- User login – both student and institution
- Reporting

## Education Pathways

### Matching students to programs

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- Filter on campus profile features (delivery, location, etc.)
- Field of study, prerequisites
- Time to completion
- Transferable credits
- Prior learning assessment

## Career Pathways

### Leverage and supplement existing tools

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- Career exploration
- Credentials for certain careers
- Placement and wage information



# Proposal: Portal Development



- Do not pursue customized URLs
- Include User Logins
- Include centralized transfer estimate feature (cost separately)
- Discuss partnerships with Workforce Board and Employment Security
- Refine scope of work and issue RFP
- Review responses with sub-group

TARGET POPULATION





# 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.



# Proposal: Target Population

- Washington residents who have attempted to earn an undergraduate credential and not completed
  - Have attended 25% of the timeframe toward a two- or four-year degree
  - At least one year, and no more than nine, since attendance
  - Do not have a student loan default or financial aid repayment
  - At least age 20
- Additional filter for further targeting
  - Financially independent (age 24, have dependents, Veteran or married)



# ADDITIONAL CHARACTERISTICS

Residency

Family  
circumstances

Age

Racial/ethnic  
background

Gender

Employment

Military status

Single parent

Formerly  
incarcerated

Immigrant  
family

Parents of first-  
generation  
students

# STUDENT IDENTIFICATION





# Student Identification

Identifying former students would permit targeted outreach, customized messaging, and tailored services, as well as evaluation.

- What are the data sources to identify former students?
- What information is included?
- What are the limitations of each?
- What would the process be to access the information?
- Who will conduct the outreach (will address in Outreach)?



# Possible Sources & Considerations

<b>ERDC</b>	<ul style="list-style-type: none"><li>• Public Four Year</li><li>• Community and Technical Colleges</li></ul>
<b>Unit Record Report</b>	<ul style="list-style-type: none"><li>• Need-based aid recipients</li><li>• Does not include detailed academic information</li></ul>
<b>Campuses</b>	<ul style="list-style-type: none"><li>• 65 institutions</li><li>• Includes all sectors</li></ul>





# Proposal: Student Identification

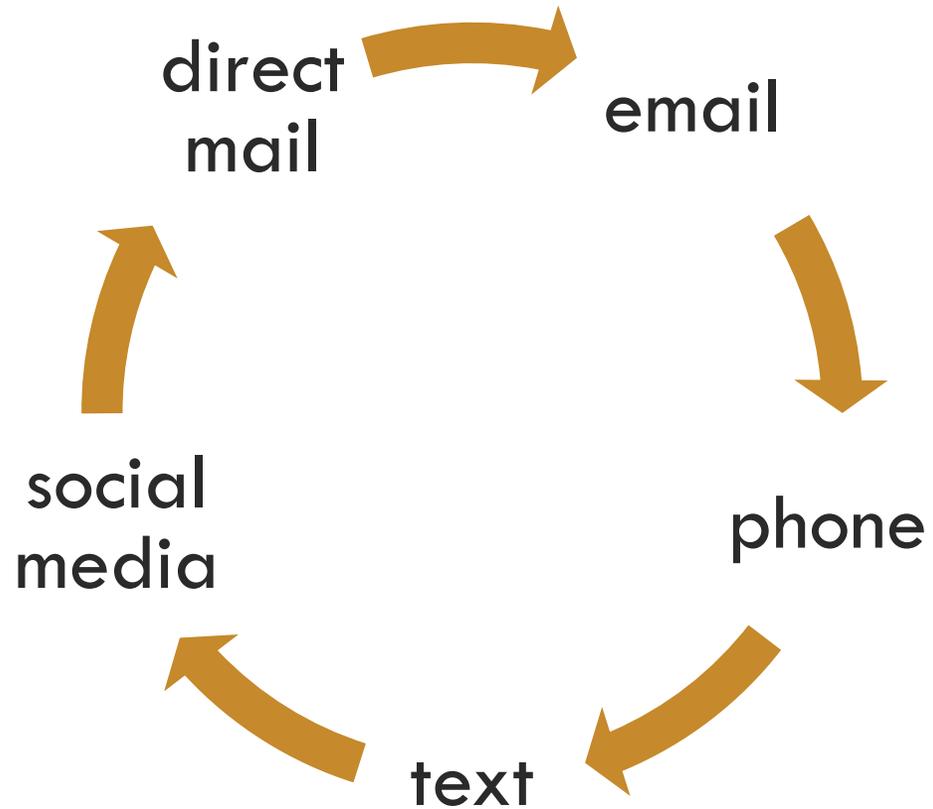
1. Use Unit Record data set to identify target market and apply additional filters as needed
  - 25% completion can be calculated based on enrollment level by term by system and the cumulative FTE
  - Dataset would add “financial need” and “attended in WA” to the target market
2. Remove records via National Student Clearinghouse match for degrees and recent attendance
3. Update contact information (DonorSnap, Alumni Finder, Accurant)

# MARKETING & OUTREACH





# Process & Content of Messages



1. Develop a brand
2. Build the messages
  - Barriers
  - Sub-populations
  - Regions
3. Determine the method & frequency



# Proposal: Marketing & Outreach

1. Develop and route Brand and Tagline options using Vox for technical assistance
2. Work with campus enrollment management/marketing representatives to review and shape messages
3. Share initiative brand and messages with workgroup for feedback
4. Design a methods plan based on systems and resources
5. Test messaging with student focus groups

NEXT STEPS





# Project Next Steps

March

- Post RFP for portal

April

- Affordability meeting

May

- Messaging & brand

June

- Campus participation
- Legislative request

Summer

- Statewide convening
- Micro grant design



# Indiana – Student Identification

 **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's Customized Wish List

- Students identify priorities and develop a “wish list”
- Based on information, set of institutions presented
- Institution shares adult-friendly resources and contacts student



# 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.

<b>Certification</b> 2 years or less	<b>Associate Degree</b> 2 years	<b>Bachelor Degree</b> 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

**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.

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



# 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](mailto: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**



# Transferable Credits

EagleNET

## Course Equivalencies for: Pierce College

[Home](#)

The course equivalencies below are based on your search selections. To specify new criteria or look up a different school, select from the associated links below the results.

**PLEASE NOTE:** The information provided should be used as a planning tool only. Equivalencies are subject to change. If you have questions, please contact the Office of Admissions at (509)359-2397.

[View more information on interpreting the transfer guide.](#)

### Specific Course Search Results:

(Searching on course = BIOLOGY, course type = Pierce College course)

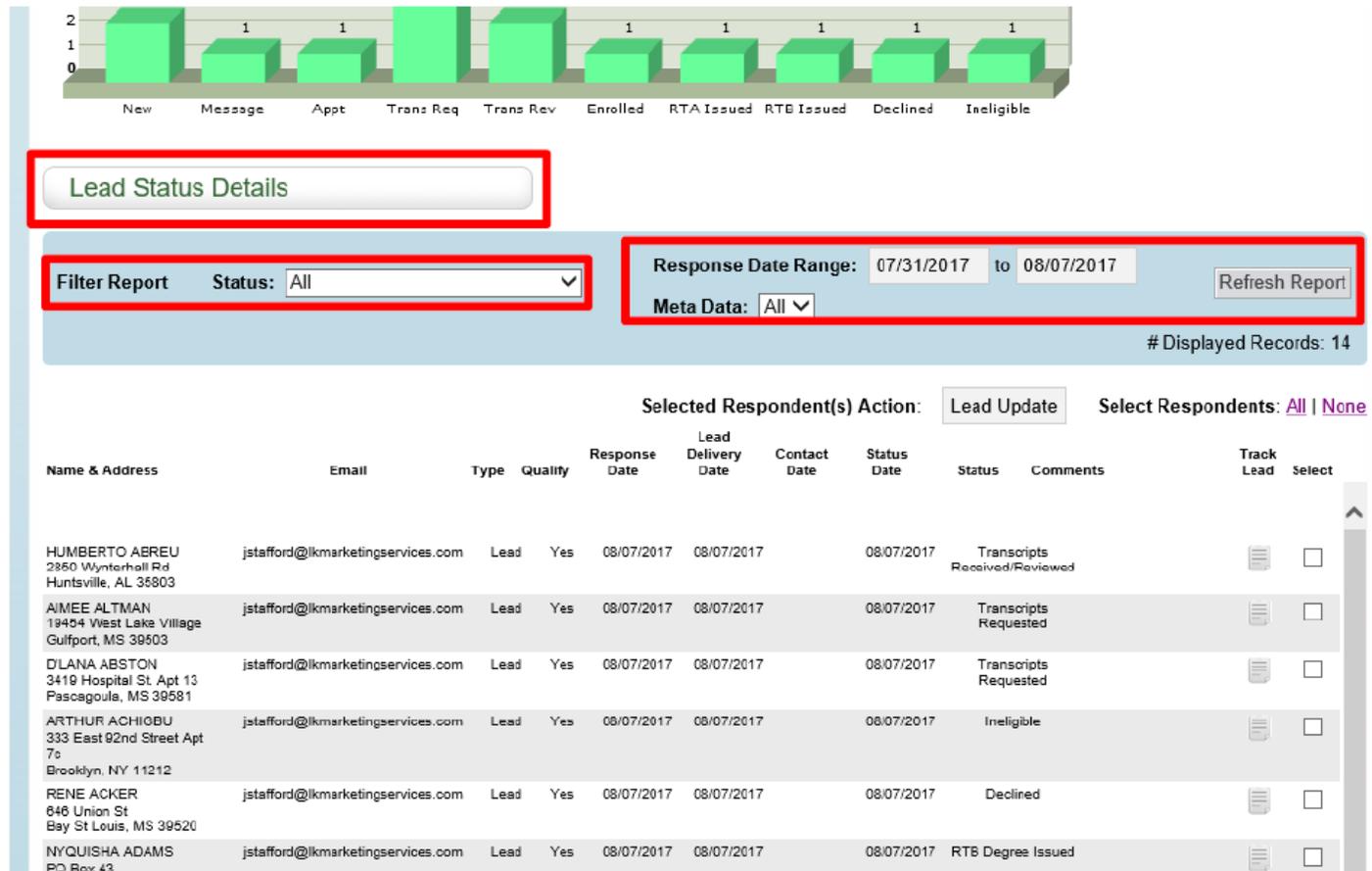
[Transfer Course](#)   [Eastern Course](#)   [Effective Term](#)   [Memo](#)

### GECR Course Search Results:

Transfer Course	Eastern Course	Effective Term	Memo
BIOL 100 BIOL&100	BIOL100 - INTRO TO BIOLOGY	All past - Spring 2008 Summer 2008 - Current term	Requires 1 Course
BIOL 101 BIOL&160	BIOL100 - INTRO TO BIOLOGY	All past - Spring 2008 Summer 2008 - Current term	Requires 1 Course



# MS - Administrative Reporting





# MS - Reporting Prospective Student Details

**Prospect Response Details** hide [ - ]

**Respondent Information**

AIMEE ALTMAN  
19454 West Lake Village  
Gulfport, MS 39503

Phone: 228-809-9837   
Email: jstafford@lkmarketingservices.com

Type: Lead  
Quality: 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