Adult Reengagement Technical Team

February 26, 2018
Introductions
Portal Development
Target Population
Student Identification
Marketing & Outreach
Next Steps
Features & Functionality

User Interface

• 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

Personalization & Information Sharing

Education Pathways

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

Matching students to programs

Career Pathways

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

Leverage and supplement existing tools
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

<table>
<thead>
<tr>
<th>Residency</th>
<th>Family circumstances</th>
<th>Age</th>
<th>Racial/ethnic background</th>
</tr>
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<tbody>
<tr>
<td>Gender</td>
<td>Employment</td>
<td>Military status</td>
<td>Single parent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Formerly incarcerated</td>
<td>Immigrant family</td>
<td>Parents of first-generation students</td>
<td></td>
</tr>
</tbody>
</table>
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

- **ERDC**
  - Public Four Year
  - Community and Technical Colleges

- **Unit Record Report**
  - Need-based aid recipients
  - Does not include detailed academic information

- **Campuses**
  - 65 institutions
  - Includes all sectors

- **Purpose & Privacy**
- **Streamlined & Sustainable Process**
- **Outdated**
- **Quality of Information**

Washington Student Achievement Council
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
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

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

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

Your Wish List

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

Progress

Not Sure

Back

Next
Indiana – Student Identification

WHAT’S YOUR PREFERRED LEARNING STYLE?

- 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 NOT TO CONTINUE.

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

○ Not Sure
Indiana – Student Identification

These are the schools that match your wish list.

- Indiana State University
- Indiana University Bloomington
- Indiana University Kokomo
- IUPUI
- Indiana State University

Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.
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 385-428-5899 ext. 5699.

Best of luck on your academic future!

Indiana Commission for Higher Education
Transferable Credits

Course Equivalencies for: Pierce College

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)

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<thead>
<tr>
<th>Transfer Course</th>
<th>Eastern Course</th>
<th>Effective Term</th>
<th>Memo</th>
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</thead>
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<tr>
<td>BIOL 100</td>
<td>BIO100 - INTRO TO BIOLOGY</td>
<td>All past - Spring 2008</td>
<td>Requires 1 Course</td>
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</table>

GECR Course Search Results:

### Areas of Study

#### Biology

<table>
<thead>
<tr>
<th>Transfer Course</th>
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### Lead Status Details

<table>
<thead>
<tr>
<th>Name &amp; Address</th>
<th>Email</th>
<th>Type</th>
<th>Quantity</th>
<th>Response Date</th>
<th>Lead Delivery Date</th>
<th>Contact Date</th>
<th>Status Date</th>
<th>Status</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Humberto Abreu</td>
<td><a href="mailto:jdblock@lmsmarketing.com">jdblock@lmsmarketing.com</a></td>
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**Filter Report** | **Status:** All

**Response Date Range:** 07/31/2017 to 08/07/2017

**Memo Data:** All

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**Selected Respondent(s) Action:**

- **Lead Update**
- **Select Respondents:** All | None

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**Track Lead Action:**

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

*Washington Student Achievement Council*
### Prospect Response Details

<table>
<thead>
<tr>
<th>Respondent Information</th>
<th>Questions/Responses</th>
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<tbody>
<tr>
<td><strong>AWE E ALTMAN</strong></td>
<td><strong>Selected Degree School</strong></td>
</tr>
<tr>
<td>16454 West Lake Village</td>
<td></td>
</tr>
<tr>
<td>Gulfport, MS 33703</td>
<td>Additional School</td>
</tr>
<tr>
<td>Phone: 228-636-8937</td>
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<tr>
<td>Email: js@<a href="mailto:stafford@lsmarketing.com">stafford@lsmarketing.com</a></td>
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<tr>
<td><strong>Type: Lead</strong></td>
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<tr>
<td><strong>Qualify: Yes</strong></td>
<td>Associate</td>
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<td></td>
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### Response Activity

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<td>DirectMail</td>
<td>Leads</td>
<td>Web</td>
<td>RT</td>
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<tr>
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<td>Responses</td>
<td>Web</td>
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<td>Family-F-AA</td>
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### Marketing Activity

<table>
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<th>Medium</th>
<th>Audience</th>
<th>Creative</th>
<th>Offer</th>
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<tbody>
<tr>
<td>07/11/2017</td>
<td>Test Campaign</td>
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<td>RT</td>
<td>Family-F-AA</td>
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