Adult Reengagement Framework

Progress report as of April 2018

Recorded PPT
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Topics

Why is a statewide adult learner initiative important?

What will the initiative include?

What are the next steps?
Education is critical to a thriving economy

Over 3/4 of job openings in Washington require education beyond high school.

Total Projected Job Openings by Education Level 2020-2025

- High School Diploma or Less: 27.1%
- < 1 Year Postsecondary: 6.8%
- > 1 Year Postsecondary: 17.2%
- Associate: 13.3%
- Bachelor’s: 23.4%
- Graduate or Professional: 12.2%

Source: A Skilled and Educated Workforce 2017
Education leads to prosperity

- Living wage employment.
- Higher labor force participation.
- Lower unemployment.

**Income and Unemployment by Educational Attainment**

- **25-75th Percentile Income**
- **Unemployed**
- **Median Income**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>0%</th>
<th>10%</th>
<th>25th Percentile</th>
<th>75th Percentile</th>
<th>Unemployed</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>$27,981</td>
<td>10.2%</td>
<td>$31,884</td>
<td>$34,953</td>
<td>9.4%</td>
<td>$39,901</td>
</tr>
<tr>
<td>Less than one year of college</td>
<td>$34,953</td>
<td>7.4%</td>
<td>$41,981</td>
<td>$47,124</td>
<td>6.6%</td>
<td>$51,978</td>
</tr>
<tr>
<td>1+ year college, no degree</td>
<td>$47,124</td>
<td>4.5%</td>
<td>$54,082</td>
<td>$60,364</td>
<td>4.5%</td>
<td>$64,654</td>
</tr>
<tr>
<td>Associate</td>
<td>$54,082</td>
<td>3.0%</td>
<td>$61,634</td>
<td>$69,274</td>
<td>3.0%</td>
<td>$79,674</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>$61,634</td>
<td>2.9%</td>
<td>$68,873</td>
<td>$77,246</td>
<td>2.9%</td>
<td>$91,073</td>
</tr>
<tr>
<td>Master's</td>
<td>$68,873</td>
<td>2.5%</td>
<td>$75,933</td>
<td>$84,508</td>
<td>2.5%</td>
<td></td>
</tr>
<tr>
<td>Doctorate</td>
<td>$75,933</td>
<td></td>
<td>$82,943</td>
<td>$91,073</td>
<td>2.5%</td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>$82,943</td>
<td></td>
<td>$90,034</td>
<td>$99,207</td>
<td>2.0%</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** WSAC staff analysis of ACS 2009-2013 Employed and "Not Currently Attending" Washington Residents (September 2015).
Over 70% of job openings projected for 2020–2025 will require a postsecondary credential.
Need to make great strides to reach the goals

The state will not meet its goals without substantial investment and shifts in policies to increase attainment.
Learn more on the Roadmap Dashboard

Interactive dashboard with metrics to describe the state’s progress toward improving educational attainment.

Attainment
Benefits & Workforce
High School
Postsecondary opportunities
Completions
Affordability
Funding
Equity
Resources

www.wsac.wa.gov/roadmap
Strategies needed to address key challenges

**Opportunity gap**
- High school completion and postsecondary access and completion for historically underserved populations.

**Affordability**
- Improved access to and affordability of high quality pathways.

**Regional needs**
- Engaging communities in all regions to energize local actions in support of increased educational attainment.

**Reengaging adults**
- Postsecondary recruitment and completion of a credential for working-age adults.
Many adults began a program without completing it

1.2 million not enrolled without a credential

400,000 have some college

300,000 one year of credit

Adult learners face unique barriers

**Individual**
- Family & work obligations
- Remediation
- Veterans transitions
- Negative experiences

**System**
- Stale credits
- Credit acceptance
- Aid timeframe limits
- Access to records
Adult Reengagement Vision

Support adults to return and complete their education so they can compete to meet the needs of Washington employers.
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 Principles

- Engage all sectors of institutions, employers, policy makers.
- Integrate campus-based initiatives, data systems, on-line resources, and strong partnerships.
- Use an equity lens to develop student identification, outreach, services, etc.
- Make it scalable, sustainable, and cost effective.
- Highlight local and regional efforts for returning adults.
- Consider institutions’ business and enrollment management practices.
- Evaluate and address barriers for adult learners.
Critical framework components

Adult Reengagement

- Student identification.
- Online tool.
- Targeted outreach to returning adults.

Cost

- Microgrant.
- Access to financial aid.
- Child care support.

Completion

- Regional, career-focused, adult friendly pathway.
- Address enrollment barriers.
- Engage employers and regional partners.
Student identification & outreach

Identify students near completion

- Use state-level resources.

Develop interactive web-based tool

- Match students to programs.
- Provide contacts to schools.

Target communication to students near completion
Initial target population

- Former financial aid recipient
- 20 or older
- Attended 25%
- No credential
- No financial aid issues
Content for prospective students relevant to the individual and unique needs of returning adults.

Prospective students with relevant and accurate information

- Academic programs based on individual career, personal goals.
- Career options, expected earnings based on academic interests.

Personal contact and other information about prospective students to institutions.
### Tool features & functionality

#### User interface
- Personalization & information sharing
- Questionnaire (student entered information — pass to state & campuses)
- Email Follow-up (by state &/or campuses)
- User logins for students and institutions
- Reporting

#### Education pathways
- Matching students to programs
- Filter on campus profile (delivery, location, etc.)
- Field of study
- Time to completion
- Transferable credits
- Prior learning assessment

#### Career pathways
- Career exploration
- Credentials for certain careers
- Placement and wage information
Communications: Brand, messages and medium

Phase 1
- Research
- Objectives
- Partnerships

Phase 2
- Message development
- Brand development
- Format and frequency

Phase 3
- Marketing to adult learners

direct mail
email
social media
phone
text
Cost: Policies, messages & coordination of benefits

- Policy review
- Microgrant
- Childcare
- Message
- Advising
Completion: Student support

- Share effective practices that support adult learners.
- Expand partnerships with employers.
- Establish regional networks of support.
- Improve state-level policies to remove barriers for adult learners.
2018 Milestones

Winter
- Narrow target population
- Determine features and functionality of portal

Spring
- Select vendor for portal
- Develop communications plan
- Design micro-grant

Summer
- Develop policy, funding recommendations
- Determine campus participation requirements
- Campus engagement

Fall
- Statewide effective practice exchange
- Employer engagement
- Pilot in certain regions
Continue the conversation

Online:
• www.wsac.wa.gov/adult-reengagement
• www.readysetgrad.org
• www.thewashboard.org

On Twitter:
• @WSACouncil
• @Ready_Set_Grad

On Facebook:
• www.facebook.com/WSACouncil
• www.facebook.com/ReadySetGrad