



Adult Reengagement Framework

July 31, 2018

Advisory & Technical Team Meeting



Topics

- Brand & outreach development
- Campus & state role discussion
- Legislative budget proposals
- Interactive web tool update
- Next steps

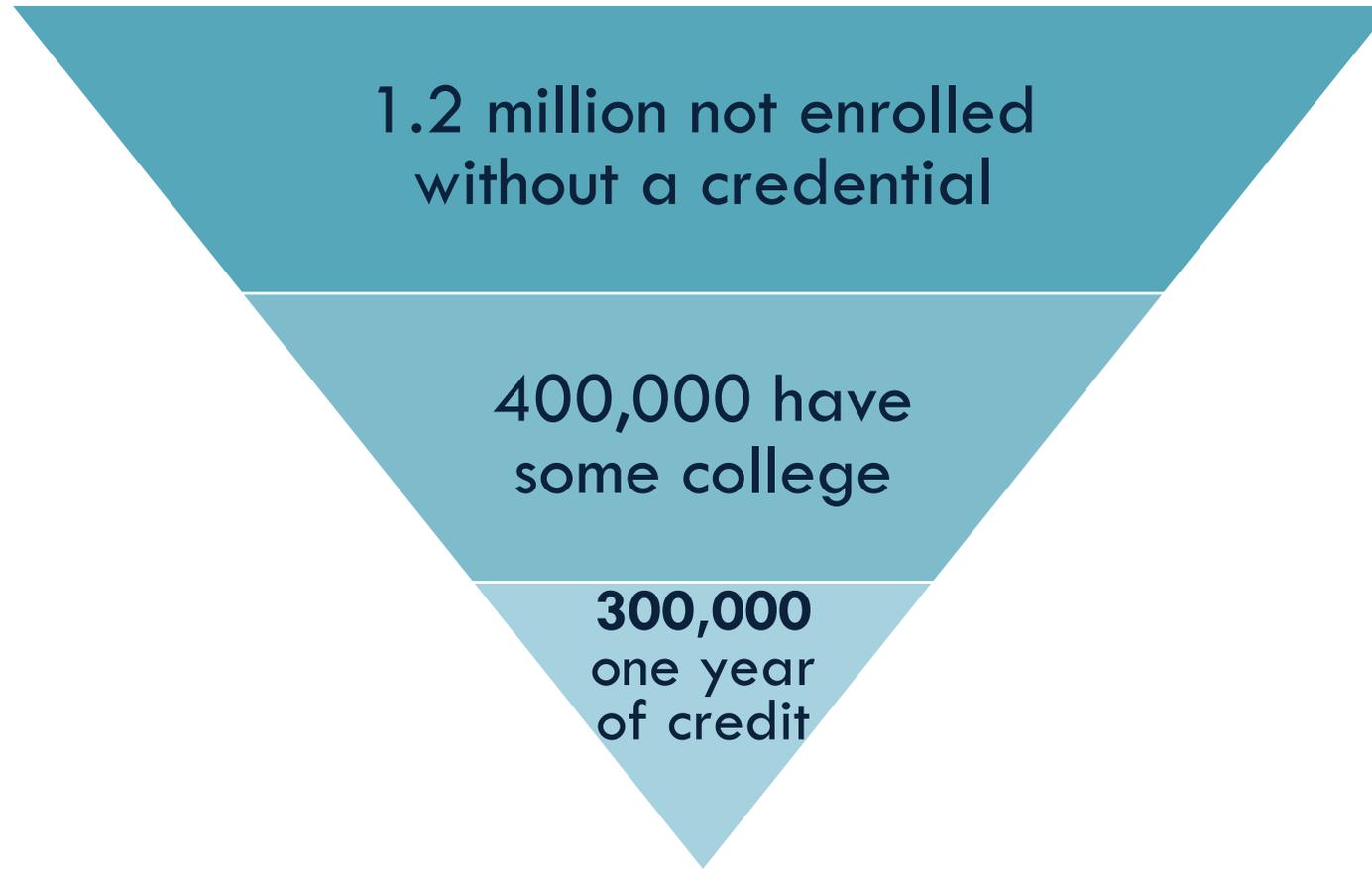


Adult Reengagement Vision

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



Many adults began a program without completing it





Adult Reengagement 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 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.

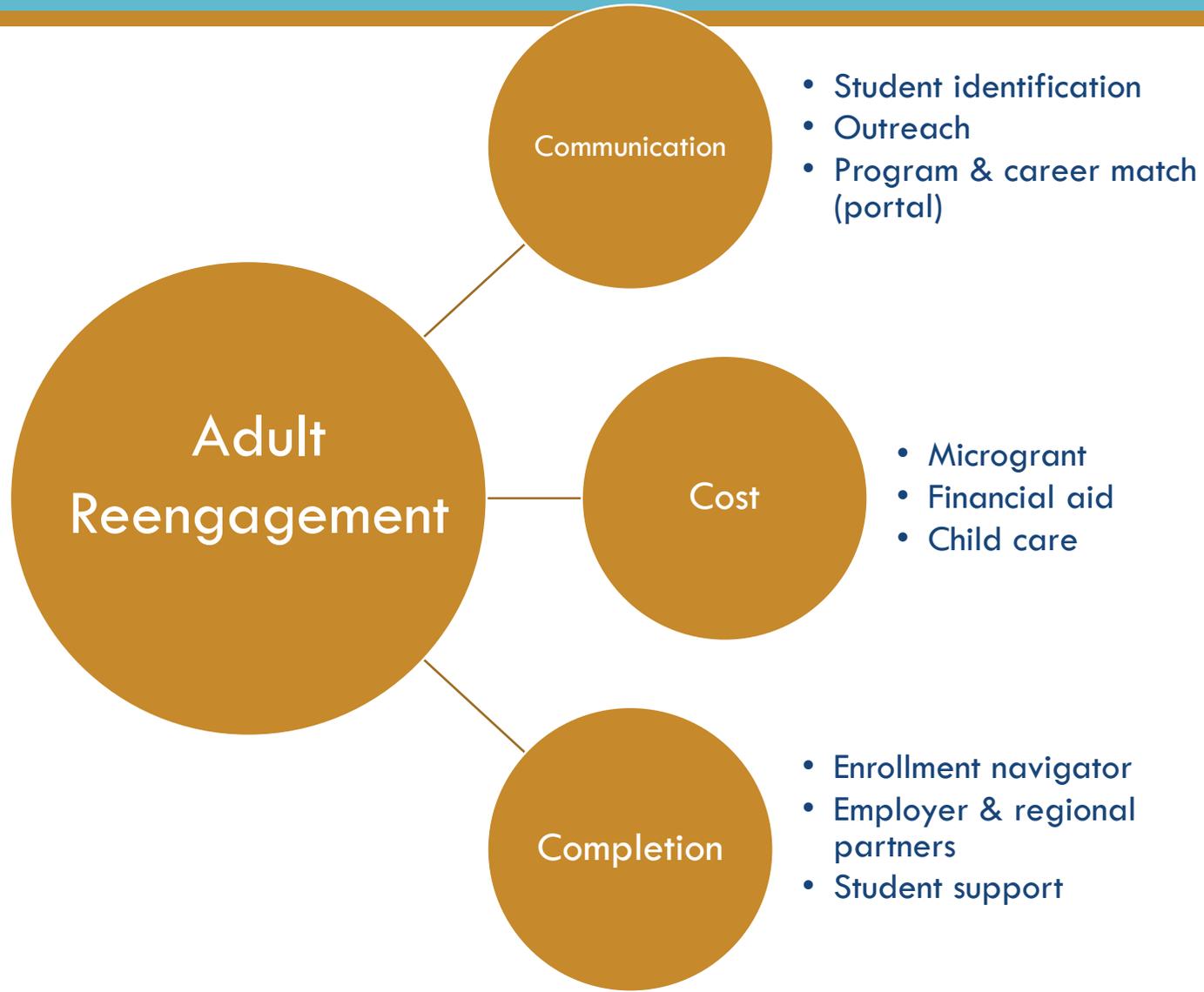
Highlight local and regional efforts for returning adults.

Consider institutions' business and enrollment management practices.

Evaluate and address barriers for adult learners.



Critical framework components



Branding & Outreach

9:10 a.m. – 25 minutes



Student identification & outreach

Identify students near completion



- Use state-level resources.

Target
communication to
students
near completion

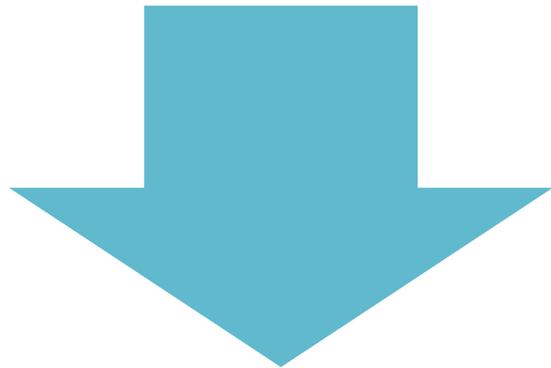
Develop interactive web-based tool



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



Adult learners face unique barriers

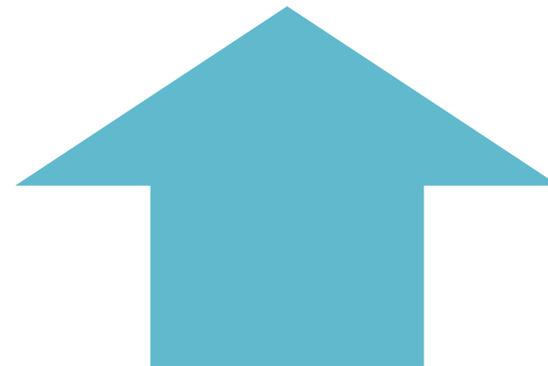


Individual

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

System

- Stale credits
- Credit acceptance
- Aid timeframe limits
- Access to records





Initial target population





Brand Development (handout)

- Feedback on initial brands
 - Is there anything on the list that you're uncomfortable with—raises red flags?
 - Is there anything you'd like to add?
 - Are you able to assist with market-testing?



Message development (handout)

- **Economic and Intrinsic Motivators**
 - Advance career
 - Support family
- **Common Barriers**
 - Financial
 - Flexible program (time/place)
 - Credit for prior experience
- **Market Segmentation Prioritization (messaging and/or imagery)**
 - Sub-Populations: Veterans; Parents
 - Demographics: Age, Race/Ethnicity
 - Barriers: Defaults/Repayments

Campus & State Roles

9:55 a.m. – 25 minutes



Campus & State Role Discussion

Activity	State	Campus
Student Identification	centralized – flexibility to coordinate	TBD
Outreach	centralized – flexibility to coordinate	TBD
Microgrant	<ul style="list-style-type: none">• Student identification• Make payments	<ul style="list-style-type: none">• Student identification• Simplified reporting
Student Financial Aid	<ul style="list-style-type: none">• State financial aid (SNG, SBCTC OG)	<ul style="list-style-type: none">• Messaging to certain groups.
Portal	<ul style="list-style-type: none">• Content management• Data management• Site maintenance• Transfer inquiries to campus	<ul style="list-style-type: none">• Provide program & services content• Describe student incentives• Respond to inquiries• Simplified reporting
Completion Supports	<ul style="list-style-type: none">• Share and coordinate practices• Training and technical assistance• Pre-enrollment support• Employer and partner engagement• Resource allocation• Child care services and support	<ul style="list-style-type: none">• Enrollment support• Financial commitment• Program delivery• Employer and partner engagement• Completion support• Child care services and support



Tiers of Portal Participation Discussion

What are considerations for various levels of campus participation?

What requirements should be outlined in the MOU for the state and the campus?

- TIER 1 – Minimal Program Content Available
- TIER 2 – Matched School Details
 - Includes “incentives” offered if applicable
- TIER 3 – Receive Student Inquiries, MicroGrant, Campus Supports
 - Provides self-reported information to campus

Budget Requests

10:55 a.m. – 30 minutes



Budget Requests

- Establish regional **navigators** providing community-based coaches and pre-enrollment support
 - Expand **child care matching** grant program to include CTCs and serve additional student parents
 - Expand **microgrant** pilot to address preenrollment barriers
 - Support participating institutions with **incentive funding** to assess and develop adult-focused supports
- TN Reconnect, Greater Minds in Spokane, and other Graduate Network! Initiatives are successful examples of personalized supports to adult learners in a community.
 - Former students sometimes have small dollar debts impeding their re-enrollment by holding transcripts or preventing enrollment (parking fees, library fine, etc.).
 - The barriers that prevented completion previously may still exist and campuses can evaluate their “adult friendly” policies and practices.

Students

46,000 CTC students have children

300,000 former students with 1 year of credit

Equity

Returning adults are more at-risk of not completing

Single parents, Veterans, unemployed, etc.

Partners

Employers, GSI, WorkSource, Workforce Board, ESD

State collaborations

Region

Navigators would be best placed in regions

Regional messaging can highlight local efforts

Innovation

No other state is piloting a microgrant

Comprehensive supports beyond other states' approaches

Alignment

Reaching adult learners leverages state policies and local efforts

Campus-based supports returning students' success



Table discussion

- How can we improve and refine the proposed strategies?
- What other strategies should the Council endorse to reach the goals?
- Are there areas of alignment and opportunities for partnership?

Develop Regional Navigators

- Partner with regional leaders to provide preenrollment coaching to adult learners

Expand Child Care matching grant

- Include all sectors
- Expand service to additional student parents

Fund a Microgrant pilot

- Work with institutions to fund or waive fines and fees

Incent Institutions to Expand Services

- Assess and augment “adult friendly” supports

Portal Development

11:25 a.m. – 20 minutes



Portal RFP – Status & Decision Making

RFP Status

- WFB Partnership
- Draft RFP
- Legal & OCIO Review

Action Items

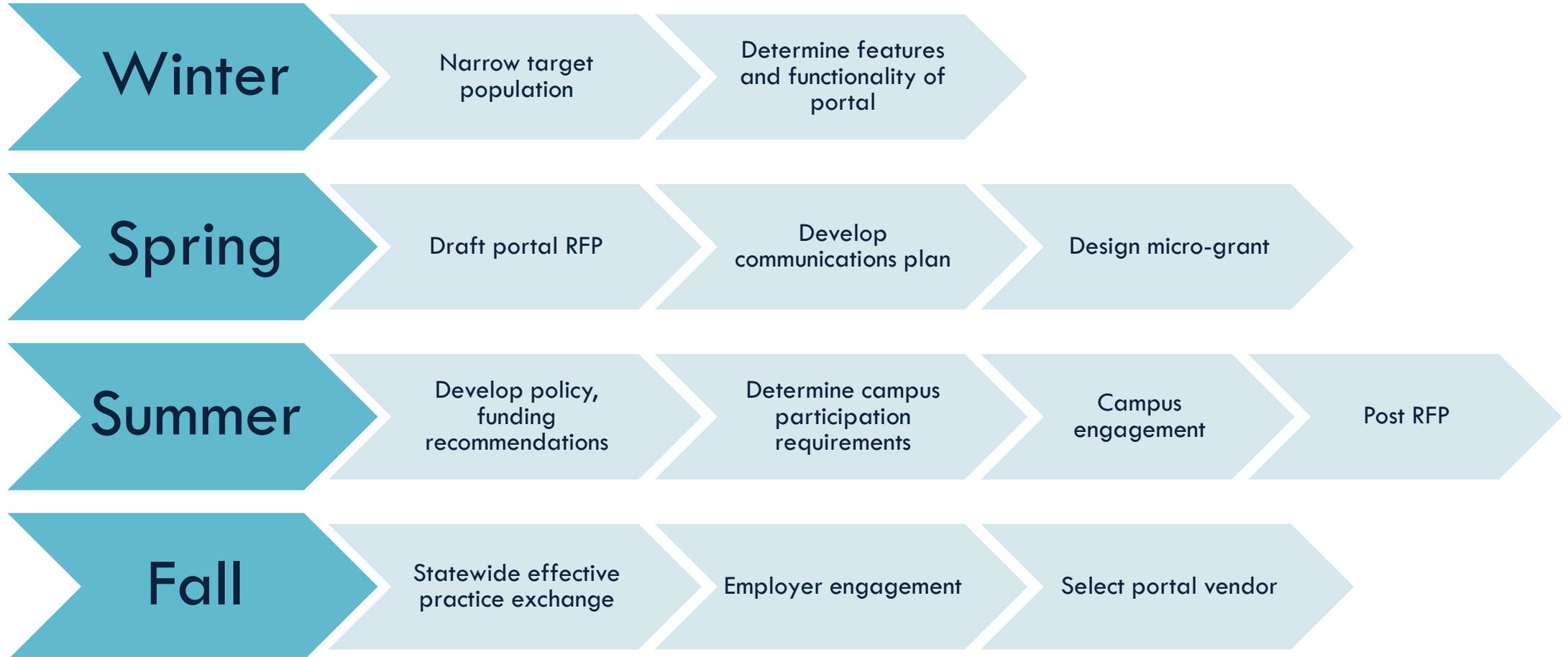
- Student Questionnaire
- Matching Tool Filters
- Reporting Requirements

Other Updates & Next Steps

11:45 a.m. – 15 minutes



2018 Milestones





2018 Pave the Way Conference

Pave the Way will begin with a pre-conference workshop on adult learners.
November 28.

Pave the Way

Advancing Equity, Expanding Opportunity, Increasing Attainment

SAVE THE DATE

November 29, 2018

READY
SET
GRAD

University of Washington, Seattle
Husky Union Building

www.wsac.wa.gov/pavetheway





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

