

# Statewide Adult Reengagement Framework



Rachelle Sharpe, PhD | Deputy Executive Director



COLLEGE & CAREER  
**COMPASS**  
WASHINGTON

Washington Student Achievement Council | October 16, 2019

# ATTAINMENT GOALS

- Employers need a highly skilled workforce to remain competitive.
- Our residents are not earning the needed credentials – and there are gaps at every educational level.
- Employers find talent elsewhere and our residents are not competitive for living-wage jobs.

## THE ROADMAP

A Plan to Increase Educational Attainment in Washington



100%  
High school



70%  
Postsecondary

Washington adults ages 25-44

# OPPORTUNITY: $\cong$ 1 MILLION WORKING-AGE ADULTS

Target  
population



 Some college  
(n=400,000)

 High school only  
(n=420,000)

 No high school  
(n=170,000)

More than half of the 1.9 million adults in Washington have an opportunity to further their education.

- A lack of a credential suppresses employment outcomes.
- Financial constraints, family and work obligations, and other barriers lead adult students to postpone or withdraw from their education.
- There is no statewide system of information or supports for adult learners.

# VISION



Empower adults so they can return to school, earn their credential, and advance their careers.

---

Statewide framework supports adults to return and complete their education, so they can compete to meet the needs of Washington employers.

## OBJECTIVES FOR THE INITIATIVE

Find and  
**encourage**  
former students

**Partner** with employers  
and community based  
organizations

**Connect** adult learners  
to campuses committed  
to their success

**Coach** adult  
learners with  
relevant action steps

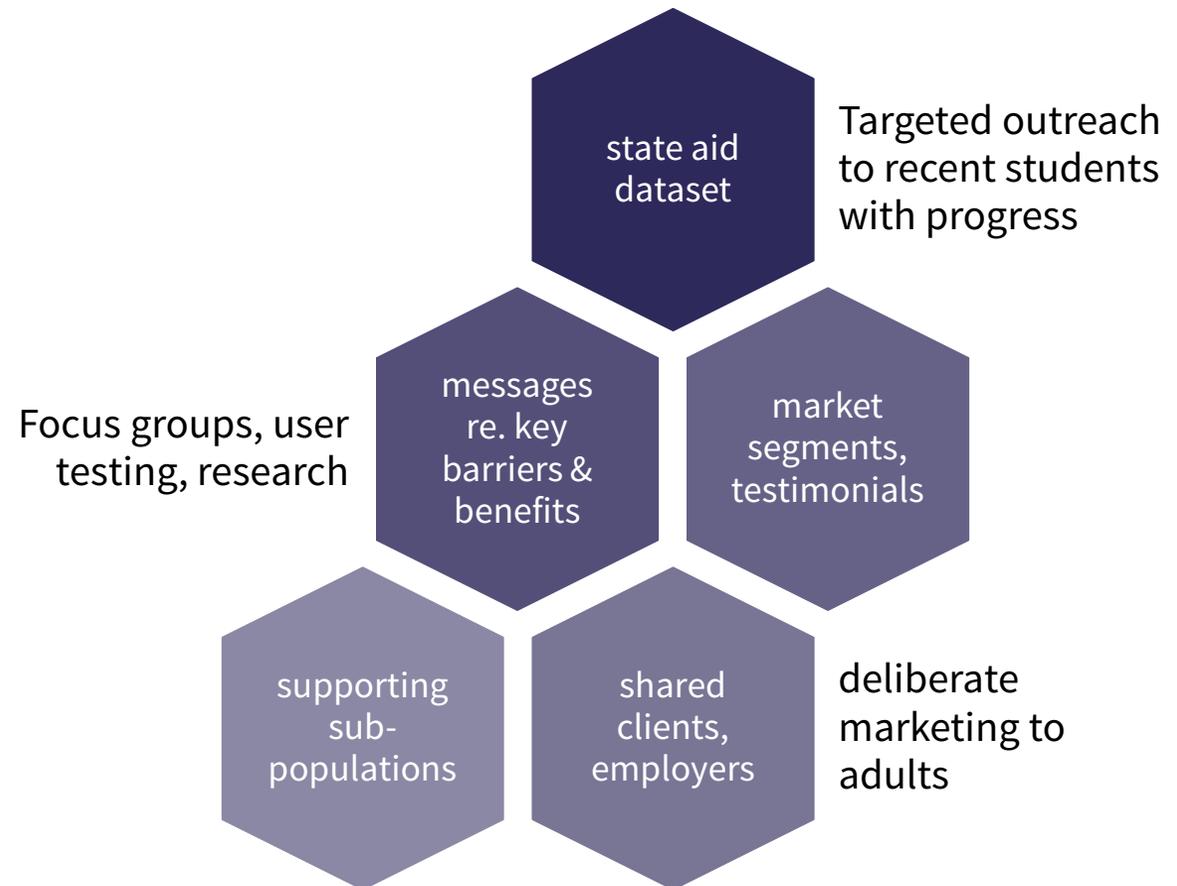
Build a state  
**network** to  
propel best practices

**Test innovative**  
practices such as  
MicroGrants

# STUDENT IDENTIFICATION AND OUTREACH

Target recent aid recipients who are adults and have significant progress.

- Set aside students with financial aid issues.
- Remove enrolled and completed students.
- Use equity lens to review demographics of each dataset.



# OUTREACH

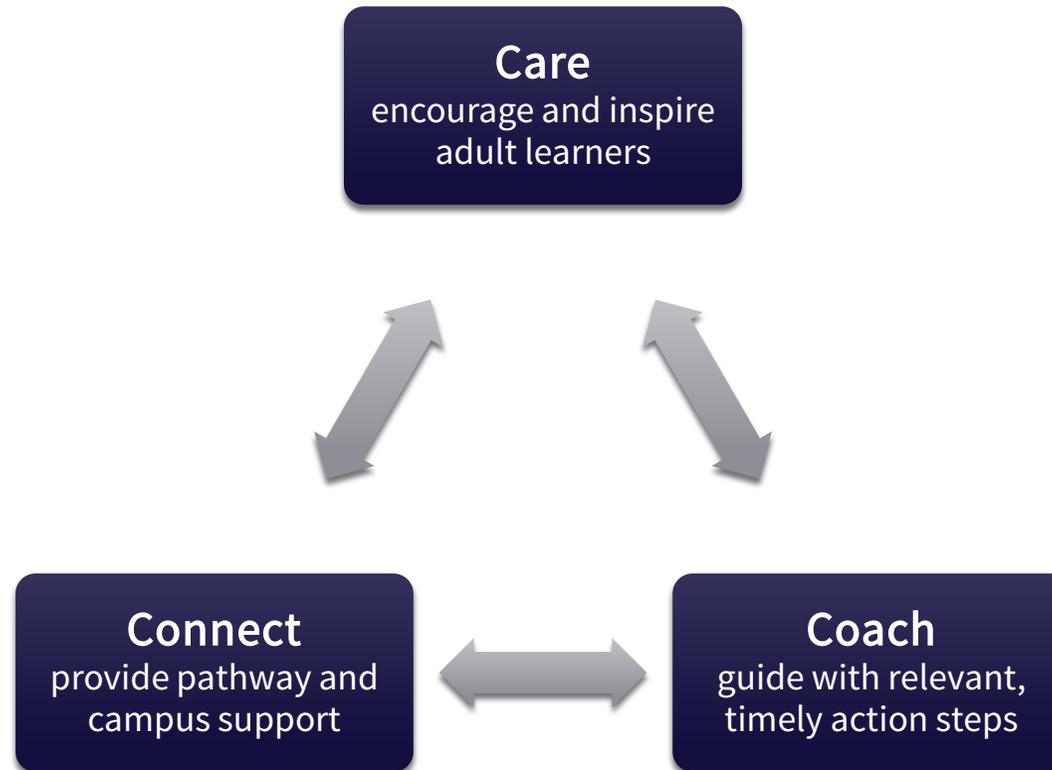
Focus groups > Messages addressing key barriers > Audience segmentation > Marketing campaign

The image displays four social media advertisements for College and Career Compass WA, arranged in a row. Each ad features the organization's logo, a sponsored status, a Facebook icon, and a 'LEARN MORE' button. The ads are as follows:

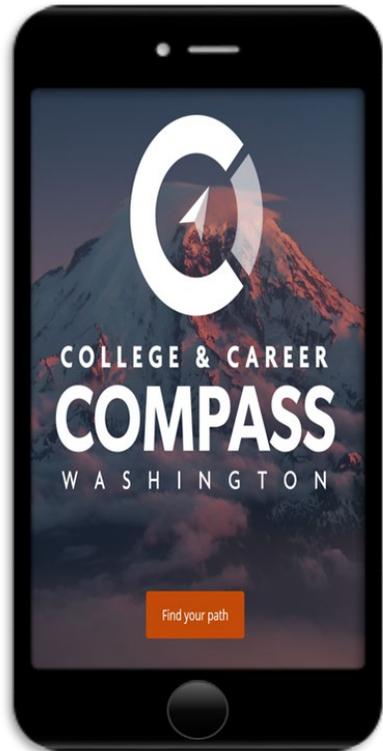
- Ad 1:** Text: "Are you ready to improve job stability, earn a higher salary, and put your passion to work? Take the first step to finishing your education today." Image: A person's feet in brown shoes standing on a large white arrow painted on asphalt. Text overlay: "Start Your Future".
- Ad 2:** Text: "It's not too late to earn your degree. Finish your educational journey and launch your career with #CompassWA." Image: A smiling female graduate in a black cap and gown.
- Ad 3:** Text: "Build a solid career, make higher wages, and use your passion and skills to improve the lives of others. Ready to get started?" Image: A smiling female healthcare professional in purple scrubs with a stethoscope. Text overlay: "Finish Your Degree, Start Earning More.".
- Ad 4:** Text: "Complete your education to earn your degree today, secure a future in a career with higher wages for a better tomorrow." Image: A smiling female professional in a light blue shirt sitting at a desk. Text overlay: "Learn More, Earn More.".

Creative • Social media • Email • Posters • Brochure

# OBJECTIVES FOR THE TOOL



# SOFT LAUNCH NOVEMBER 2019



Data for programs, labor market • Filters narrow results • Profiles of participating campuses



[Search colleges](#) [Backpack](#)

nursing

Search

Any

Online

Evenings/weekends

Sort: Name

Edmonds Community College  
**Acute Care Nursing Assistant**

 Length: 6 Months  
 Award: Certificate

Seattle University  
**Advanced Practical Nursing  
Immersion**

 Length: 2 Years  
 Award: MSN  
 Online

Big Bend Community College  
**Associate Degree Nursing**

 Length: 2 Years  
 Award: AAS  
 Evenings/weekends

# CONTENT MODULES

Prompts assess needs > Articles address needs > Action items for users

## Concerned about paying for college?

Will college be worth it financially?

What are the costs of college?

What kind of financial help is there?

How can I prepare financially?

## What program to complete?

How can I finish faster?

Will my credits transfer?

Can I get credit for my work experiences?

Ways to attend: in-person or online?

## How to get ready for college?

What if my skills are rusty?

Need your high school diploma?

What technology will I need?

How can I balance work and family?

## Will I feel welcome?

How are Veterans supported?

Is there an LGBTQ community?

As a person of color, will I feel supported?

Would you like to learn about support for immigrants?

# BUILD YOUR BACKPACK

- Tips, action items
- Questions for schools
- Resources



# CAMPUS PARTICIPATION

- Identify students
- Outreach and marketing
- Develop, maintain tool
- Evaluate
- Share best practices
- Engage partners and employers

WSAC



- Provide programs and data
- Complete self-assessment
- Respond to leads
- Support enrollment, completion
- Share outcomes
- Participate in evaluation

Campus



# ADULT LEARNERS FACE UNIQUE BARRIERS

## Personal

- Family, work obligations
- Remediation
- Financial
- Negative experiences
- Self-doubt



## System

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

# ADDRESS BARRIERS WITH POLICIES, SUPPORTS

## Enrollment

- Clear communication of programs
- Pre-enrollment advising and support
- Credit transfer policies and processes

## Supports

- Navigation and Coaching
- Flexible hours/locations for tutoring, advising
- Referrals

## Academics

- Evening/Weekend/Online
- Prior Learning Assessment
- Grade amnesty

## Affordability

- Messaging aid
- Emergency funds
- Transparency with academic progress appeals

# COMPASS COLLEGES ARE CHANGE AGENTS

Receive portal student inquiry  
“leads” to expand recruitment efforts

Promote programs  
and campus services

Support community, including  
employers and local residents

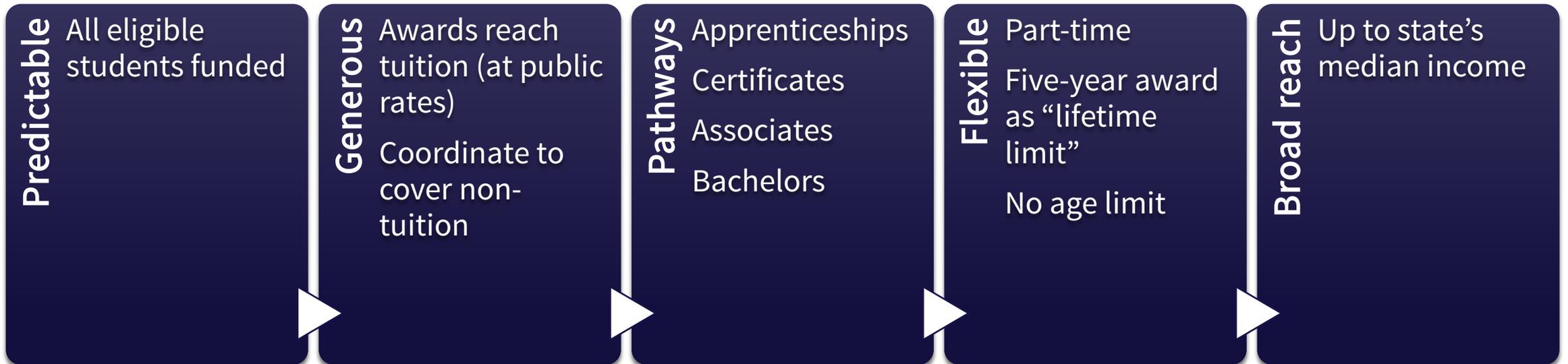
Participate in a learning community of partners with shared values to  
address unique barriers of adult learners including sub-populations

Expand partnerships  
locally and statewide

Influence system-wide  
improvements for adult learners

# PROMISE PROGRAM SUPPORTS ADULT LEARNERS

**Washington College Grant** is the state's "Adult Promise" program

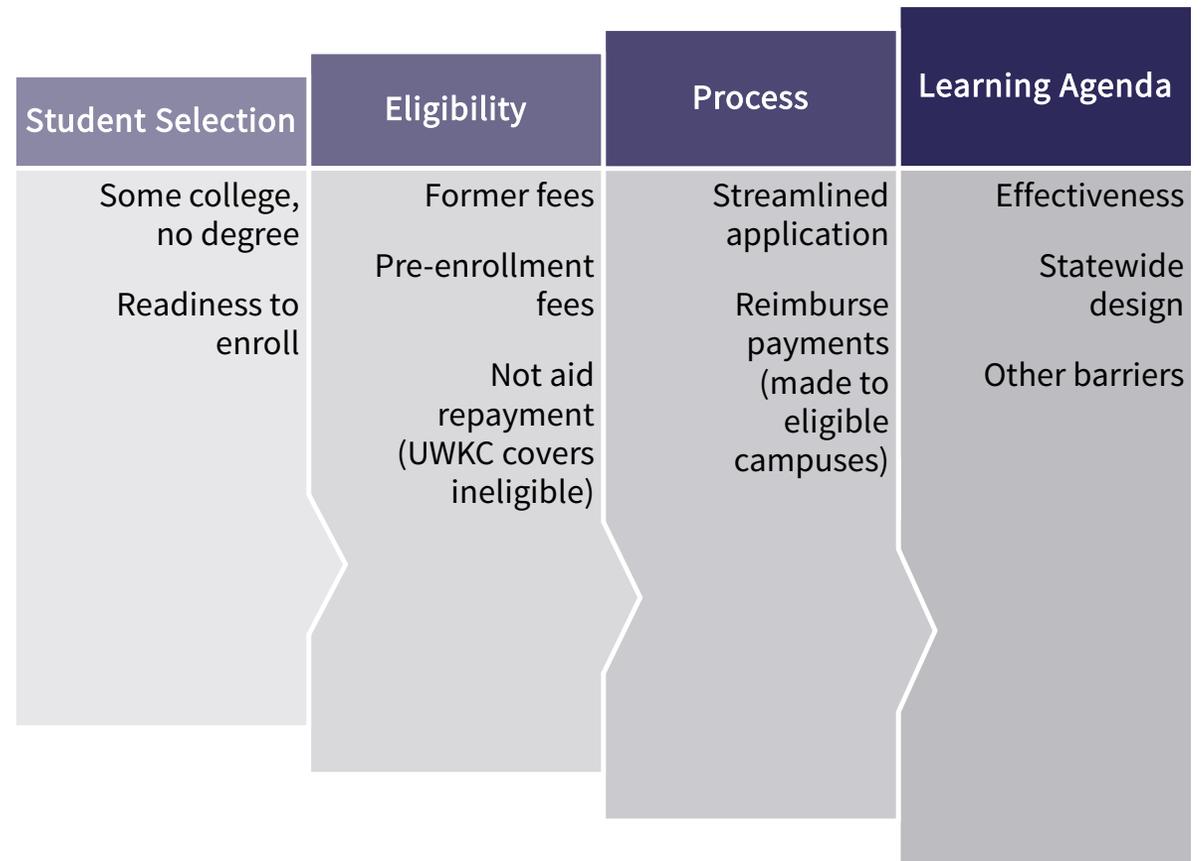


# MICROGRANT COMMUNITY PARTNER PILOT

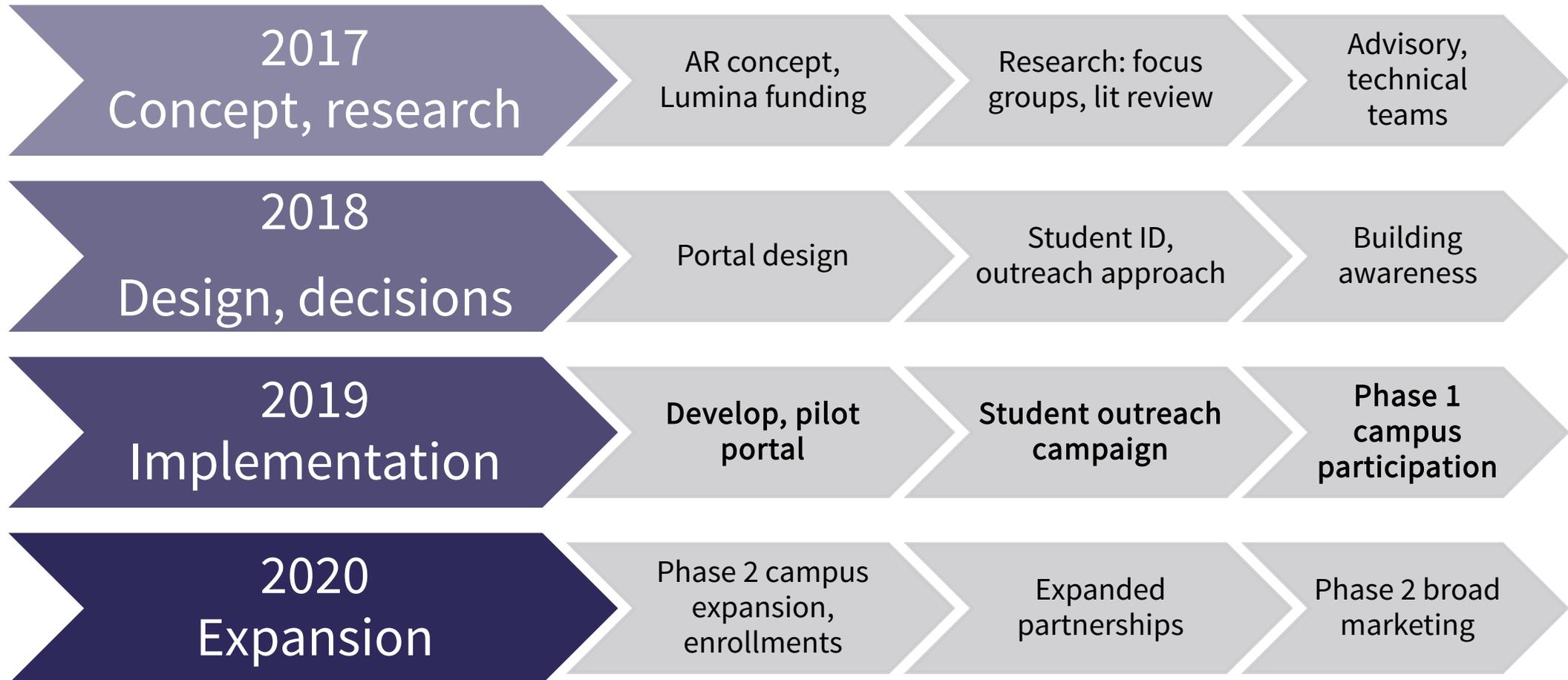
## Small Dollar Pre-Enrollment Barriers

Testing concept with:

- **GSI**  
Working with Spokane Colleges, EWU & Whitworth
- **Seattle Colleges District**  
Working with United Way of King County



# TIMELINE





## Continue the conversation

**Rachelle Sharpe, PhD**

[rachelles@wsac.wa.gov](mailto:rachelles@wsac.wa.gov)

360.753.7872 (o)

360.292.3090 (c)

**Education is  
key to more  
options  
in life**



Living-wage jobs require education and training after high school.

But **almost 1 million** working-age adults in Washington don't have a credential or degree.



 Some college

 Only high school  No high school

**Meet adults where they are.**

**Don't leave them there.**



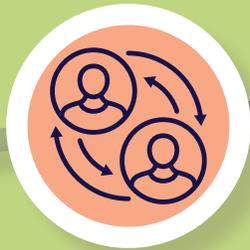
COLLEGE & CAREER  
**COMPASS**  
WASHINGTON

Empower adults so they can return to school, earn their credential, and advance their careers.

An initiative of the Washington Student Achievement Council



Find and encourage former students



Coach them through their next steps



Connect adult learners to supportive schools

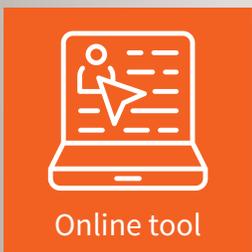


Provide financial, non-academic support

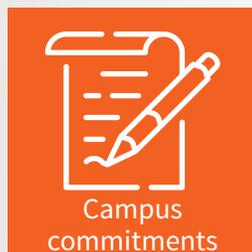


Propel best practices via state network

We partner with campuses to provide statewide, systemic support for adult learners.



Online tool



Campus commitments



Partnerships



MicroGrants

**Join College and Career Compass.**

Learn more about how you and your organization can support adult learners in Washington.

Rachelle Sharpe | Deputy Executive Director | [rachelles@wsac.wa.gov](mailto:rachelles@wsac.wa.gov) | 360-753-7872