



Frequently Asked Questions—Campus Participation

What is the process to participate and timeline?

1. **Provide WSAC with an education program file:** Each campus submits an educational program file that we will include in the program search of the Compass tool. Contact WSAC for the file template at rachelles@wsac.wa.gov.
2. **Submit an Institutional Self-Assessment and Student Response Plan:** Your campus will assess policies and practices serving adult learners and describe your plan for responding to prospective students referred through the Compass.
3. **Submit a Campus Profile:** This includes a campus banner and narrative to promote the campus.

These materials are available at <https://wsac.wa.gov/compass>. In order to be included for the first wave of outreach, WSAC requests information by **February 21**. Please contact us if you need more time.

How long will it take to complete the steps?

Assuming the educational program file has been provided, the remaining steps should take two to three hours. One college team that “user tested” Institutional Self-Assessment said that they discussed the questions in an hour-long cross-divisional meeting, and then completed the rest digitally before submission.

Is there a cost?

No. Reengaging adult learners in postsecondary education is a top priority for WSAC, so we have developed the Compass tool in-house and we are committed to this initiative long-term.

How will WSAC reach former students?

WSAC is planning to use both targeted and broad marketing strategies. Initial outreach will be conducted to former financial aid students. These are students who attended college several years ago, had attended for several terms, but stopped out without a credential. They will receive encouraging outreach messages designed to inspire them to use the Compass tool.

How many students will be contacted and what are their demographics?

WSAC will coordinate this with the participating campuses and is expecting to start the outreach slowly to be sure it is working well. Although the outreach will be to thousands of students, the marketing estimates for engagement are low. Once broad marketing begins, the numbers are expected to increase. WSAC will share with participating campuses the number of students emailed, the distribution by region, last sector attended, and demographics (race/ethnicity, age, parent, first-generation, etc.).

How will prospective students learn about my campus?

Each campus has provided a file to WSAC with educational programs, and we have loaded this information into the Compass tool. Users will be able to search educational programs and filter by location, online, evening/weekend and transfer.

Participating Campuses in the Compass initiative will also have expanded information about their campus, programs, and services with a banner/logo. They will receive “leads” of inquiring students.

What is the commitment if we sign the Memorandum of Agreement?

The agreement outlines WSAC's role with outreach and maintaining the tool, and the campus' role to serve the inquiring students – basically to respond to them in a timely manner.

Who has been involved in the development of Compass?

This is a statewide effort across all higher education sectors. The advisory team guiding WSAC has included community and technical colleges, the State Board for Community and Technical Colleges, public and private colleges and universities, the Council of Presidents, and Independent Colleges of Washington. It has also included workforce agencies and organizations. WSAC has presented on Compass to higher education commissions and councils and has visited many campuses statewide to build awareness, collect feedback and answer questions.

How many campuses are participating?

As of February 11, 40 campuses have provided educational program files and 15 are in the process of providing participation for full participation. We will more information on participation by February 25.

How do we define “adult learners”?

We use a broad definition of adults for service by Compass. This includes adults without a high school diploma, those with high school only, and those with some college without completion. Our initial marketing will be to “some college, no degree.” When broad marketing begins, we will target any adult with an opportunity to further education.

If we are a Participating Campus, what information will we receive from inquiring students?

Once students search educational programs and save one to their “backpack” (along with topics of interest), they are able to connect with your campus. Campuses will be able to view students and download a file in the WSAC secure portal, as well as set email notifications for new leads. The fields include name, email, phone, comment, programs, and interests. The reporting on the leads will be developed with participating campuses, likely to be admissions status and first term of enrollment. Each campus will only receive leads for students that requested the campus to contact them.

How does Compass align with other priorities?

Engaging adult learners is a key part of many campus strategic enrollment management plans. It is aligned with Guided Pathways and leverages the new Washington College Grant. The participation steps are intended to be sensitive to and aligned with enrollment supports.

The Compass will be a unique and valuable tool for prospective students to find their way to enrollment at your college. Adult learners, who don't have easy access to a college counselor or trusted information about colleges, will be able to understand how to finish their degree, know what questions to ask, and find educational programs at your college that match their interests.

Can I have Survey 1 and 2 in a Word document? My campus banner is too large; how can I submit it?

You can find Word document transcripts at <https://wsac.wa.gov/compass>. We are also eager to answer questions or help with the surveys or participation MOA. If the file size prevents your image from uploading to the survey, feel free to email it to amim@wsac.wa.gov.