

Adult Reengagement Pilot Program – Washington Site Visit

Participating States: Maine, Minnesota, Oklahoma, Virginia, Washington

Agenda	
8:30 am	<p>Overview (Andy Carlson, SHEEO)</p> <p>Introductions Goals of meeting Discussion of key issues for adult students</p>
9:15 am	<p>The State Landscape (Sophia Laderman, SHEEO) – Part I</p> <ul style="list-style-type: none"> • Attainment goals • Data supports need for adult re-engagement • Characteristics of adult students
9:45 am	<p>The State Landscape (COP, SBCTC, ICW, WGU) – Part II</p> <ul style="list-style-type: none"> • Policies that support adult students • Institutional initiatives to retain and recruit adult students
10:30 am	Break
10:45 am	<p>Scan of Other States’ Policy Approaches (SHEEO)</p> <ul style="list-style-type: none"> • Review of state-level and/or coordinated partnerships to serve adults
11:15 am	<p>Understanding Framework Components - Discussion (WSAC)</p> <p><i>What is the current state?</i> <i>What are the optimal features?</i> <i>What are the challenges?</i> <i>What is a state role versus institutional role?</i></p> <ol style="list-style-type: none"> 1. Information Clearinghouse (expanding and connecting online resources) 2. Student Identification/Outreach (identification of students near completion)
12:15 pm	Lunch
12:45 pm	<ol style="list-style-type: none"> 3. Affordability (availability of aid, previous debt, child care costs)
1:30 pm	<ol style="list-style-type: none"> 4. Student Support (enrollment support, availability of child care slots) 5. Delivery Models (flexibility, efficient pathways)
2:00	Break

2:15 pm	<p>Framework Development Approach (WSAC)</p> <ul style="list-style-type: none">• Create teams to develop strategies for components to<ul style="list-style-type: none">○ Inventory current efforts○ Recommend short and long-term solutions○ Estimate costs for proposals where appropriate○ Key participants (business, ESD, DSHS, institutions)• Sketch a timeline for the first two components
3:00 pm	<p>Discussion</p> <ul style="list-style-type: none">• What are other suggestions for a successful adult reengagement framework?
3:15 pm	Wrap-up and summarize next steps (SHEEO)
3:30 pm	Adjourn



SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

Adult Reengagement Pilot Program Washington Site Visit

September 14, 2016
Olympia, Washington

With generous support from Lumina Foundation

Original concept of Adult Promise Pilot Program

The purpose of this project is to develop a proof of concept and design documents for a “promise” type financial aid program geared towards adult students

- *Generally, “promise” type means promising free tuition and fees for eligible students (see TN program)*
- *Is the “promise” free tuition for adult students? Supports and services? All of the above?*

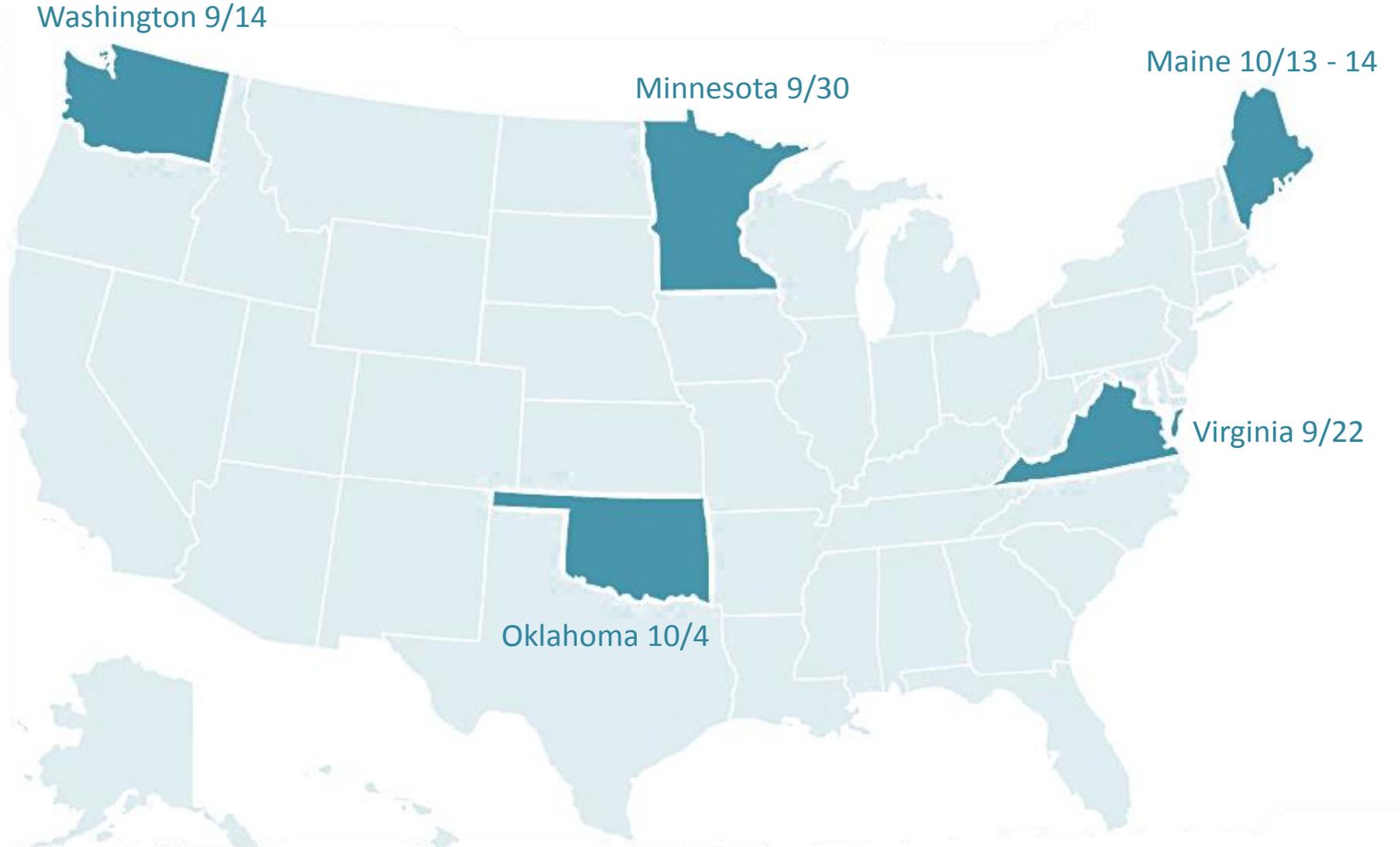
Disconnect between promise programs and state attainment goals

- Traditional Promise programs in Tennessee, Massachusetts, Minnesota, Rhode Island, and Oregon
- 2016 legislation in many states to emulate these programs. Most limited to traditional students straight out of high school
- College Promise Campaign pushing the concept
- States will not meet attainment goals necessary for a strong economy without better serving adult students
- Is a “Promise” type aid program a means to help adult students succeed in postsecondary education? Can such a program address this disconnect between legislative interest in the promise concept with state attainment needs?

Timeline

- Grant period – January through October 2016
- May 2016
 - Design Convening
 - Produced *design template* document for states looking to implement Adult Promise programs
- September and October 2016
 - Site visits to five selected states
 - Washington
 - Virginia
 - Minnesota
 - Oklahoma
 - Maine
 - Produce a customized *program implementation plan* for each state

Participating States



Possible Phase Two

- Possible second phase in CY 2017 and 2018. Proposal will be submitted in November
- Current idea
 - Two year grant with most of the funding going to pilot states for technical assistance and support.
 - Lumina funds cannot support direct student financial awards
 - Can support other program components, e.g., website development, outreach, student services support

Main takeaways from May convening

- The “promise” of free tuition and fees became an afterthought. Convening discussion focused on the challenges adult students face and the necessary supports to improve their ultimate success to completion
- Pilot states are focused on this key demographic
- ***Hence, Adult Promise Pilot Program is now Adult Reengagement Pilot Program in Washington***

Help us make this project a success

- This is the first site visit
- Engage and participate
- Make this day successful and increase the likelihood of a Phase Two (with funding to the states)!

- ***Thank you Lumina Foundation***

Outlining the challenges to an adult reengagement program

- Schedule conflicts
- Work obligations
- Family obligations
- Outstanding debt
- Frustration from prior attempt
- Outreach challenges
- Remediation
- Unsure how to navigate traditional postsecondary environment
- No acknowledgement of or credit for learning outside of classroom
- No acknowledgement of or credit for learning outside of classroom
- Exhausted aid eligibility may drive up costs to provide financial aid for students otherwise eligible
- Institutional buy-in
- Cost to tailor services to adult students or expand hours to meet adult student schedules
- Other?

Critical Components: What additional services and supports will help adult students succeed?

- MDRC program evaluation of CUNY Accelerated Study in Associate Programs (ASAP)
- Metro Card was key
- This program was/is geared towards traditional students

What's the Metro Card(s) for adult students?

- Mentoring
- Prior learning assessment and awarding of credit
- Degree maps
- Structured schedules
- Year round enrollment
- Alternative instructional delivery
- Emergency aid fund
- On-campus child care
- Expanded hours of service

The path to adult student success



OUTREACH, MARKETING, AND ENROLLMENT

- Data challenges
- Targeting messaging
- Focus groups
- Debt forgiveness



SUPPORTS FOR ADULT STUDENT SUCCESS

- Mentoring
- Credit for prior learning
- Degree maps
- Structured scheduling
- Alternative instructional delivery



RETENTION AND COMPLETION

- Emergency aid funding
- On-campus child care or child care vouchers
- Extended hours for support services



**What will the program in
Washington look like?**



SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

Scan of Other States' Policy Approaches

Indiana
Minnesota
Tennessee
Institutions

You Can. Go Back.

- College completion campaign in Indiana
 - Began in 2016
 - Focused on returning adults with some college/no degree
 - 750,000 of these adults. Estimate 200,000 to get to their attainment goal
 - Started with the Indiana Commission for Higher Education, but really want this to be a statewide initiative with institutions, business, non-profit, and other government agencies involved

Involving institutions

Get them back...

- *You Can. Go Back.* Ambassador: single point of contact at each institution
- Tuition discounts or other incentives
- Academic and debt forgiveness

Get them through...

- Prior learning assessment opportunities
- Predictable and/or consolidated schedules
- Transition of credit to associate or certificate programs
- Extended office hours for support staff

Focus group findings

Why do they want their degree?

- Opportunities for Advancement
- Make More Money
- Sense of Accomplishment
- Better Life for my Family

Why don't they have their degree?

- No Time
 - Family Commitments (70% have children)
 - Work
- No Money
 - No Savings
 - Already in Debt
 - Impacted by Last Attempt

Hard to know where to begin

- What careers should I consider?
- Which schools have online classes/degrees?
- Is there financial assistance available?
- Can I get class credit for my work experience?
- Where do I start?

Sour taste in mouth from last attempt

- Poor academic performance/probation
- Financial aid issues
- Not meeting Satisfactory Academic Progress
- Not in good repayment terms for federal loans
- Debt to institutions

Core Messages

- From focus group findings, a series of postcards were developed for outreach campaign
- Postcards point out that both individual and the institution have changed since their last attempt

A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

**LARGE
INCOME
BUMP**
+\$20K

**HIGHER
JOB
SECURITY**
50%

**MORE
CAREER
OPTIONS**
60%

College Grads vs
High School Grads

College Grads vs
High School Grads

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Robert.Smith

An initiative of the Indiana Commission for Higher Education



A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

**LARGE
INCOME
BUMP**
+\$20K

**HIGHER
JOB
SECURITY**
50%

**MORE
CAREER
OPTIONS**
60%

College Grads vs
High School Grads

College Grads vs
High School Grads

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Lavonne.Smith

An initiative of the Indiana Commission for Higher Education





A lot has changed since you left college.
LIKE THE COST OF NOT RETURNING.

LARGE INCOME GAP +\$20K	LESS JOB SECURITY 50%	FEWER CAREER OPTIONS 60%
High School Grads vs College Grads	High School Grads vs College Grads	Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Robert.Smith
An Initiative of the Institute of College Cost Studies for Higher Education




A lot has changed since you left college.
LIKE THE COST OF NOT RETURNING.

LARGE INCOME GAP +\$20K	LESS JOB SECURITY 50%	FEWER CAREER OPTIONS 60%
High School Grads vs College Grads	High School Grads vs College Grads	Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Robert.Smith
An Initiative of the Institute of College Cost Studies for Higher Education



Incentives for Returning Students.

The future starts now.

Robert, Indiana colleges and universities are making it easier to finish your degree.

FLEXIBLE

ONLINE, EVENING
& WEEKEND CLASSES



UP TO 50%

TUITION
DISCOUNTS



FORGIVENESS

FOR DEBT/
GRADES



- Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.

**GET
STARTED**

Explore available programs and
access your incentives.

Or call (844) GO-BACK-2
(844) 462-2252

www.YouCanGoBack.org/Robert.Smith

© Copyright Learn More Indiana



You Can. Go Back.

Indiana Commission for Higher Education
302 West Clark Street #300, Indianapolis, IN 46204



ROBERT SMITH
1234 ADDRESS DRIVE
APARTMENT 2B
ANYTOWN, IN XXXXX



You Can. Go Back.

YOUR WISH LIST

3 WHAT'S YOUR DESIRED FIELD OF STUDY?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Arts & Communication



Business & Economics



Elementary / Special Education



Health



Social & Behavioral Sciences



Science, Technology,
Engineering & Mathematics



Trades & Industry

Not Sure

PROGRESS





You Can. Go Back.



These are the schools that match your wish list.



Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

<input type="checkbox"/>  <p>Indiana State University TERRE HAUTE, INDIANA</p> <p>Incentives</p> <ul style="list-style-type: none"> Grade Forgiveness Work/Military Credit Online Programs Plus More ↗ 	<input type="checkbox"/>  <p>INDIANA UNIVERSITY BLOOMINGTON BLOOMINGTON, INDIANA</p> <p>Incentives</p> <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details ↗ 	<input type="checkbox"/>  <p>INDIANA UNIVERSITY KOKOMO KOKOMO, INDIANA</p> <p>Incentives</p> <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details ↗ 	<input type="checkbox"/>  <p>IUPUC COLUMBUS, INDIANA</p> <p>Incentives</p> <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details ↗
<input type="checkbox"/>  <p>IUPUI INDIANAPOLIS, INDIANA</p> <p>Incentives</p> <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details ↗ 	<input type="checkbox"/>  <p>WGU INDIANA ONLINE UNIVERSITY</p> <p>Incentives</p> <ul style="list-style-type: none"> Tuition Discounts Online Classes Get Details ↗ 		



You Can. Go Back.

WGU Indiana Next Steps

Hello s,

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. 5899](tel:385-428-5899).

Best of luck on your academic future!

Indiana Commission for Higher Education

Key Takeaways

- Initial results still forthcoming
- ICHE staff wish a central point person had been involved, instead of sending potential students directly to institutions
- Potential students had a bad prior experience. Institutions need to understand and address this issue

Graduate Minnesota outreach campaign

- Four-year grant funded by the Lumina Foundation
- Focused on degree completion among adult learners who had left MnSCU college and universities prior to graduating
- In 2011, 660,000 adults (23.1%) had begun college but not obtained a college degree
- Graduate Minnesota campaign launched to re-engage those who attended MnSCU institutions, and to raise their awareness about credit for prior learning options
- Campaign focused on postcard and email outreach
 - Email emphasized tuition freeze, no-cost course through the Alliss grant program, and linking degree completion to current career goals

Outreach and results

- Outreach
 - Reached out to 40,697 adult learners, via U.S. mail
 - Connected with a total of 36,891
 - Email blast to 19,168
- Results
 - 2,928 (7.9%) enrolled in a **MnSCU** institution the following year
 - 1,554 (4.2%) enrolled in a non-MnSCU institution the following year
 - In total, approximately 12% enrolled as a result of this outreach
 - Of those enrolled at a **MnSCU** institutions, 782 (26.7%) earned a credential
 - Of those enrolled as a non-MnSCU institution, 248 (16%) earned a credential

Key Takeaways

- Outreach was fairly successful, but one time only
- Minnesota is a fellow pilot state. Their hope is to recreate this program but do so in a manner that is scalable and repeatable annually
- Like Washington, Minnesota has a strong, robust aid program that adult students can be eligible for. The two states should talk with one another about their respective efforts

Tennessee Reconnect

- Website and program to engage adult students
- Focused on:
 - Some college/no degree
 - First time adult students
 - Military/veterans
- Similar to IN You Can. Go Back. program
 - Website designed to set students up for success

Institutions

- Institutions are also focused on adult student success
 - Washington institutions
 - Completion Colleges
 - Georgia State
 - Arizona State



SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

Surveying the Landscape: Higher Education in Washington State

Sophia Laderman

September 14, 2016
Olympia, Washington

With generous support from Lumina Foundation

Overview

1. Attainment in Washington State
 - By County
 - By Race/Ethnicity
2. Current Adult Students
3. Defining the Program Parameters
 - Workforce Needs
 - The Stop-Out Population
4. The Role of Institutions



ATTAINMENT GOAL

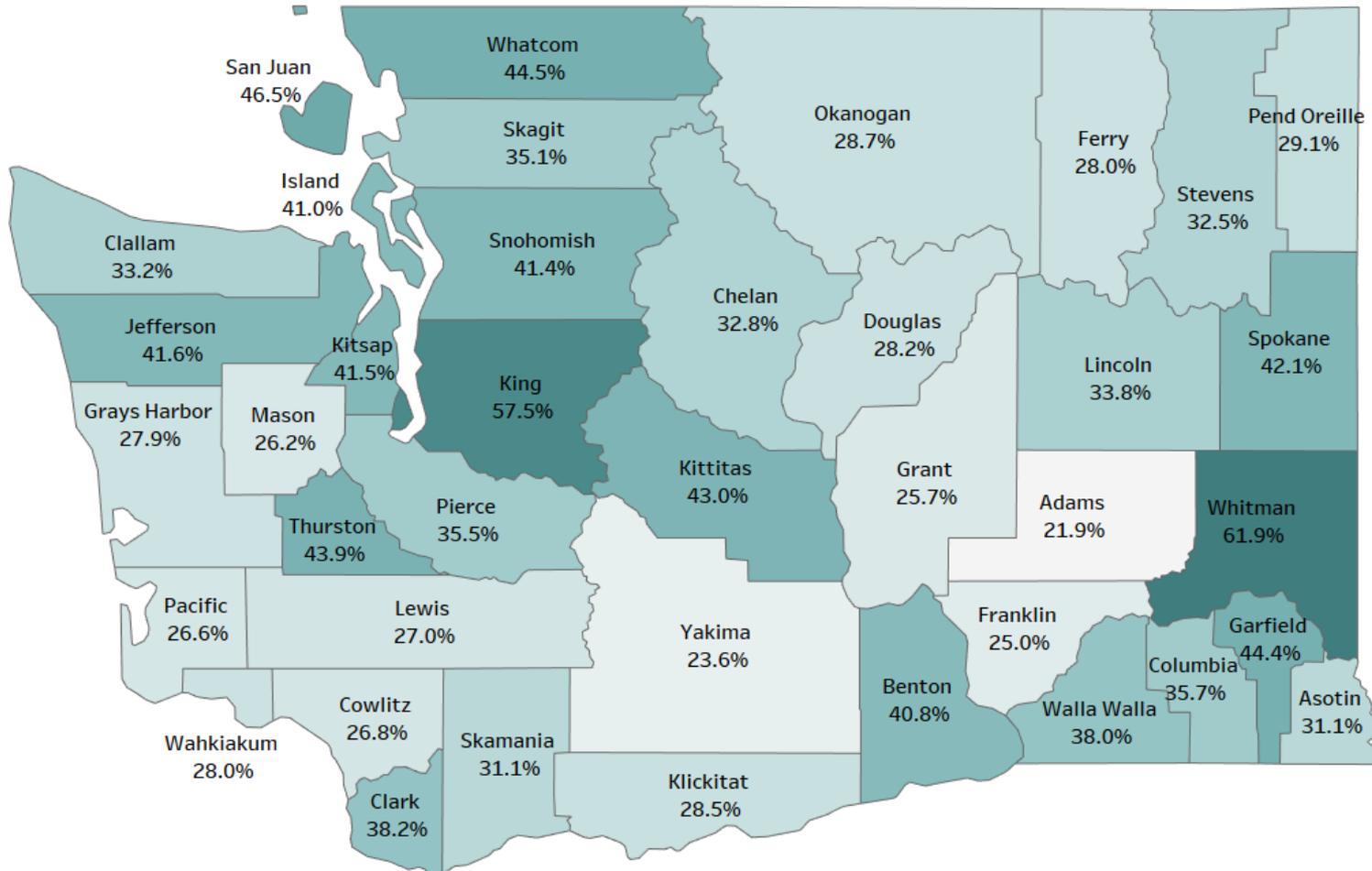
At least 70 percent of Washington adults, ages 25-44, will have a postsecondary credential





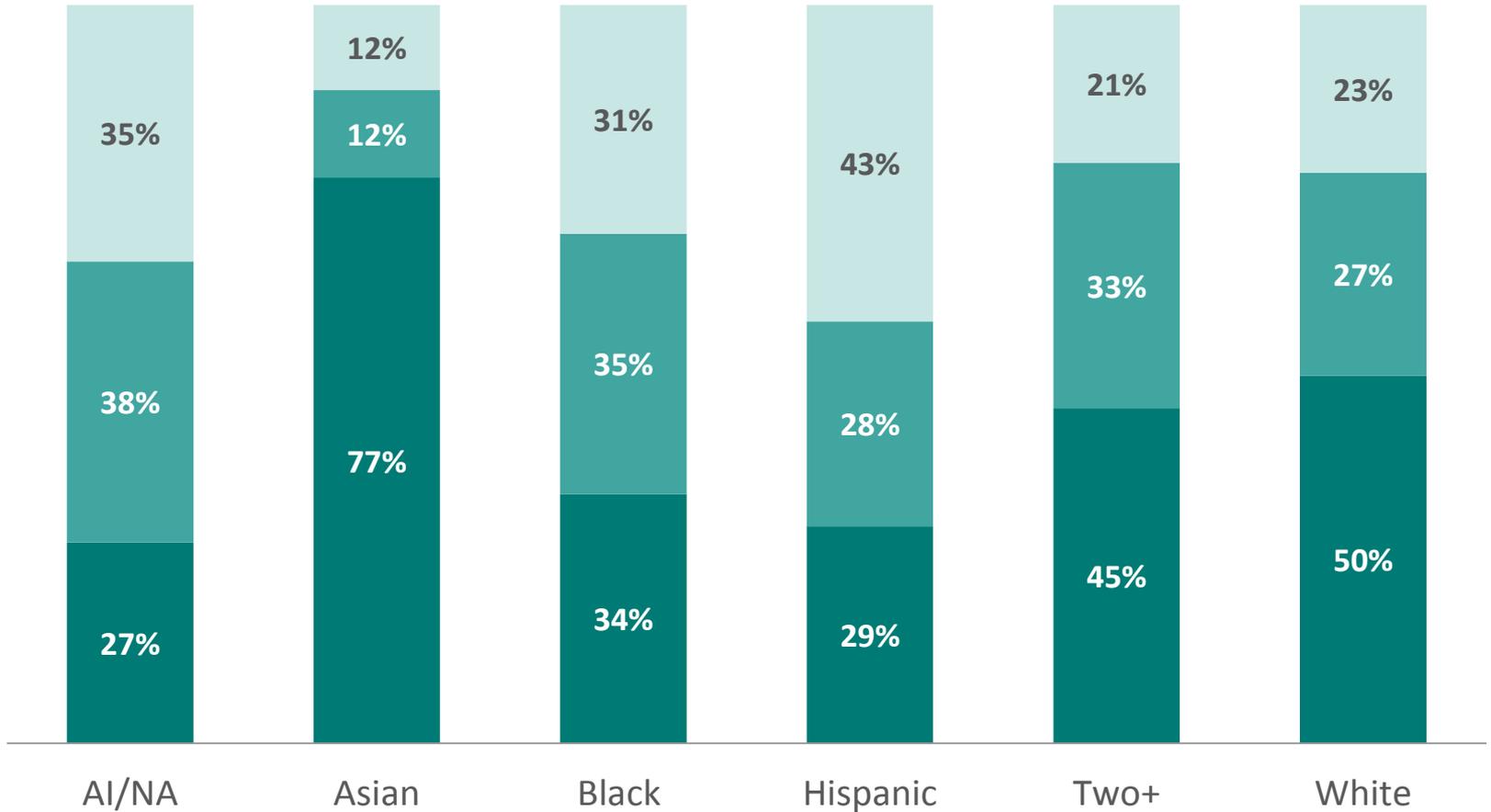
By 2018, **67% of jobs will require a postsecondary degree**, yet only 43% of the workforce currently has a postsecondary degree.

In nine counties, fewer than 30% of adults have at least an associate's degree



Educational Attainment by Race

■ College Degree ■ Some College ■ HS Diploma



Currently Enrolled Students



16% of current students are 25 and above
36% of all students are transfers

32% of students receive a Pell Grant
19% of students receive a State Need Grant

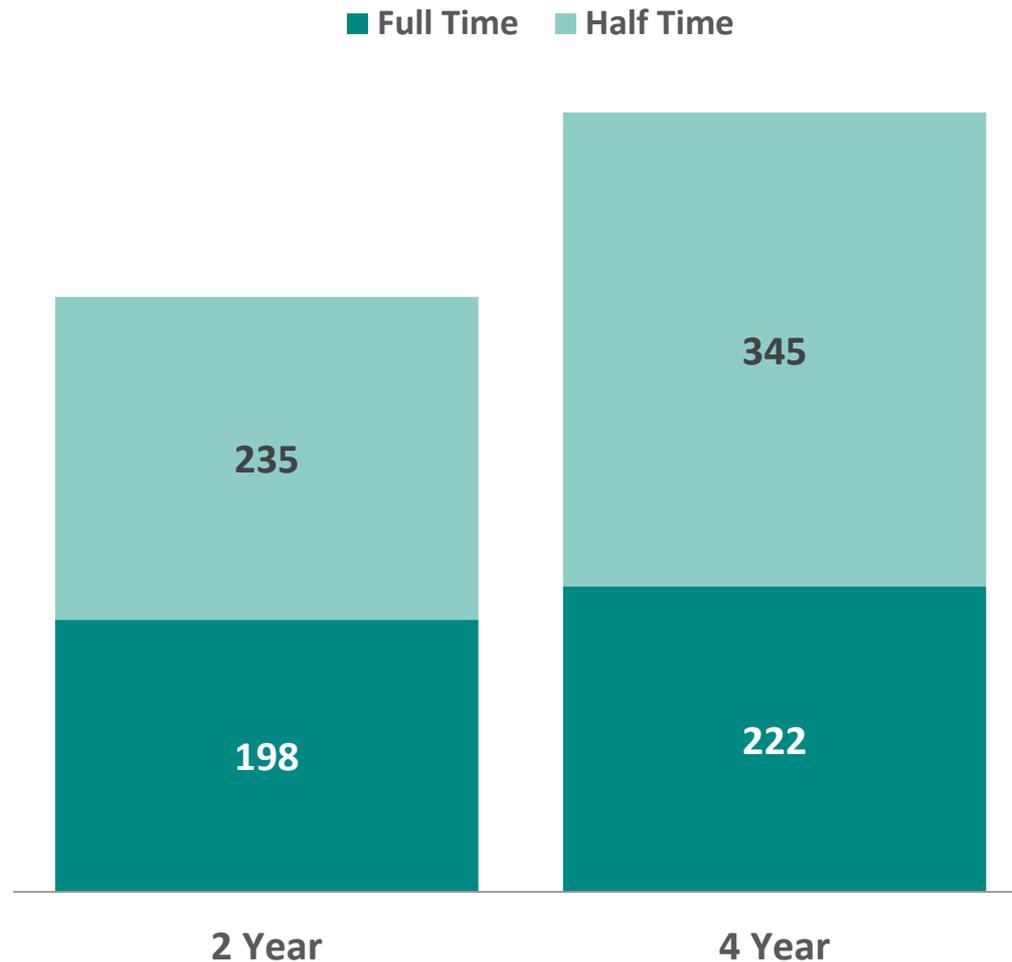


Students ages 25-29 with no prior credit take **7.16 years** to complete a 4-year degree

Students aged 30 and above with no prior credit take **10 years** to complete a degree

Students aged 25 and above *with* prior credit take **2.8 years** to complete a 4-year degree.

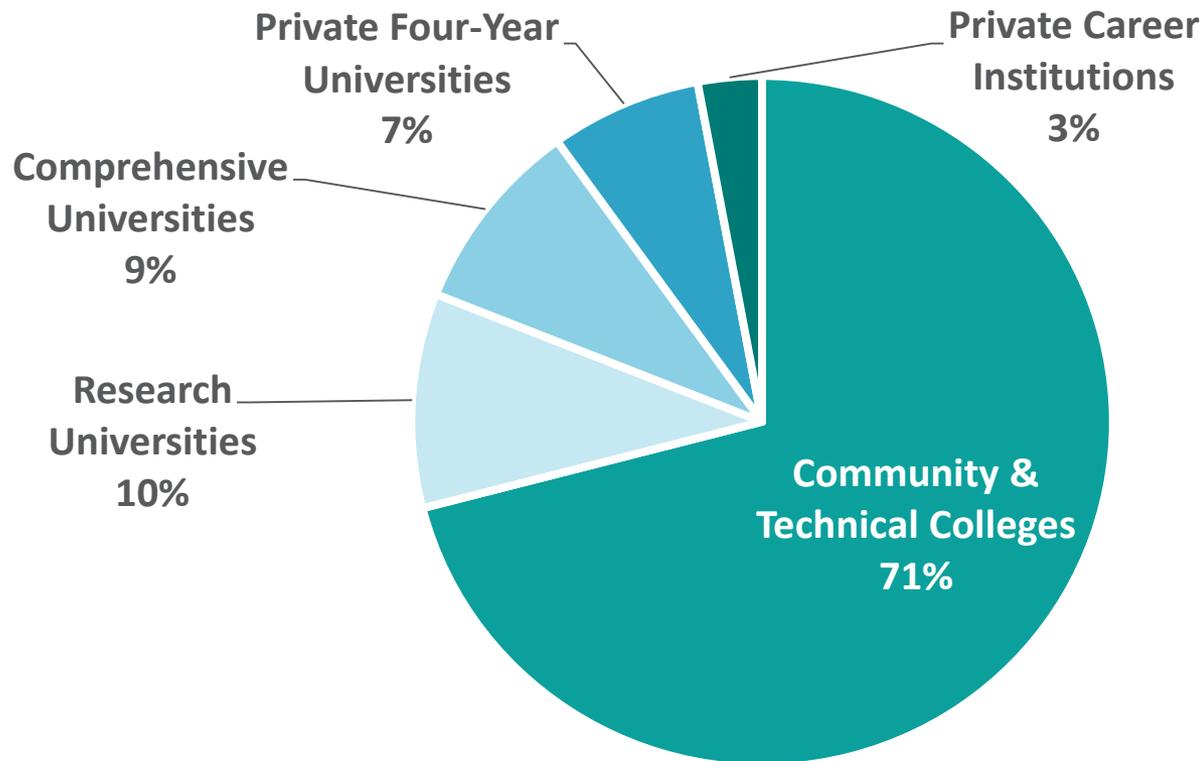
*Enrollment Distribution per 1000 Adult Students



*WSAC Note:
IPEDS lists community colleges that offer an Applied Bachelor's degree as a 4-year college; as such, the 4-year bar may include students attending community and technical colleges.

The Washington State Need Grant

- 26,578 adults currently receive the SNG
- 43% are full time, 57% are part-time
- 52% have dependents





PROGRAM PARAMETERS

Reaching the Attainment Goal through Tailored Program Delivery



Creating Intentional Program Limits

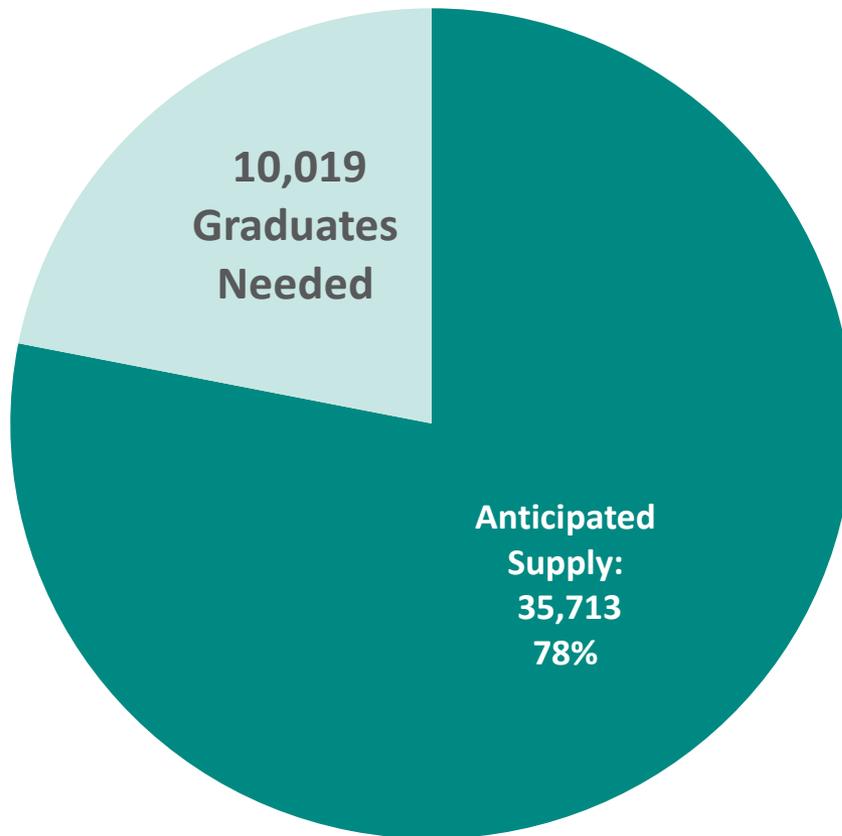
Student Population

- Age: Independents 25-44 25+
- Income: No limits Pell eligible 150% Pell 200% Pell
- Groups: No limits Receiving gov. benefits Unemployed Military
- Academics: No limits Pass placement test College GPA 2.5/3.0
- Prior credit: No limits 1 semester 1 year 75% complete
- Time off: No limits 1 year 2 years 5 years
- Other: _____

Institution/Degree Type

- Sector: No limits Two year only Four year only
- Courses: No limits Certificates Remediation Non-degree
- Intensity: No limits 6 credits/semester 9 credits/semester 24 credits/year
- 12 credits/semester Year-round (summer)
- Area of focus: No limits Workforce demand Limit to stem
- Other: _____

Projected Workforce Demand, 2018-2023 2-Year Sector



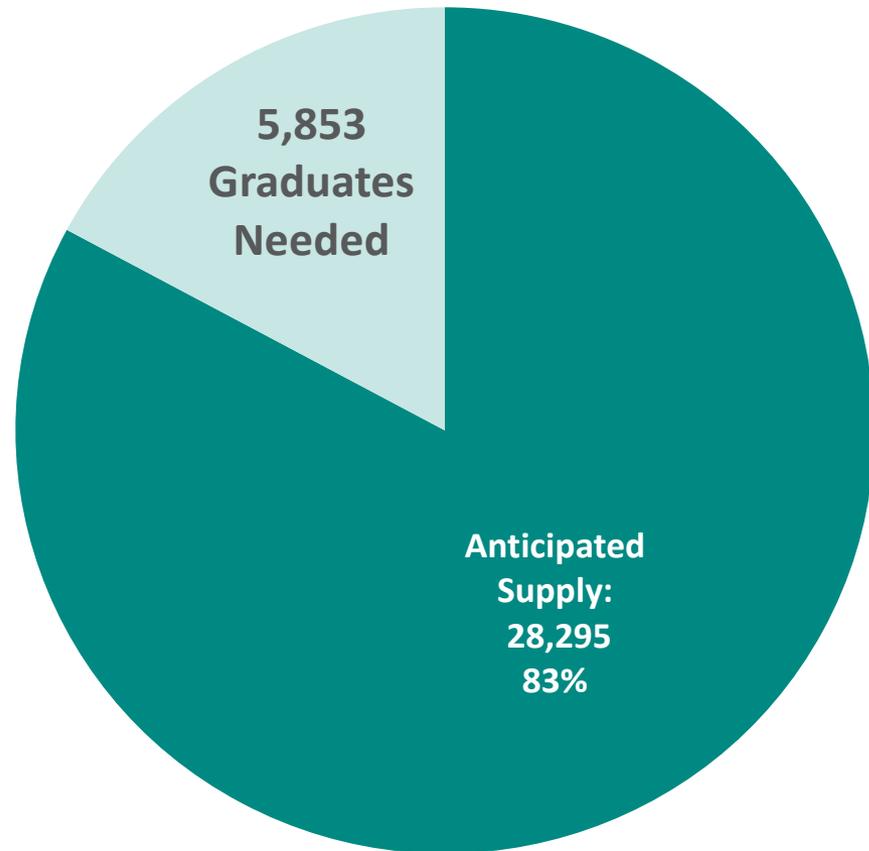
- Database Administrators
- Information Technologists
- Laboratory Technologists
- EMTS
- Paramedics
- Healthcare Technologists
- Teaching Assistants
- Early Childhood Educators
- Culinary Managers
- Hospitality Managers
- Criminal Justice
- Law Enforcement

Source: WSAC, WTECB, SBCTC joint analysis of 2015 Washington ESD long-term employment forecast; Bureau of Labor Statistics Training levels; IPEDS; 2014 Census PUMS data.

Projected Workforce Demand, 2018-2023

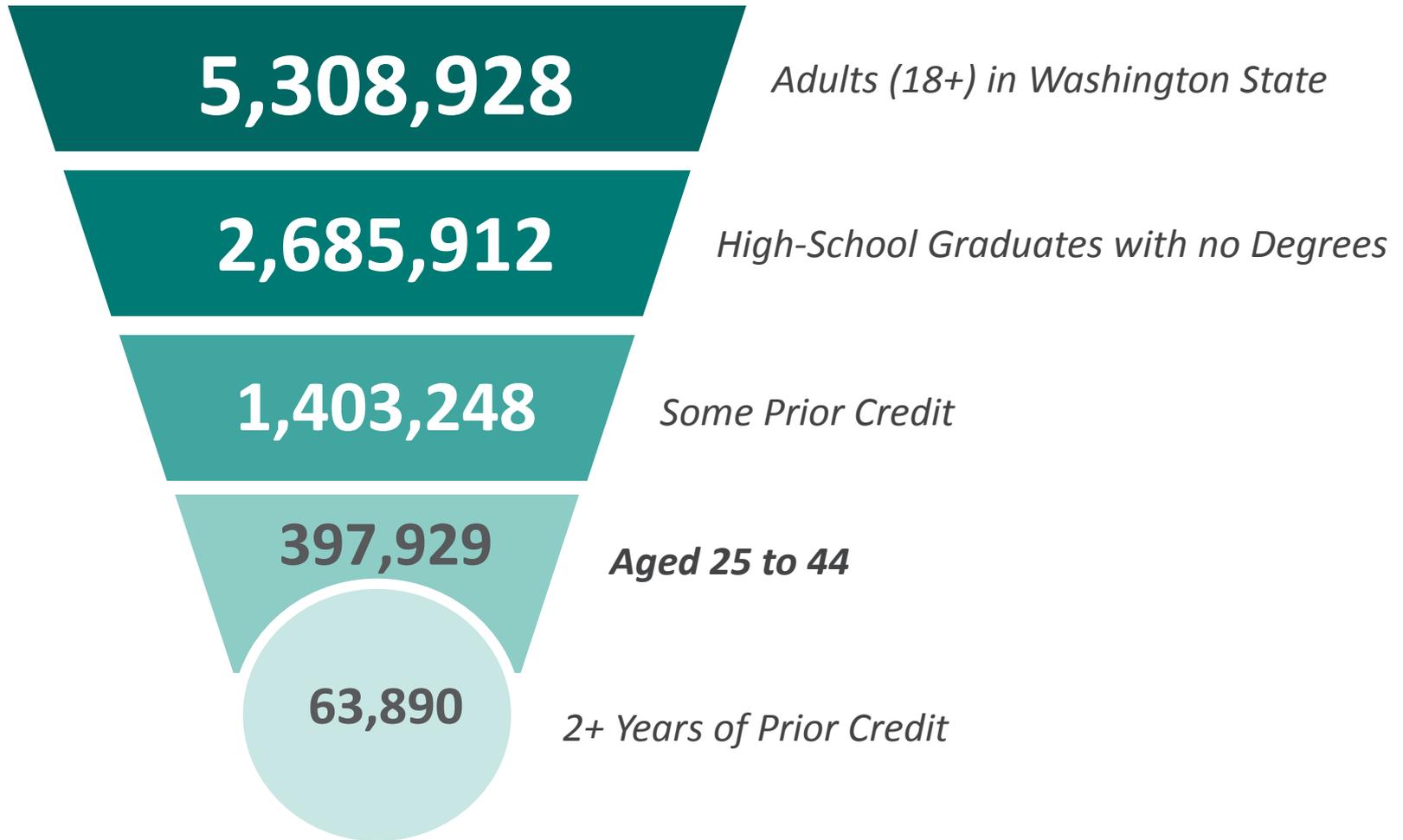
4-Year Sector

- Software developers
- Programmers
- Software Analysts
- Engineers
- Human Services
- Social Workers
- Counselors
- Communications
- Technical Writers
- Designers
- Media



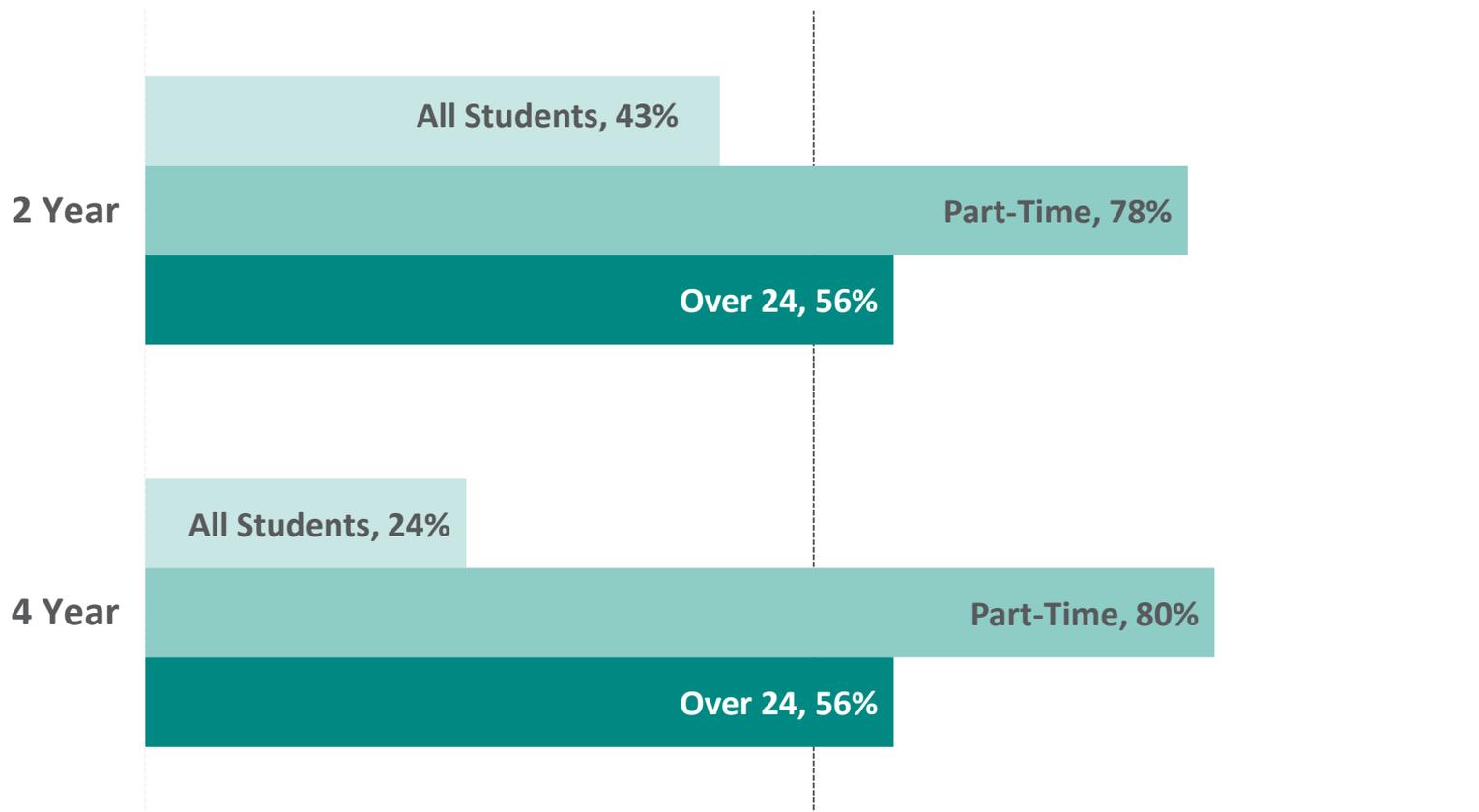
Source: WSAC, WTECB, SBCTC joint analysis of 2015 Washington ESD long-term employment forecast; Bureau of Labor Statistics Training levels; IPEDS; 2014 Census PUMS data.

Narrowing the Program Population



“Some College but No Degree”

Percent of students in Washington who have not earned a degree after 6 years and are no longer enrolled



The Role of Institutions

- ✓ Open or flexible admission policy
- ✓ Credit for prior learning/life experiences
- ✓ Weekend and/or evening courses
- ✓ Online courses and/or degrees
- ✓ Remedial courses
- ✓ Academic and career counseling
- ✓ On-campus daycare



Adult reengagement and support network

Outreach: Information & Identification

Inventory programs and practices

Expand and connect online resources

Include tailored information and other features

Broad public outreach

Identification of students near completion

Resources to evaluate student progress

Affordability

Availability of aid

Previous fees

Student debt

Student support

Enrollment support

Child care infrastructure

Flexible delivery models



Outreach: Information & Identification

- Paradigm shift from focus on traditional students
- Articulate cost/benefit analysis
- Robust information and clear terminology
 - Information about flexible options and programs close to home
 - Military training, support for veterans
 - Credit recognition and “residency” requirements
- Coordinate with Career Bridge & other resources
 - Match interests to careers with robust pathways
 - Yet focus on the whole student in addition to job outlooks
- An interactive tool to inform students of progress
- Partner with ERDC, WDCs and ESD



Outreach: Information & Identification

- Personalized and customized information
- Communicate directly with students
- Flood the market and make returning to college tagline as common as College Bound is for K12
- Pique interest with bus, TV ads and follow-up with personalized
- Employer engagement in outreach efforts
 - Engage from each region of state
- Cross-sector and business buy-in for statewide commitment



Affordability

- Fully fund SNG
- Expand income scale
- Summer term funding
- Provide incentives – i.e. \$500 tuition credit upon enrollment
- Emergency loans
- Students who have exhausted financial aid funding



Student Support

- Need for predictable scheduling beyond one quarter
- Advisors focused on adult reengagement with alert systems
 - Ensure they have “big picture” as well as options with workforce data
 - Unbiased, responsive and supportive Engagement officer on each campus
 - Focused support during enrollment process
 - Leverage guided pathway initiatives with solid advising
- Model WWU and other recruitment efforts
- Address barriers such as previous fees, poor grades and stale credits
- Cohort approach to permit peer mentoring
- Child Care
 - Full access to child care (when needed) vs. determining the right level of assistance
 - Coordinate with child development initiatives