Statewide Adult Reengagement Framework

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Intercollege Relations Commission (ICRC)
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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.
OPPORTUNITY: ≈ 1 MILLION WORKING-AGE ADULTS

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.
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
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

Creative • Social media • Email • Posters • Brochure
OBJECTIVES FOR THE TOOL

Care
encourage and inspire
adult learners

Connect
provide pathway and
campus support

Coach
guide with relevant,
timely action steps
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?
CAMPUS PARTICIPATION

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

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

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Supports</th>
<th>Academics</th>
<th>Affordability</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clear communication of programs</td>
<td>• Navigation and Coaching</td>
<td>• Evening/Weekend/Online</td>
<td>• Messaging aid</td>
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<tr>
<td>• Pre-enrollment advising and support</td>
<td>• Flexible hours/locations for tutoring, advising</td>
<td>• Prior Learning Assessment</td>
<td>• Emergency funds</td>
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<tr>
<td>• Credit transfer policies and processes</td>
<td>• Referrals</td>
<td>• Grade amnesty</td>
<td>• Transparency with academic progress appeals</td>
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</tbody>
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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

- Predictable: All eligible students funded
- Generous: Awards reach tuition (at public rates), Coordinate to cover non-tuition
- Pathways: Apprenticeships, Certificates, Associates, Bachelors
- Flexible: Part-time, Five-year award as “lifetime limit”, No age limit
- Broad reach: Up to state’s median income
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

<table>
<thead>
<tr>
<th>Student Selection</th>
<th>Eligibility</th>
<th>Process</th>
<th>Learning Agenda</th>
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</thead>
<tbody>
<tr>
<td>Some college, no degree</td>
<td>Former fees</td>
<td>Streamlined application</td>
<td>Effectiveness</td>
</tr>
<tr>
<td>Readiness to enroll</td>
<td>Pre-enrollment fees</td>
<td>Reimburse payments (made to eligible campuses)</td>
<td>Statewide design</td>
</tr>
<tr>
<td></td>
<td>Not aid repayment (UWKC covers ineligible)</td>
<td></td>
<td>Other barriers</td>
</tr>
</tbody>
</table>
**TIMELINE**

**2017**
- Concept, research
  - AR concept, Lumina funding
  - Research: focus groups, lit review
  - Advisory, technical teams

**2018**
- Design, decisions
  - Portal design
  - Student ID, outreach approach
  - Building awareness

**2019**
- Implementation
  - Develop, pilot portal
  - Student outreach campaign
  - Phase 1 campus participation

**2020**
- Expansion
  - Phase 2 campus expansion, enrollments
  - Expanded partnerships
  - Phase 2 broad marketing
Continue the conversation

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