



Adult Reengagement Framework

WFAA

October 11, 2018

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THE ROADMAP

A Plan to Increase Educational Attainment in Washington



100%

High school diploma
or equivalent



70%

Postsecondary
credential

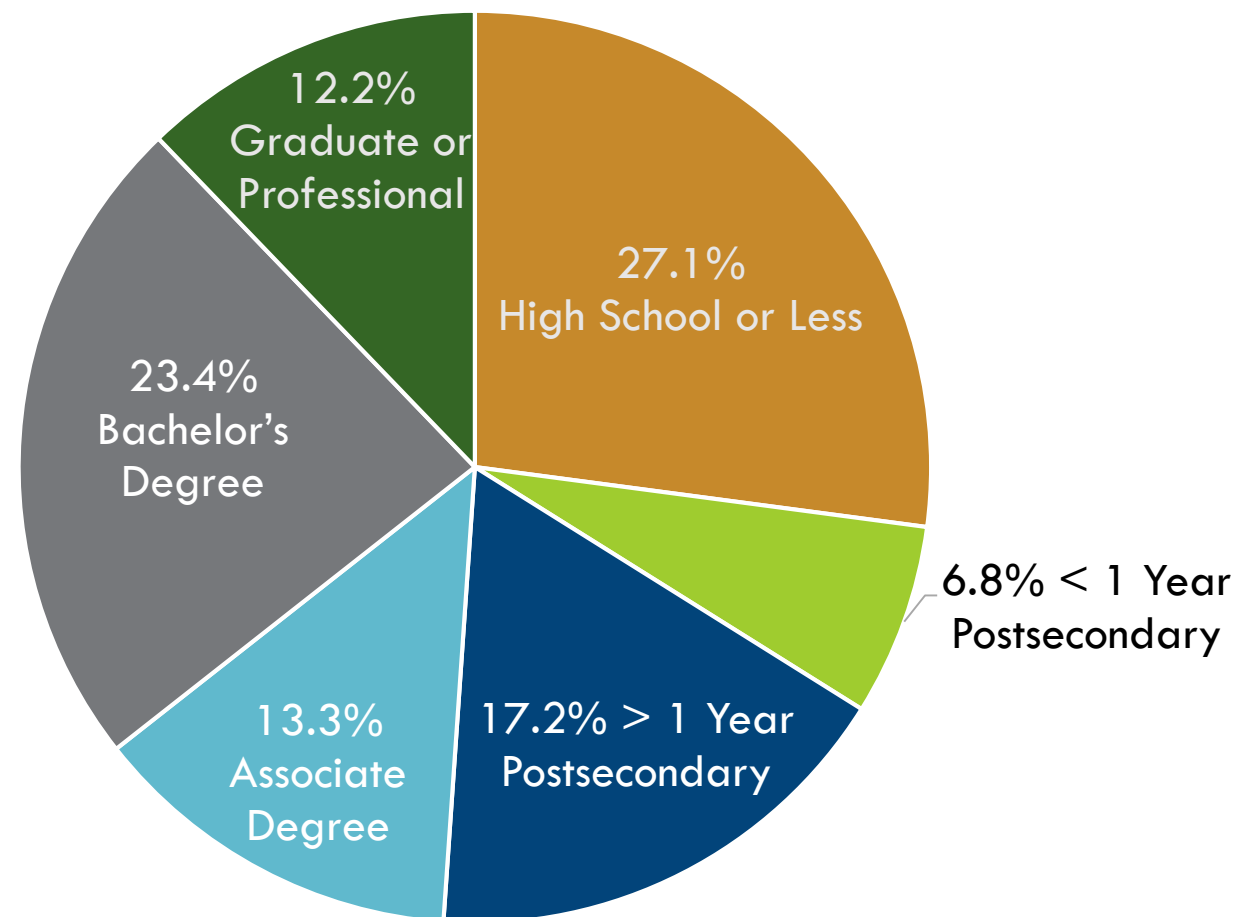
Washington population ages 25-44



Bold Strategies Needed

- 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.

Total Projected Job Openings by Education Level, 2020-2025





Key Challenge Areas Impeding Progress

Close Opportunity Gaps

- Remove system barriers for underserved students
- Provide support for underrepresented students

Provide Affordable High-Quality Pathways

- Provide multiple high-quality pathways
- Address financing and affordability gaps

Support Regional Leaders

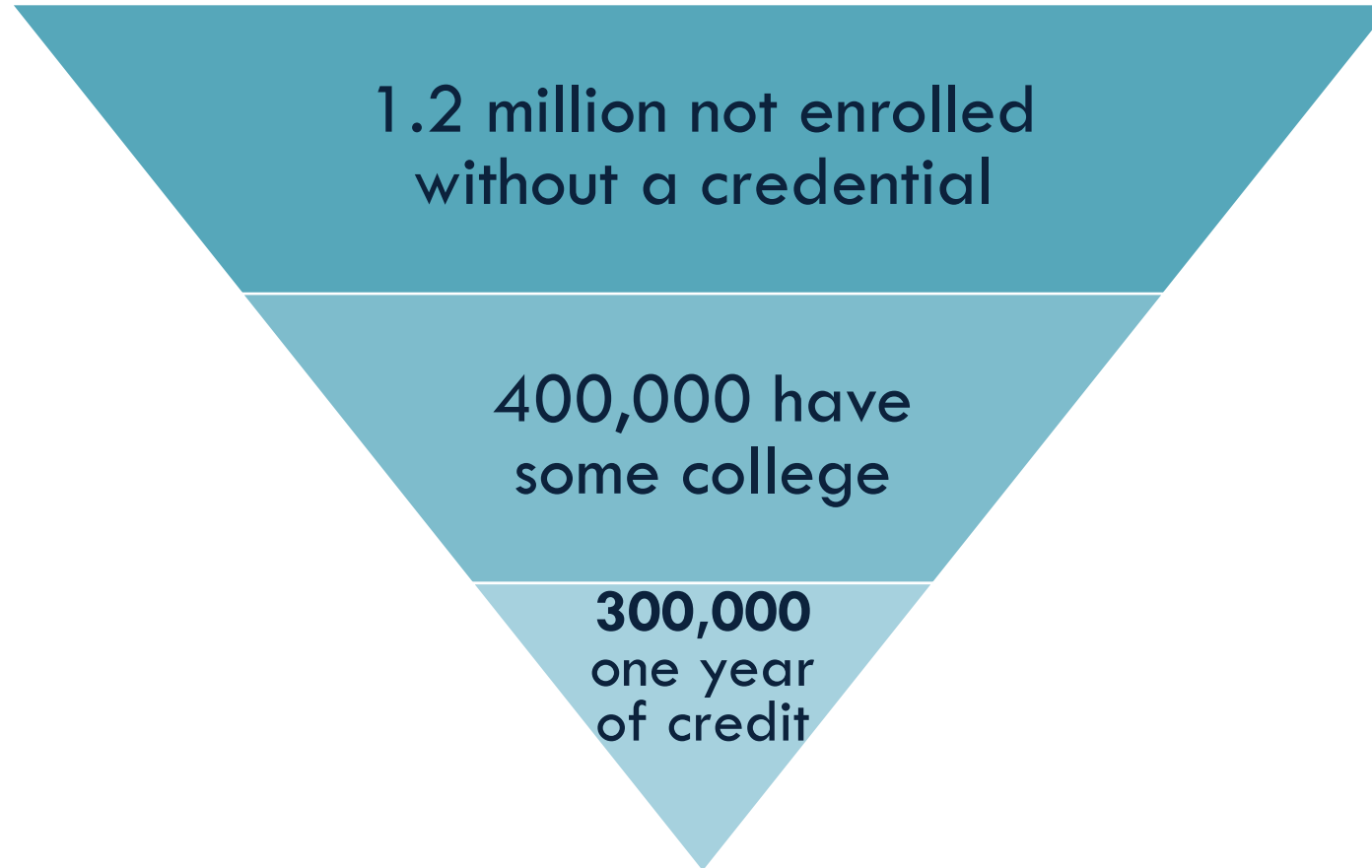
- Address regional workforce shortages
- Engage and support communities

Reconnect Adult Learners

- **Recruit and support adult learners**
- **Target former students with credits**




Many adults began a program without completing it



Source: WSAC analysis of American Community Survey, 2009-2013 5-Year Estimates.



Adult Reengagement Vision



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



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, policymakers.

Integrate campus-based initiatives, data systems, online 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.



Adult learners face unique barriers



Individual

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



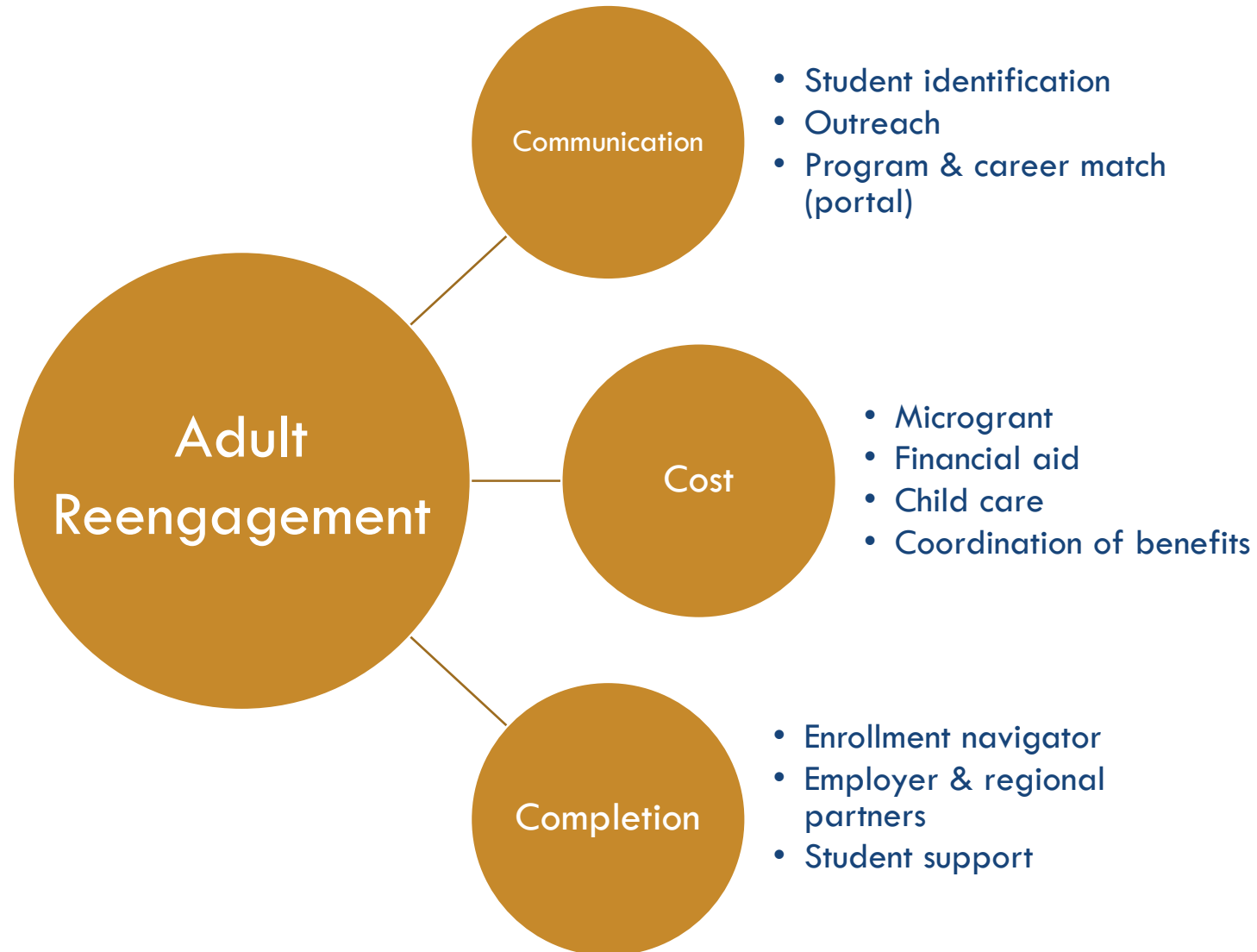
System

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





Critical framework components





Many Partners are Involved in the Statewide Initiative

AWWB

EASTERN
WASHINGTON UNIVERSITY
start something **big**

PACIFIC LUTHERAN UNIVERSITY

WASHINGTON STATE UNIVERSITY

Washington Workforce Training And Education Coordinating Board

CLARK COLLEGE
EST. 1933

GRAYS HARBOR COLLEGE

Partnership for Learning
EDUCATION FOUNDATION of THE WASHINGTON ROUNDTABLE

UNIVERSITY of WASHINGTON

the evergreen state college

WESTERN WASHINGTON UNIVERSITY

WASHINGTON STATE Council of Presidents

SBCTC
WASHINGTON STATE BOARD FOR COMMUNITY & TECHNICAL COLLEGES

Independent Colleges of Washington

WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

STATE OF WASHINGTON
Office of the Governor

SEATTLE UNIVERSITY

Whatcom COMMUNITY COLLEGE

WESTERN GOVERNORS UNIVERSITY

Greater Spokane Incorporated

PIERCE COLLEGE
possibilities. realized.

WESTERN GOVERNORS UNIVERSITY

STATE OF WASHINGTON
LEUTENANT GOVERNOR

CWU | Central Washington University

SUPERINTENDENT OF PUBLIC INSTRUCTION
WASHINGTON

Skagit Valley College
Where Learning Comes to Life

WHITWORTH UNIVERSITY

Employment Security Department
WASHINGTON STATE

IHEP

Communication



Initial target population





Interactive Web-Based Tool

Robust relevant content

- Address individual and unique needs of returning adults.
- Coordinate with other resources.

Program matching

- Academic programs based on individual career, personal goals.
- Career exploration and advancement.

Referrals to institutions

- Short questionnaire related to past experiences and goals.
- Inquiries shared with selected institutions.



Message development

- **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
- **Customize by Region or Campus**



Completion



Completion: Student support

Share effective practices that support adult learners.

Expand partnerships with employers.

Establish regional networks of support.

Improve state-level policies to remove barriers for adult learners.



Campus & State Role

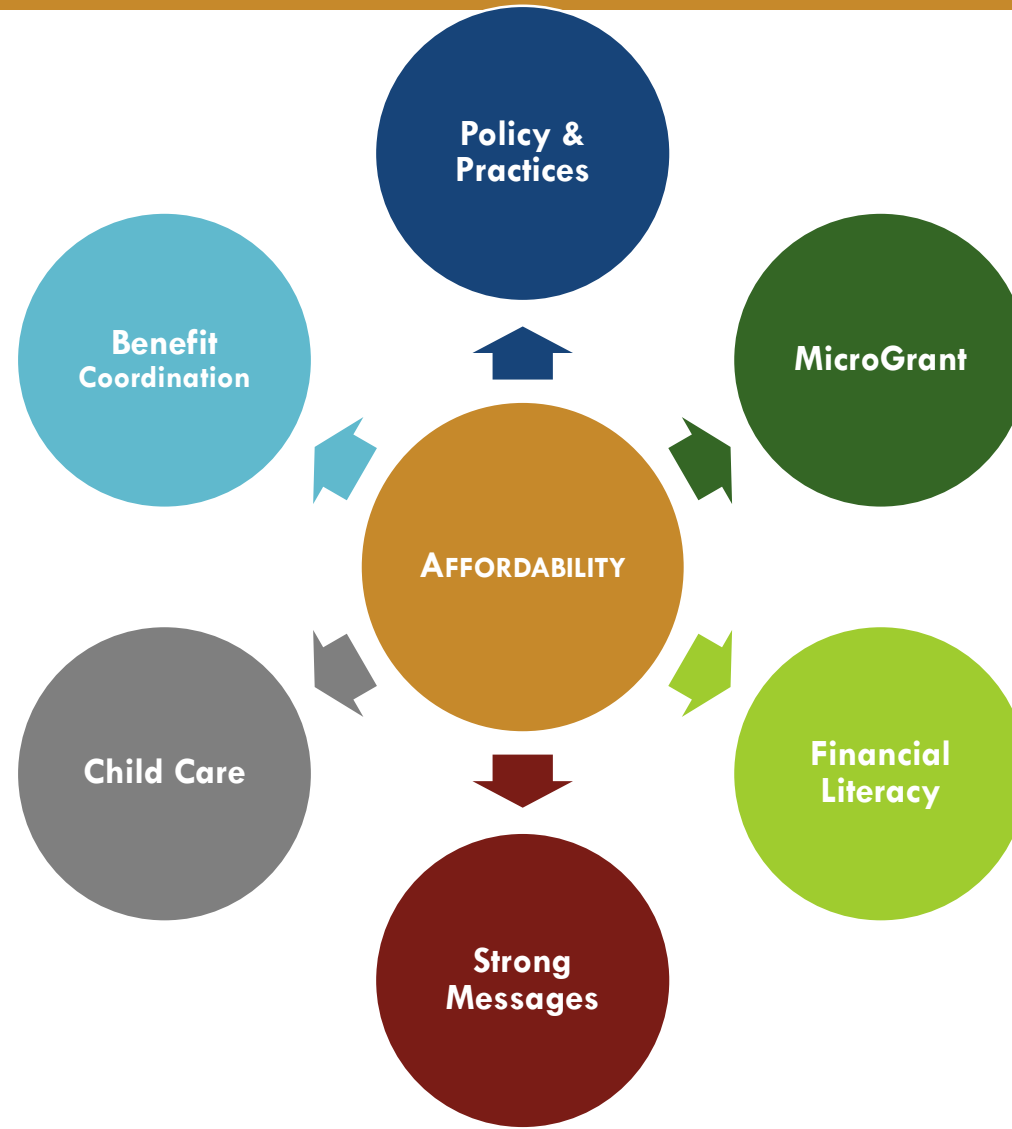
Activity	State	Campus
Student Identification	Centralized – flexibility to coordinate	TBD
Outreach	Centralized – flexibility to coordinate	TBD
Microgrant	<ul style="list-style-type: none"> • Student identification • Make payments 	<ul style="list-style-type: none"> • Student identification • Simplified 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

Cost





Affordability for Returning Adults





Policy Review – Barriers & Possible Solutions

Are financial aid policies imposing unnecessary barriers for returning adults?

Deadlines

Rolling
deadlines

Set-aside for
returning adults

Satisfactory academic progress

Improve
information

Coordinate fed
& state SAP

Amnesty term

Appeals process
& tips

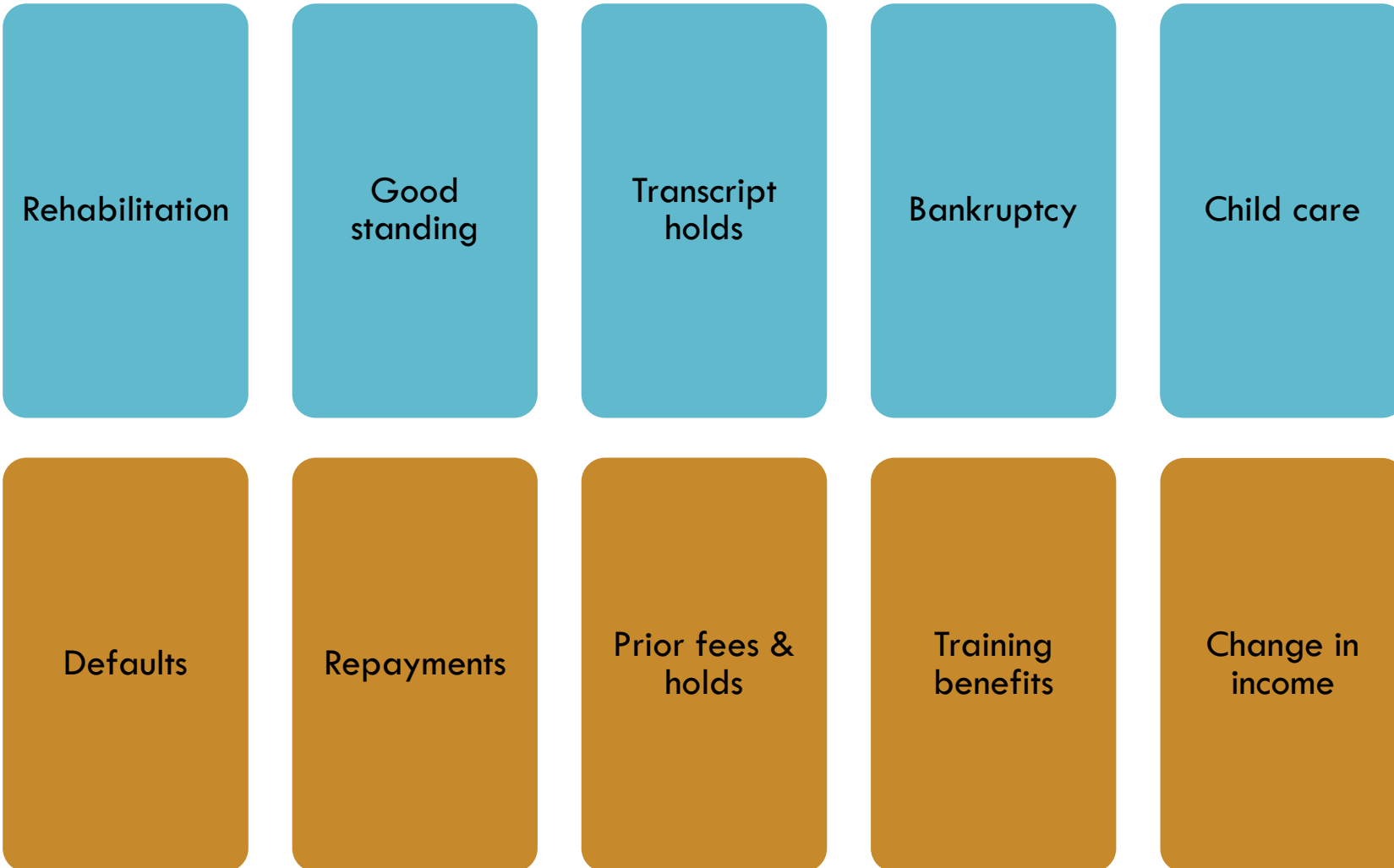
College readiness & time to degree

Low-cost options
to provide
“ability to
benefit”

Credit for prior
experience



Tailoring Financial Literacy for Adults





Microgrant – Small Dollar Pre-Enrollment Barriers

Student Selection

- Broad vs. targeted outreach
- Portal & campus

Eligibility

- Former fees vs. aid repayments
- Pre-enrollment

Fund Distribution

- State pays former campus
- Receiving campus communicates

Campus Role

- Match (waive fees; release transcripts; emergency funds)
- Reporting



Affordability Messaging for Returning Adults

- Strong State Need Grant permits state-level messaging
 - *Think you can't afford college? Think again.*
- Leverage all state aid programs – Opportunity Grant for high-demand certificates
- Institutions can offer a financial commitment for eligible students
 - Husky Promise, Cougar Commitment, South Seattle 13th Year



Child Care for Student Parents

Accessible

- Convenient

Available

- Capacity

Affordable

- Cost

Policy Barrier:

Washington is one of the more restrictive states for the work requirement for child care subsidies



Promising Practices for Benefit Coordination

Coordination of benefits through online tools, partnerships across agencies, and one-stop supports on campuses

Start Next
Quarter

United Way
of King
County

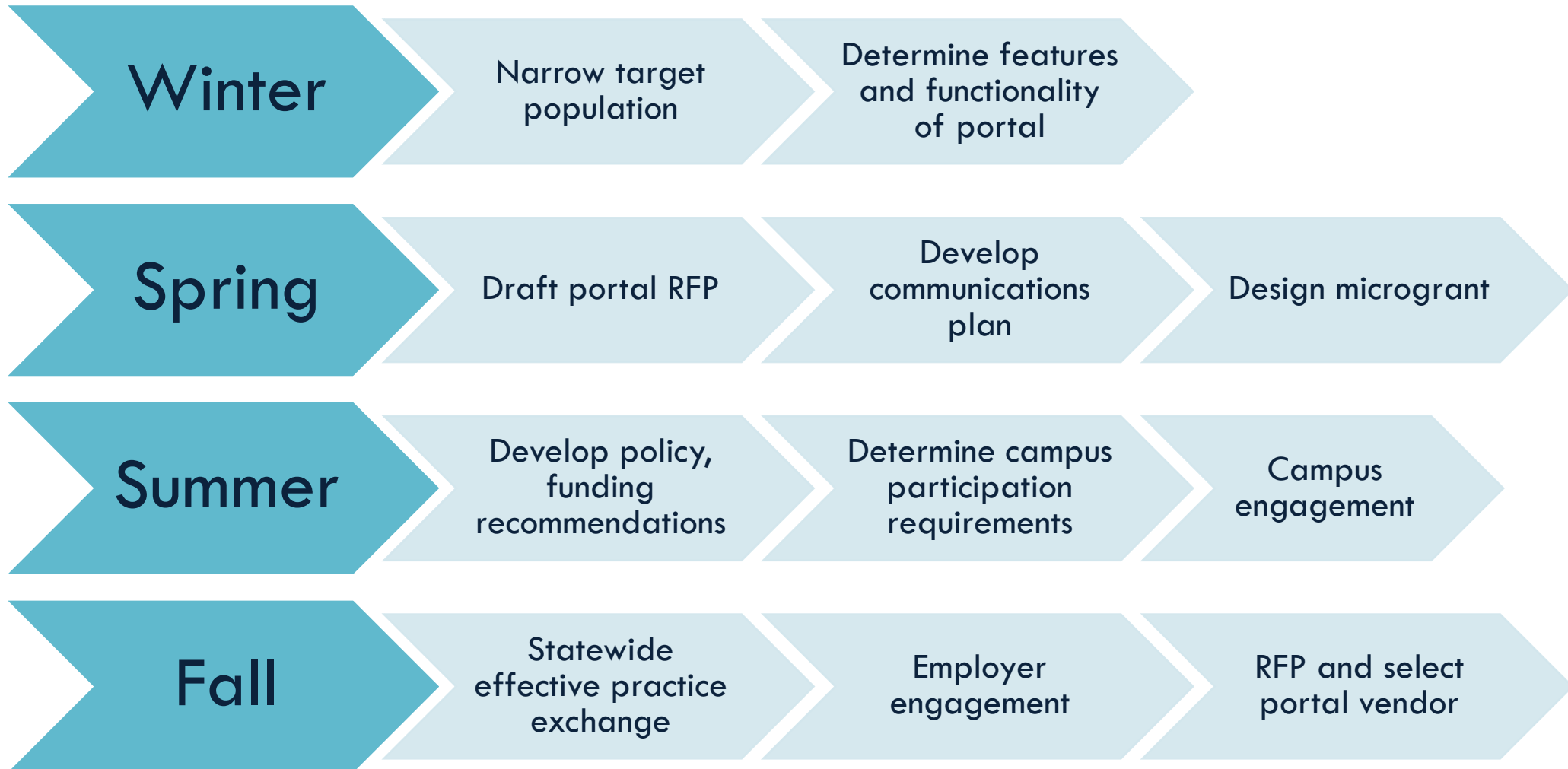
Seattle
Colleges

Clark
College

Electronic
information
exchange

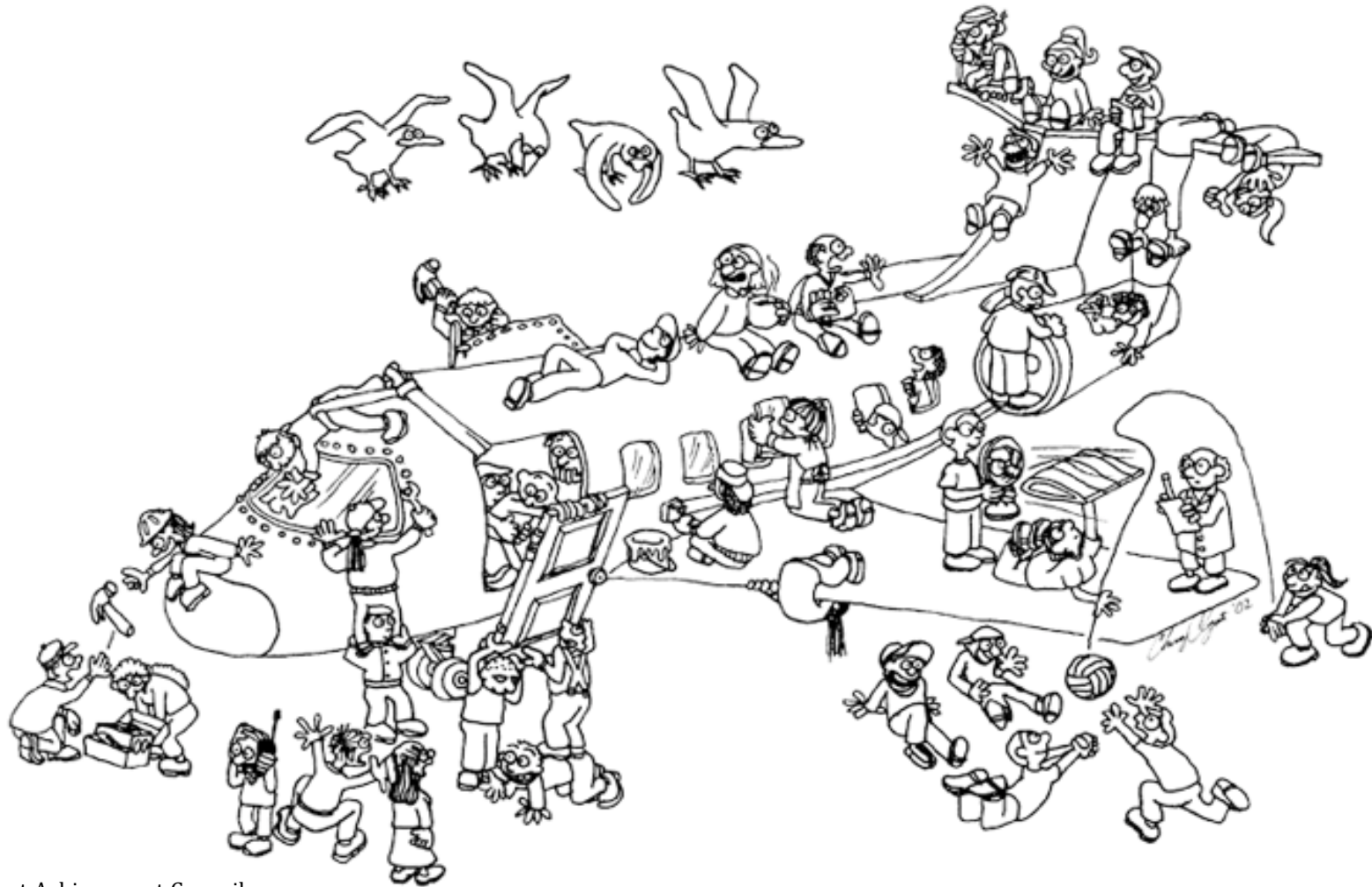


2018 Milestones





This is us...





Adult Reengagement Summit & Pave the Way 2018

Adult Reengagement Summit

SAVE THE DATE

November 28, 2018

READY
SET
GRAD

University of Washington, Seattle
Husky Union Building



This year's
Pave the Way
Conference,
focused on advancing
equity, expanding
opportunity, and
increasing educational
attainment will take
place on
November 29.