A statewide framework to support adults to return and complete their education so they can compete to meet the needs of Washington employers.
Roadmap Educational 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.

Washington population ages 25-44
Opportunity: Nearly 1 Million Washingtonians

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.
Adult Reengagement Principles

- Engage all sectors of institutions, employers, policy makers.
- Integrate campus-based initiatives, data systems, on-line 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.
**Communication**
- Identify students
- Provide outreach
- Match to programs
- Support enrollment

**Cost**
- Offer MicroGrant
- Address affordability
- Clarify policies and processes
- Support child care

**Completion**
- Assess and address policy barriers
- Offer TA to campuses
- Engage regional partners
- Support student success
Student Identification & Outreach

Targeted outreach to recent students with progress

- State aid dataset
- Messages re. key barriers & benefits
- Market segments, testimonials
- Supporting sub-populations
- Shared clients, employers
- Deliberate marketing to adults

Focus groups, user testing, research

Lessons learned
- Define and use an equity lens
- Target student groups
- Consider policy and process
- Solicit expertise (data, marketing, legal)
- Decide campus, regional or state approach
Digital Tool Interactivity

Program Search
- Program data
- Labor Market data
- Campus Profiles*

Content
- Getting Ready
- Paying for College
- Supports

User Input
- Saved content
- Checklists & tips
- User Information

Digital Backpack: Tips & Tasks

Leads & User Data*
- Modern user experience design
- Tailored information
- Responsive
- Address unique needs of adults

*Participating campuses
Digital Tool Interactivity

Program Search
- Program data
- Labor Market data
- Campus Profiles

Content
- Getting Ready
- Paying for College
- Supports

User Input
- Saved content
- Checklists & tips
- User Information

Lessons Learned
- Evaluate existing tools
- Determine data source
- Consider rural students’ needs
- Phase-in development
- Offer chocolate to IT staff frequently
An Adult Friendly Promise Program

Washington converts largest need-based aid program (State Need Grant) into a guarantee – the **Washington College Grant program**

- In 2020-21 **all eligible students** will be funded – estimated 110,000 students
  - Maximum awards cover tuition and fees at public colleges
    (private colleges awards linked to current award amounts)
  - Eligibility up to the state’s median income
  - Full awards for lowest income prorated to 10% awards

- **Broad reach and flexible**
  - Apprenticeships, certificates, associates and bachelors programs
  - Part-time enrollment allowed
  - Five-year award as “lifetime limit”
Small Dollar Pre-Enrollment Barriers:
Testing concept with GSI (working with Spokane Colleges, EWU & Whitworth) and Seattle Colleges District (working with United Way of King County)

Student Selection
• Some college, no degree
• Readiness to enroll

Eligibility
• Former fees
• Pre-enrollment fees
• Not aid repayment (UWKC covers ineligible)

Process
• Streamlined application
• Reimburse payments (made to eligible campuses)

Learning Agenda
• Effectiveness
• Statewide design
• Other barriers
Affordability for Returning Adults

Lessons Learned
• Review policies and practices
• Advocate for flexible need-based aid
• Clone Washington State policy makers
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
Institutional Participation Plan Components

Portal Development:
- Review and update program data
- Provide campus profile

Adult Learner Leads:
- Share plan for responses
- Report status of leads

Self-Assessment:
- Identify current adult supports
- Describe areas for growth and plans
- Include leadership commitment
### Addressing Barriers with Policies & Supports

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<tr>
<th>Enrollment</th>
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<tr>
<td>• Clear communication of programs</td>
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<td>• Pre-enrollment advising and support</td>
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<td>• Credit transfer policies and processes</td>
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<th>Supports</th>
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<tr>
<td>• Navigation and Coaching</td>
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<td>• Flexible hours/locations for tutoring, advising</td>
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<td>• Referrals</td>
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<th>Academics</th>
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<td>• Evening/Weekend/Online</td>
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<td>• Prior Learning Assessment</td>
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<td>• Grade amnesty</td>
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<tr>
<td>• Messaging aid</td>
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<td>• Emergency funds</td>
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<td>• Transparency with academic progress appeals</td>
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### Lessons Learned
- Include practitioners and leaders
- Determine incentive strategies
- Consider initiative fatigue and workload
- Leverage existing successful efforts
Compass Colleges Support Systems Change

- 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
- Create influence for system wide improvements for adult learners
Building Partnerships

Development Phases

- Leadership for Launch
- Expanding Engagement
- Sustained Success

- The initiative will continue to develop and expand over time
- Broad partnership representation is important at each stage of development

Broad Partnerships

- Higher education
- Community-based organizations
- Public Agencies
- Workforce
Adult Reengagement Framework Timeline

2017
- Concept & research
  - AR concept, Lumina funding
  - Research: focus groups, lit review
  - Advisory & Technical Teams

2018
- Design & decisions
  - Portal design
  - Student ID and outreach approach
  - Building awareness

2019
- Implementation
  - Portal development and pilot
  - Student outreach campaign
  - Phase 1 campus participation

2020
- Expansion
  - Phase 2 campus expansion & enrollments
  - Expanded partnerships
  - Phase 2 broad marketing
2019 Adult Reengagement Milestones

**Winter**
- Portal planning and state oversight
- Student ID details; marketing RFP
- MicroGrant pilot agreements

**Spring**
- Portal development
- Develop viable plan process
- Outreach message development

**Summer**
- Portal prototypes
- Campus info in portal
- Campus agreements

**Fall**
- Launch student outreach
- Campus outreach and initial campus reporting
- Expanded partnerships
Continue the conversation

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