COLLEGE & CAREER COMPASS WASHINGTON

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

National Governors Association

June 6, 2019

Roadmap Educational Attainment Goals

THE ROADMAP
A Plan to Increase Educational Attainment in Washington

100% High school

70% Postsecondary

Washington population ages 25-44

- 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.

Target population to reengage

Some college
(n=390,000)

High school only
(n=400,000)

No high school
(n=180,000)

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.

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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
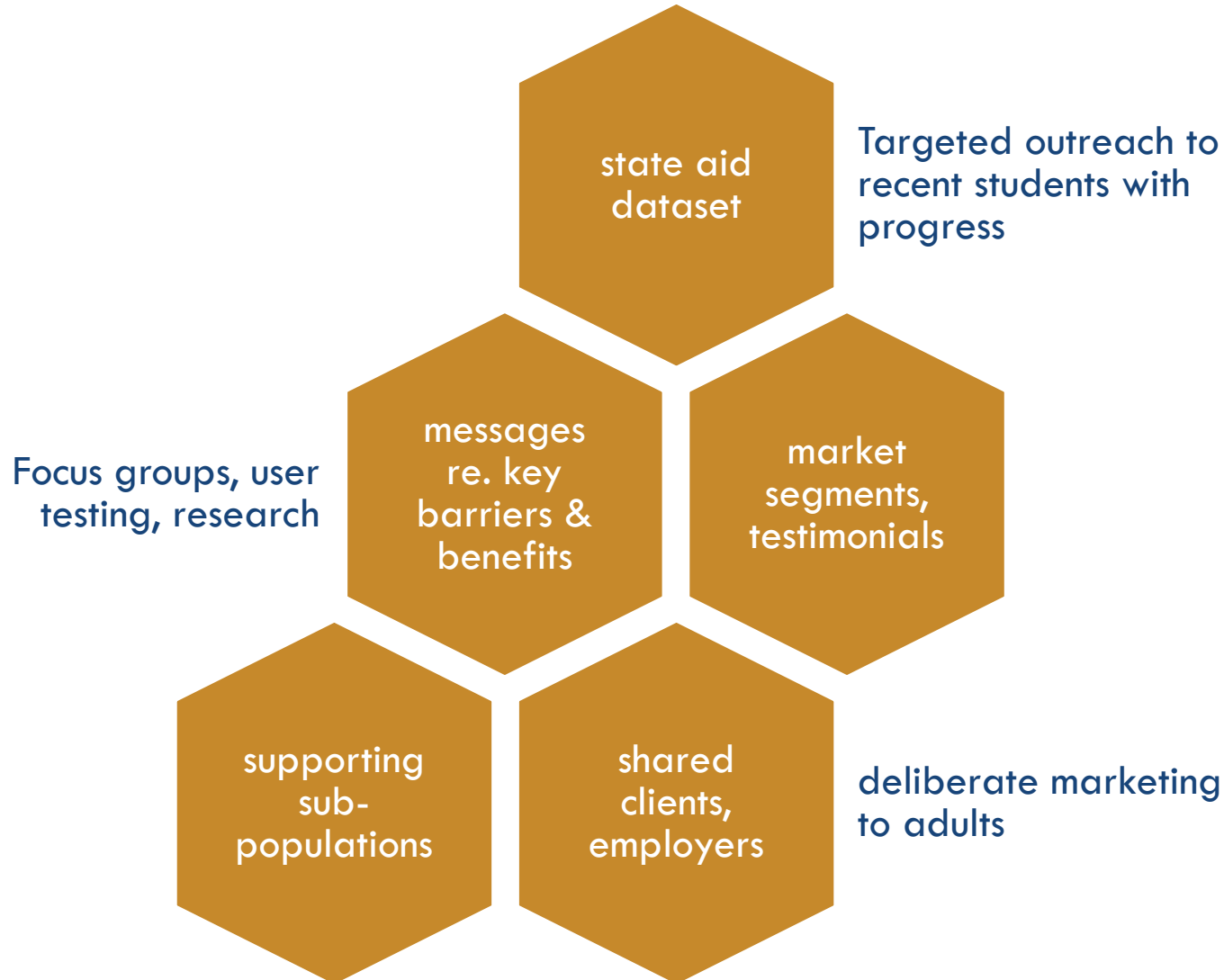
Completion

- Assess and address policy barriers
- Offer TA to campuses
- Engage regional partners
- Support student success

Student Identification & Outreach

state aid dataset

Targeted outreach to recent students with progress

Focus groups, user testing, research

messages re. key barriers & benefits

market segments, testimonials

supporting sub-populations

shared clients, employers

deliberate marketing to adults

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

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Lessons Learned
- Evaluate existing tools
- Determine data source
- Consider rural students' needs
- Phase-in development
- Offer chocolate to IT staff frequently

Cost

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

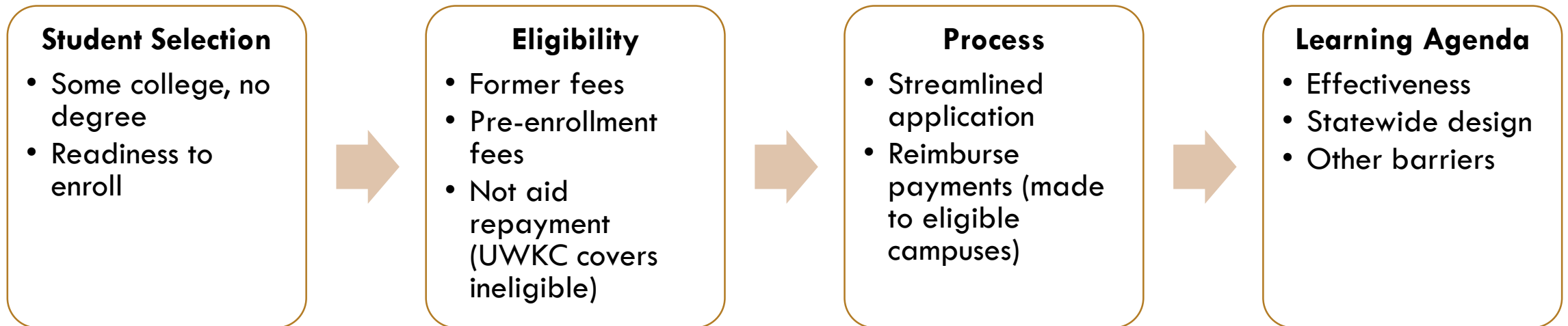- In 2020-21 **all eligible students** will be funded – estimated 110,000 students
  - Maximum awards cover tuition and fees at public colleges (private colleges awards linked to current award amounts)
  - Eligibility up to the state's median income
  - Full awards for lowest income prorated to 10% awards
- **Broad reach and flexible**
  - Apprenticeships, certificates, associates and bachelors programs
  - Part-time enrollment allowed
  - Five-year award as "lifetime limit"

MicroGrant Community Partner Pilot

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

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Addressing Barriers with Policies & Supports

Enrollment
- Clear communication of programs
- Pre-enrollment advising and support
- Credit transfer policies and processes

Supports
- Navigation and Coaching
- Flexible hours/locations for tutoring, advising
- Referrals

Academics
- Evening/Weekend/Online
- Prior Learning Assessment
- Grade amnesty

Affordability
- Messaging aid
- Emergency funds
- Transparency with academic progress appeals

Lessons Learned
- Include practitioners and leaders
- Determine incentive strategies
- Consider initiative fatigue and workload
- Leverage existing successful efforts

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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
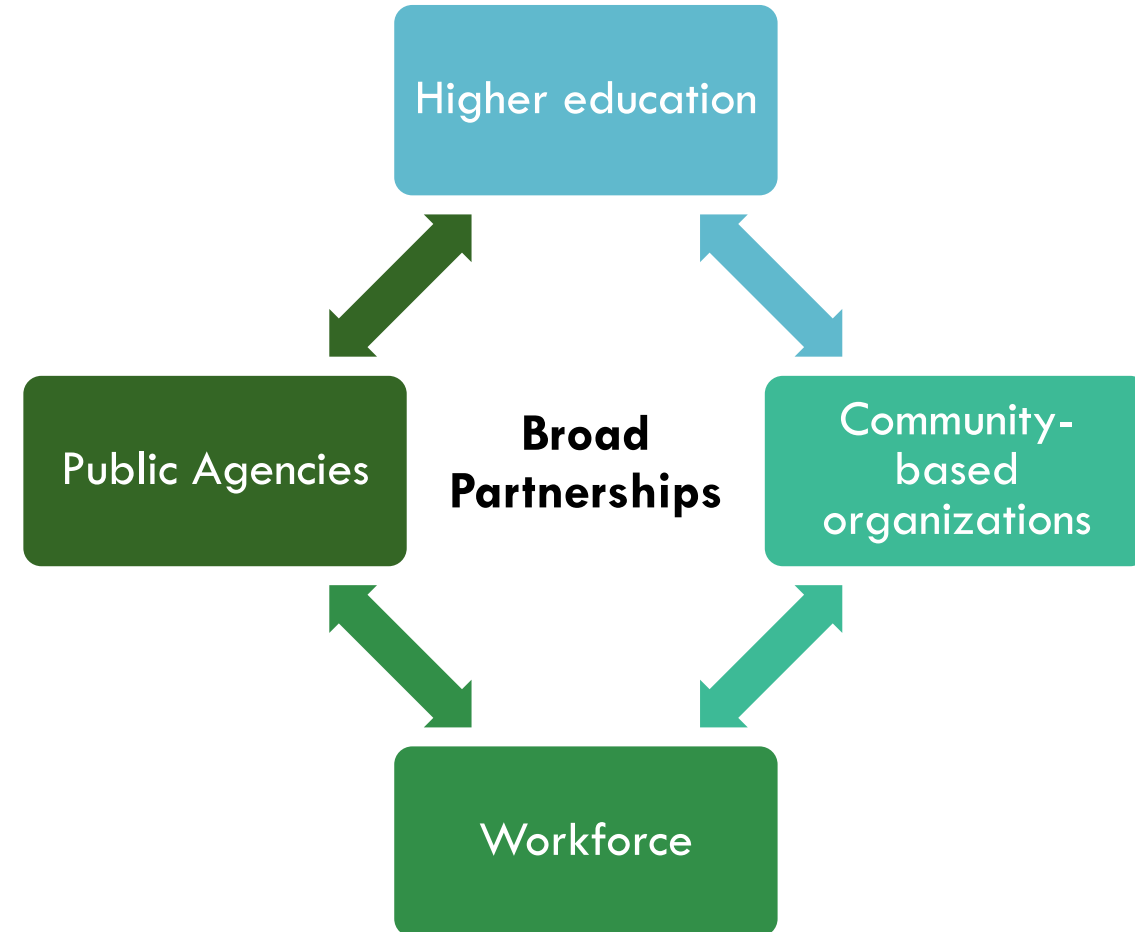
Development Phases

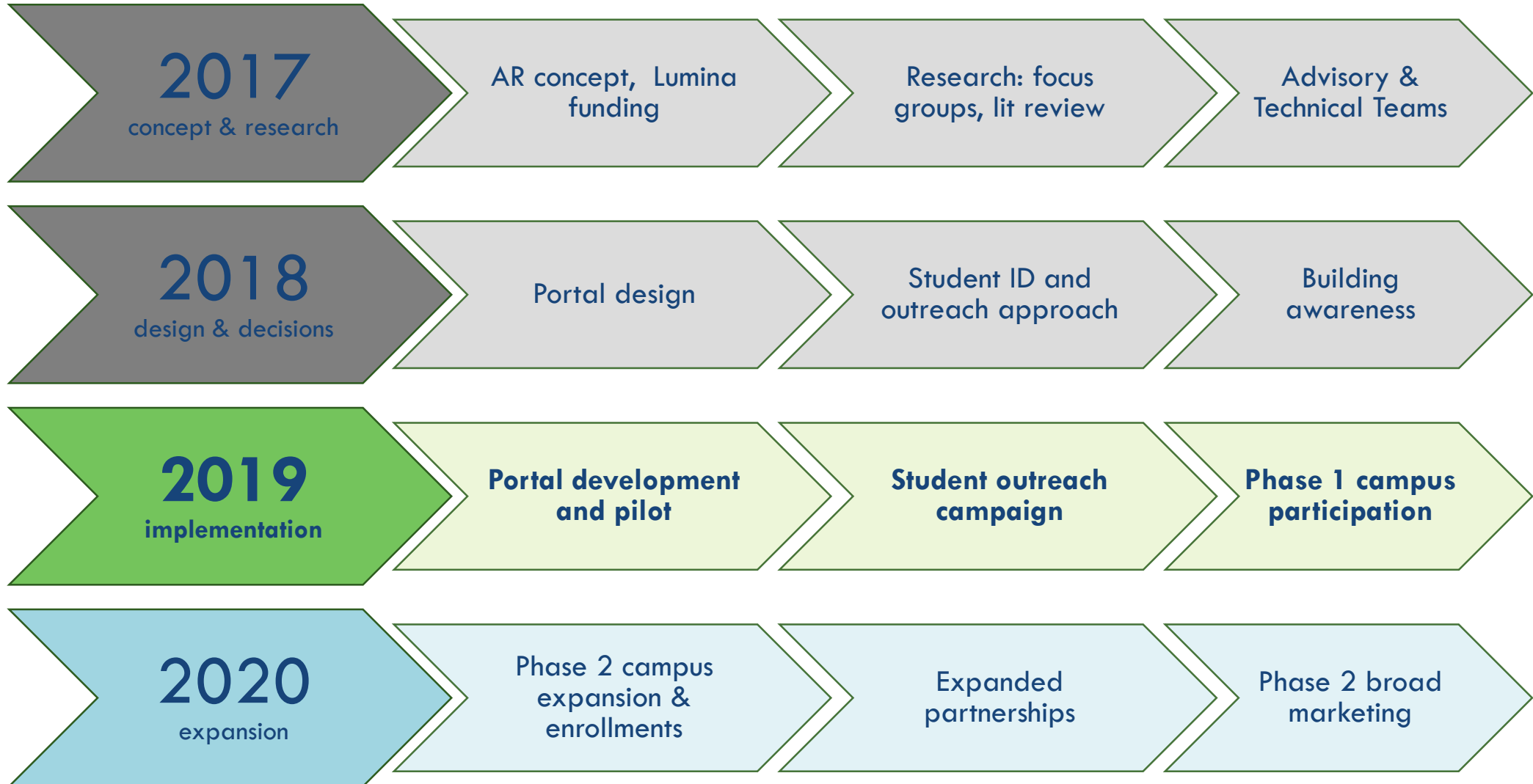Leadership for Launch → Expanding Engagement → Sustained Success
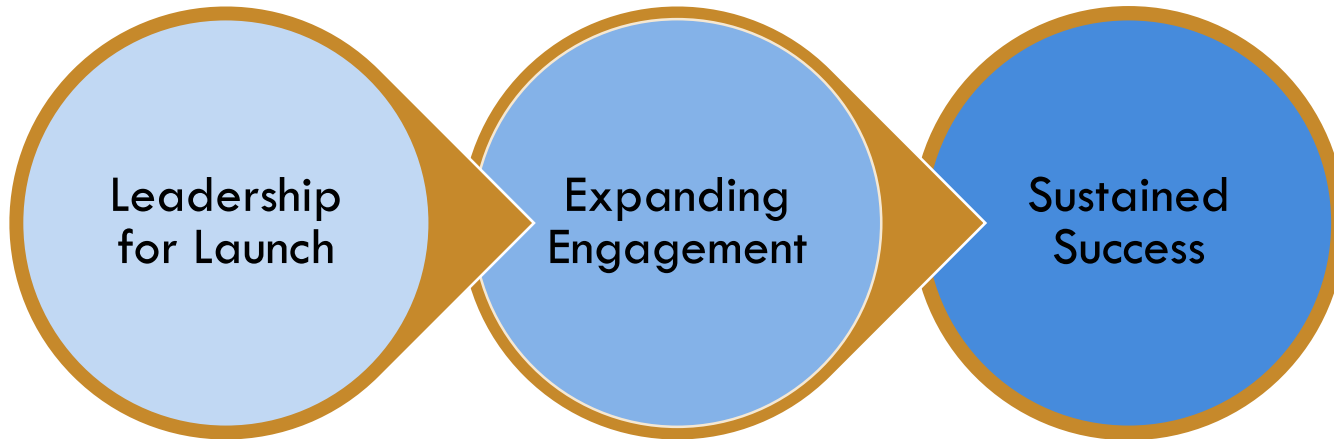
- The initiative will continue to develop and expand over time

- Broad partnership representation is important at each stage of development

Higher education

Public Agencies

Broad Partnerships

Community-based organizations

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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