Making the Case for Adult Learners:
Lessons from the Nontraditional No More Project & the Adult College Completion Network

May 3, 2016
Boulder, Colorado
Session Overview

- Introduction
- Considering your Audience
- Strategies for Building Buy-in
- Q & A
Western Interstate Commission for Higher Education – “WICHE”

- Promotes access and excellence in higher education for all citizens of the West
Non-traditional No More:
Policy Solutions for Adult Learners

- Funded by Lumina Foundation for Education

- To stimulate and guide state and institutional policy and practice changes so that adults with prior college credit can earn college degrees
Mission: Share promising policies and practices among all stakeholders to increase degree and certificate completion by adults with prior college credit.

- Unites diverse organizations and agencies working to increase college completion by adults with prior college credits but no degree in a collaborative learning network
- National in scope
- Funded by Lumina Foundation
Adult College Completion Network

Connections
- Listserv
- In-person meetings

News & Research
- Website
- Twitter
- Blog

Resources
- Policy Briefs
- Webinars
- Shared resources
Considering Your Audience
Considering Your Audience

- Policymakers
- Institutions
- Systems
Considering Your Audience

- Policymakers
- Institutions
- Systems
Strategies for Building Buy-In
1. Understand where you are

“Secret Shopper”
2. Gather data

- See what your data really tell you
  - Who are these students?
  - Why did they leave?
  - Where are they now?
  - What were their majors?
  - What prevents them from coming back?

- Don’t make assumptions
Example: South Dakota

- Academic Performance
  - 90% in Good Academic Standing
  - 98% Have Passed the Collegiate Assessment of Academic Proficiency (CAAP)

- “Life Happens”
  - Cumulative GPA – 2.72
  - Final Term GPA – 1.68
  - 35% - 0.00 in Final Term
  - 31% - 3.00 or Higher in Final Term
3. Explore trends

- Economic imperative
  - Virtually all job growth in the U.S. since 2007 is in jobs requiring some form of postsecondary education.

- Enrollment projections

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Projected % Enrollment Increase (2012-2023)</th>
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</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
</tr>
<tr>
<td>25-34</td>
<td>23%</td>
</tr>
<tr>
<td>35+</td>
<td>17%</td>
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</tbody>
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3. Explore trends

Perspectives from survey research

- 70% of Americans say it will be more important in the future to have a degree or professional certificate beyond high school to get a good job.

- 53% of those who attended college but did not complete a degree say they would like to complete it someday.

- 76% of adults without a degree feel that “even with financial aid, college is still too expensive for most people to afford.”

Sources: 2015 Gallup-Lumina Foundation Poll on Higher Education; American Enterprise Institute *High Costs, Uncertain Benefits*
4. Identify champions & leverage experts
5. Employ incentives

- Enhanced institutional results
  - Performance funding
  - Completion numbers

- State-supported outreach
  - Offer institutions enrollment leads
    - Ex. Indiana, Tennessee, Connecticut
6. Commit for the long term

- Data gathering and analysis
- Develop programs and services
- Conduct outreach and communications
- Reengage adult learners
- Enjoy Graduation
6. Commit for the long term

- Data gathering and analysis
- Develop and adjust programs and services
- Reengage adult learners
- Provide completion-focused support
- Conduct outreach and communications
Questions?