Post-secondary Education for Returning Adults and Non-traditional Students

Interim Higher Ed Committee, July 18, 2018

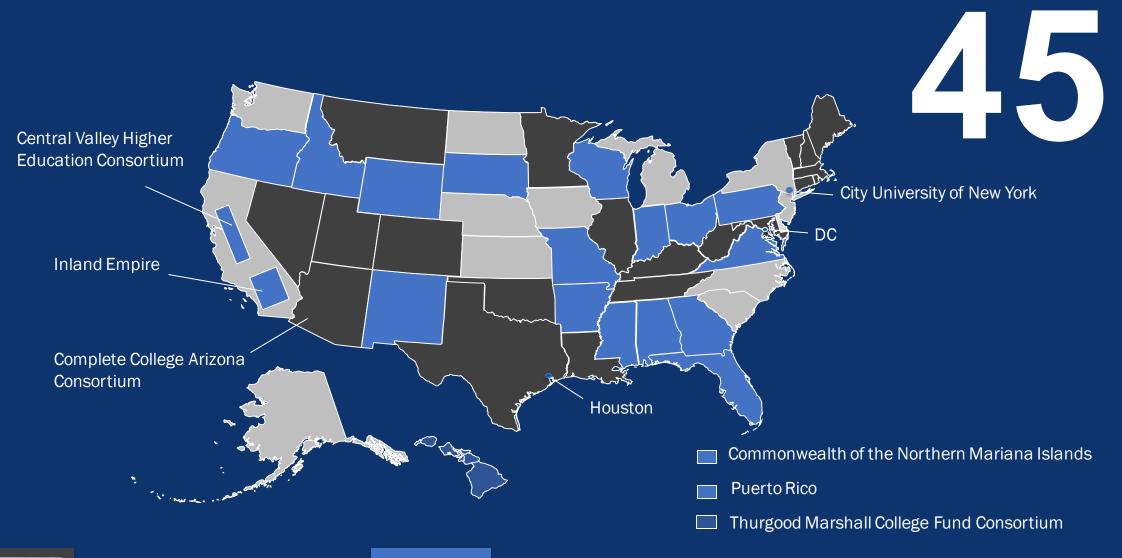


A BETTER DEAL FOR RETURNING ADULTS

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To meet the goal of 60 percent postsecondary attainment, the following students are needed:

Traditional aged



Nationwide, 11.6 million additional adults will need to earn a degree or credential, compared to 4.8 million traditionalaged students, to meet the attainment goal.

Source: https://www.luminafoundation.org/resources/lumina-foundation-strategic-plan-for-2017-to-2020



58% Work while Enrolled



Support Themselves

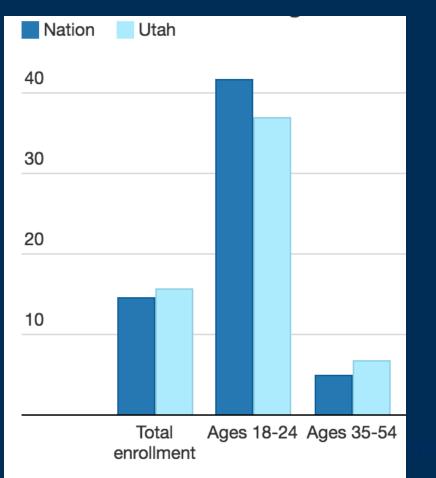
38% Older than 25

26% Raising Children

<u> https://www.luminafoundation.org/todays-student</u>

UTAH'S CHALLENGES AND OPPORTUNITIES

CURRENT ENROLLMENT:



Utah has adopted a **66%** postsecondary attainment goal

Utah is now **7th** in the nation for students with "some college, no degree" **(21%)**

Many of Utah's younger students have **non-traditional** characteristics

HOW DO WE SERVE ADULT STUDENTS?

GO SU part time!

GO SU part time!

Part-time study works for you

GO SU part time!

Part-time study works for you

PART-TIME

2016/17 Part-Time enrolments now open!

EXPECTATIONS

Quiz: what percentage of part-time students in their 2nd college term say they expect to earn an associate degree 1-2 years from entry?



19%

33%

47%

UNREALISTIC EXPECTATIONS



Always part-time students in their 2nd term that expect to earn their associate degree 1-2 after they started college.

38% still think that in their 3rd term.

The Center for Community College Student Engagement: Even One Semester: Full-Time Enrollment and Stu-dent Success(Center, 2017).



Quiz: What is the cost difference between a 2-year associate degree and a 6-year associate degree?

\$6,700
\$37,000
\$82,000
\$560,000

THE HIGH COST OF TIME

nerdwallet	One extra year, public	One extra year, private	Two extra years, public	Two extra years, private
Tuition and Loans	\$18,598	\$26,815	\$37,456	\$53,760
Opportunity Costs	\$128,429	\$128,429	\$245,253	\$245,253
Total Cost for Delayed Graduation	\$147,026	\$155,244	\$282,691	\$298,995

https://www.nerdwallet.com/blog/loans/student-loans/victory-lap/

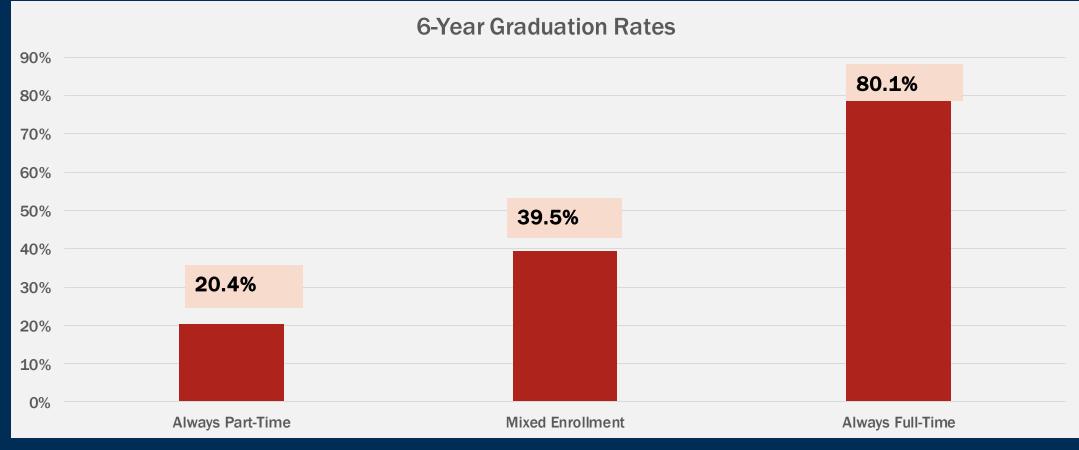
LIKELIHOOD OF SUCCESS

Quiz: What percentage of always part-time students graduates after six years?

- 7%
 20%
 34%
- **55**%

LOWER LIKELIHOOD OF SUCCESS

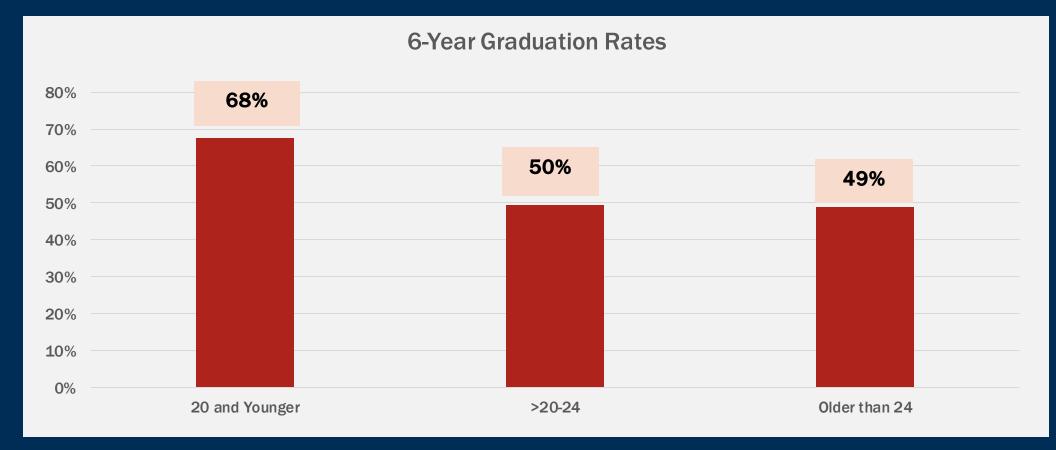
NATIONAL STUDENT CLEARINGHOUSE[®] RESEARCH CENTER[®]



https://nscresearchcenter.org/wp-content/uploads/SignatureReport14_Final.pdf

LOWER LIKELIHOOD OF SUCCESS

NATIONAL STUDENT CLEARINGHOUSE® RESEARCH CENTER®



https://nscresearchcenter.org/wp-content/uploads/SignatureReport14_Final.pdf

THE ADULT STUDENT'S TRADE-OFF

Make lifealtering sacrifices to attend fulltime

Part-time: higher cost, lower chance of graduating

THE ADULT STUDENT'S TRADE-OFF



Part-time: higher cost, lower chance of graduating

HOW DO WE SERVE ADULT STUDENTS?

THE ADULT STUDENT'S TRADE-OFF

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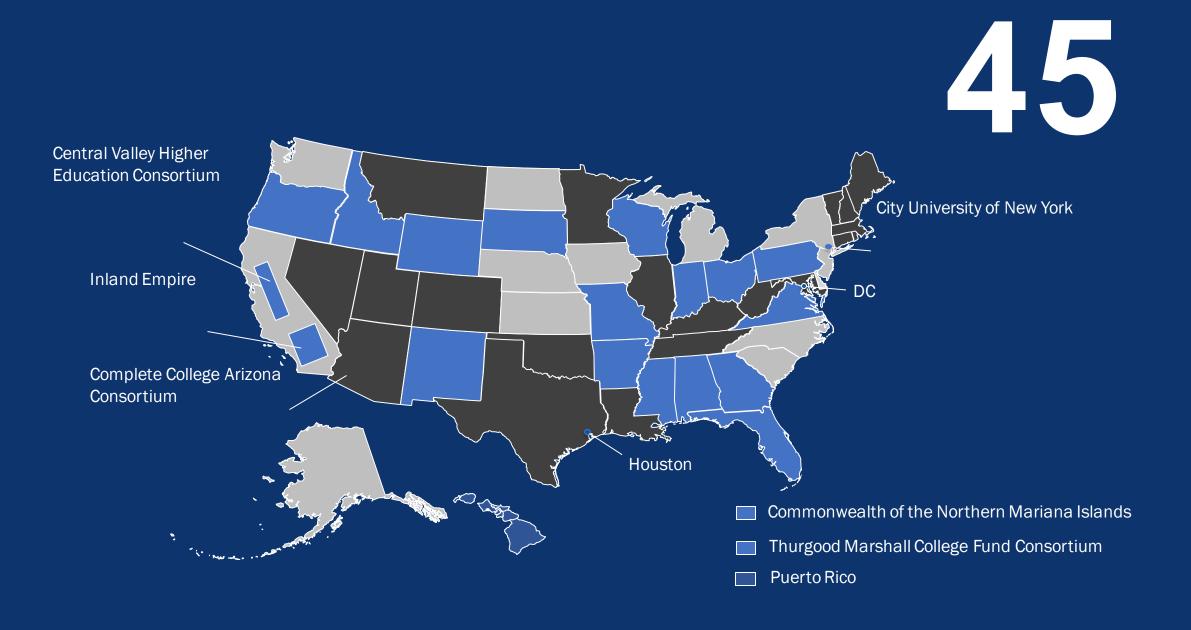
Part-time: higher cost, lower chance of graduating

THE ADULT STUDENT'S OPPORTUNITY

A BETTER DEAL FOR RETURNING ADULTS



HOW CAN WE SERVE ADULT STUDENTS



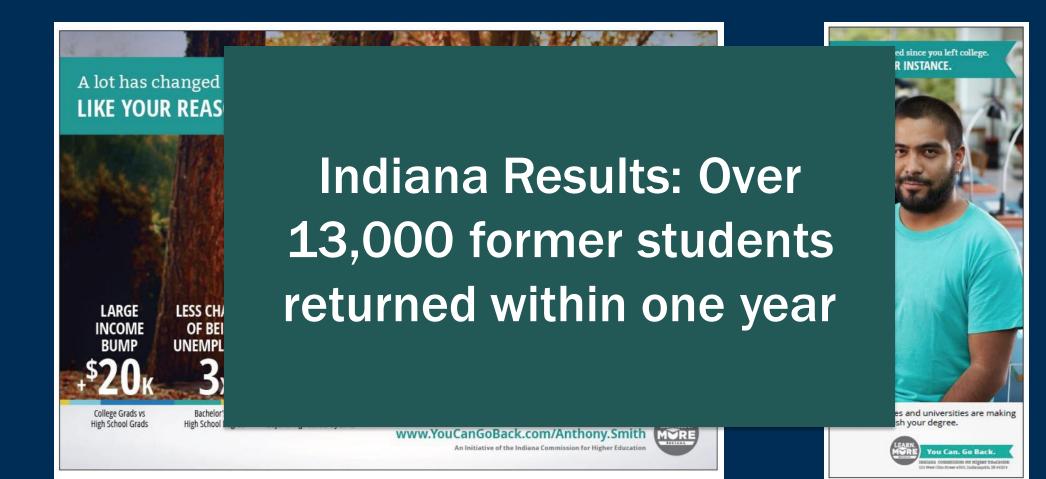
RETURNING ADULT CAMPAIGNS







RETURNING ADULT CAMPAIGNS



WHAT'S YOUR OFFER?

STEP 1: BUILD SMARTER SCHEDULES



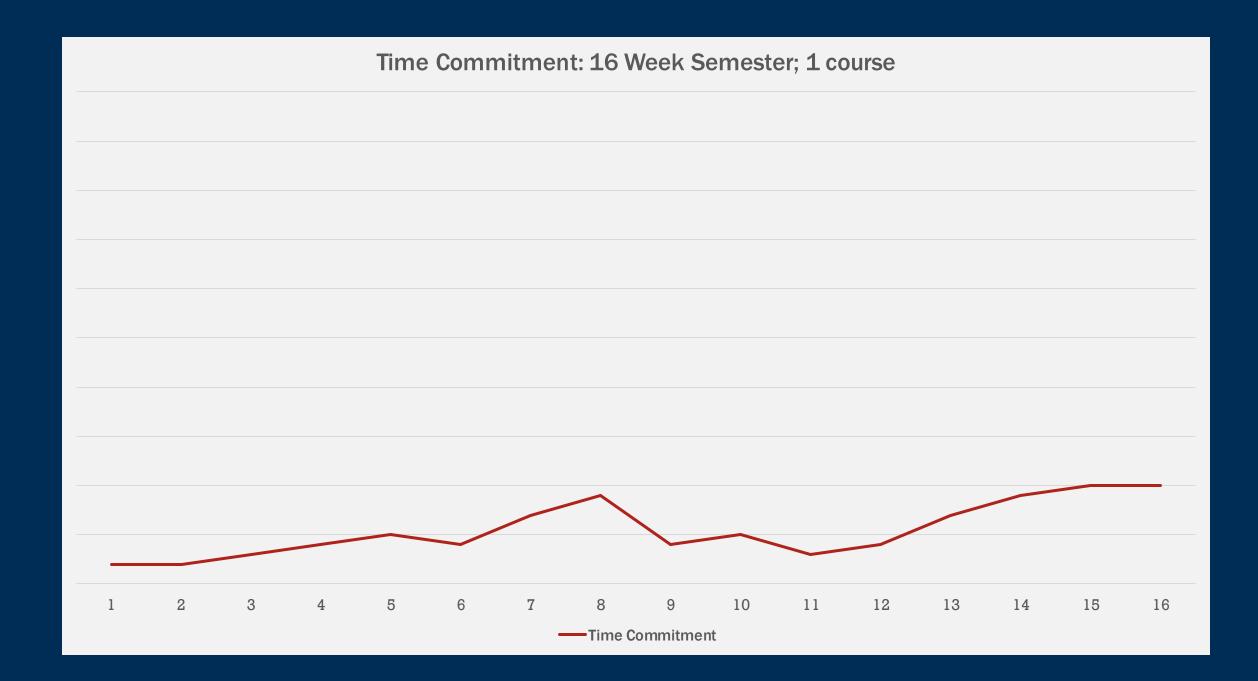
WHAT'S REALLY THE ISSUE?



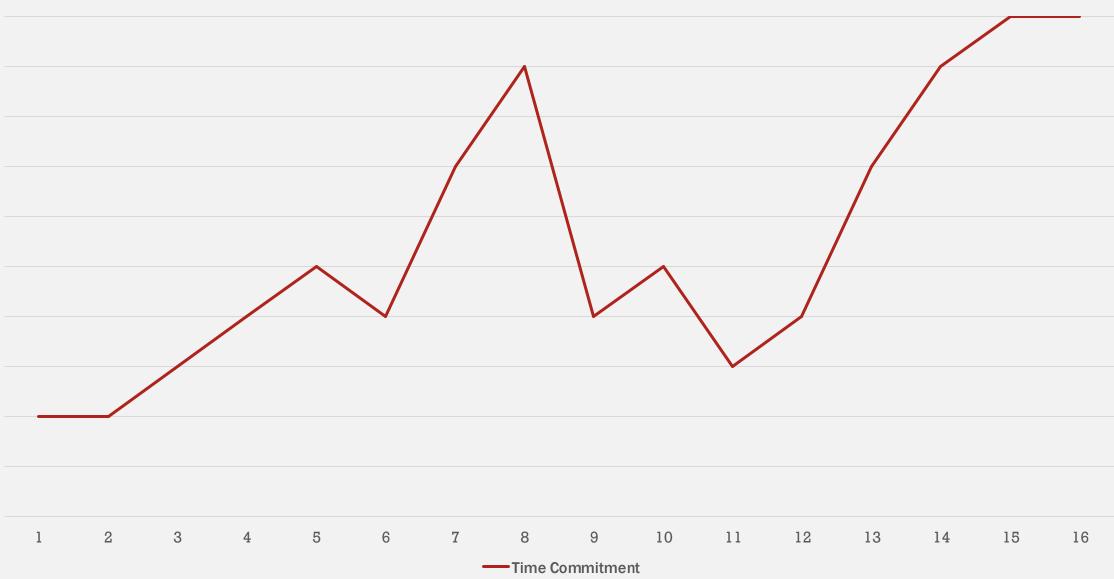
5

Professor Relationships Sets of Deadlines to Remember Strands of Content to Absorb Mid-Terms and Final Exams

...while also keeping track of life



Time Commitment: 16 Week Semester; 5 courses





Solve for 5 instead of 15: Compressed Courses

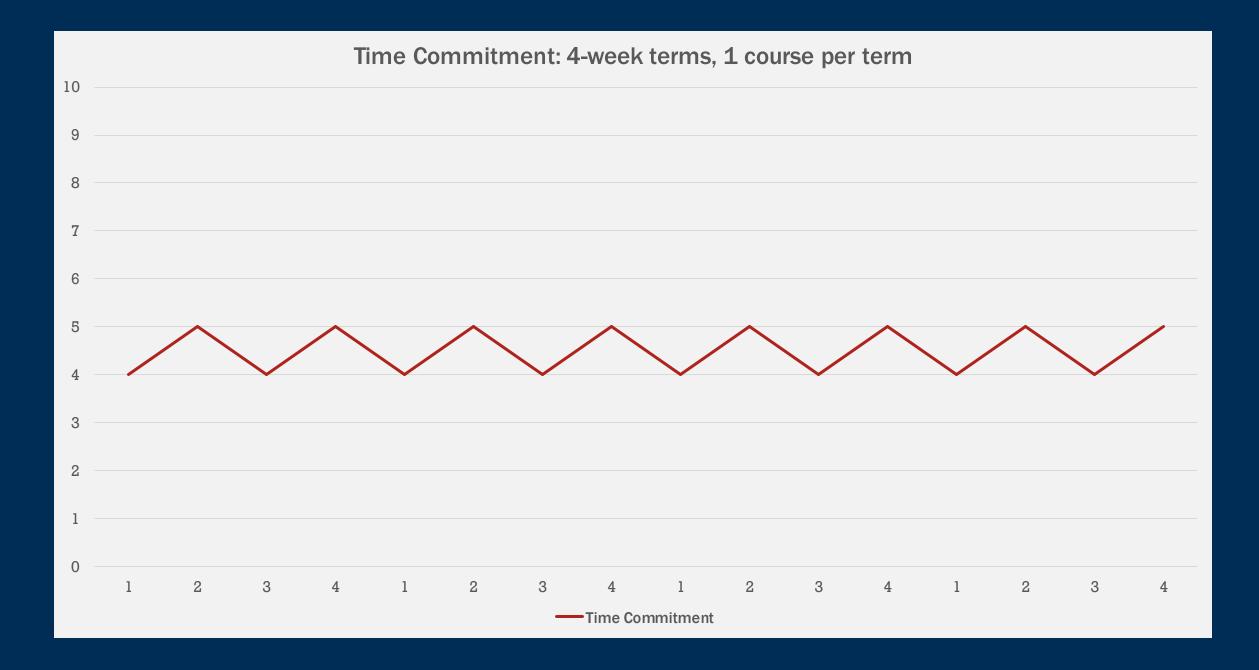
Shorter Terms

- **Given Service Service**
- Year-Round Enrollment
- □ Consistent Time/Days on Campus

1 or **2**

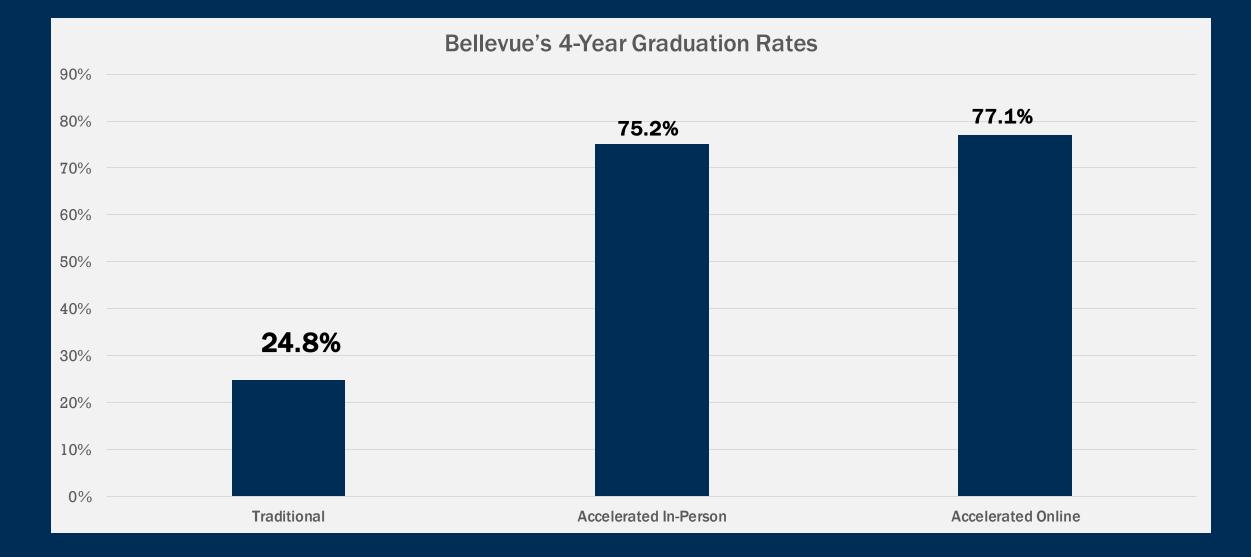
Professor Relationships Sets of Deadlines to Remember Strands of Content to Absorb Mid-Terms and Final Exams

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IF SOMETHING GOES WRONG...

COMPRESSED COURSES GET BIG RESULTS

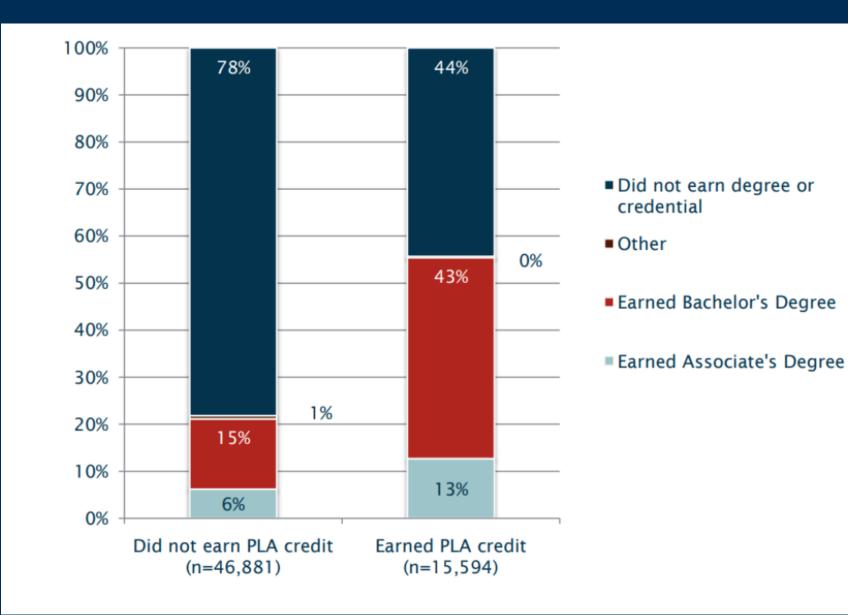


STEP 2: HONOR WHAT STUDENTS ALREADY KNOW

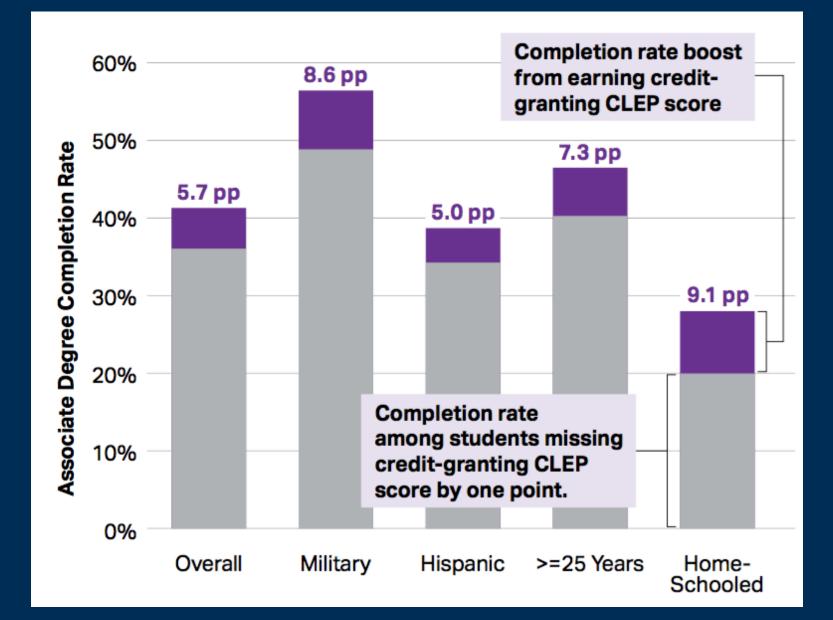
PRIOR LEARNING ASSESSMENT

EXAMS	PORTFOLIOS	CERTIFICATIONS
 CLEP DSST 	 Learning Counts Faculty- Driven 	 ACE Faculty- Driven

CORRELATION



OcollegeBoard



CAUSATION

PRIOR LEARNING ASSESSMENT

EXAMS	PORTFOLIOS	CERTIFICATIONS
• CLEP • DSST	 Learning Counts Faculty-Driven 	 ACE Faculty-Driven





If it works, bake it into the cake: Embedded Credit for Competency Process

Required for all adult students
 Designed to maximize credits earned
 Credits transcripted promptly



Three-credit course leads students through reflection and PLA process:



STEP 3: PROVIDE A COACH

THE LONGER IT TAKES, THE MORE LIKELY THAT LIFE GETS IN THE WAY.

THE LONGE WAY TAKES TINNED BY GETS IN THE WAY.

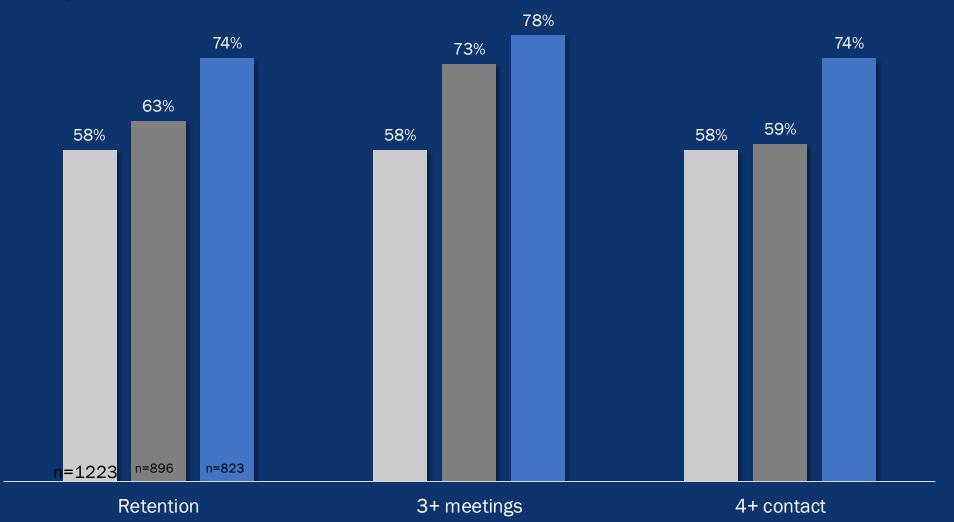


Assign a coach to each adult student

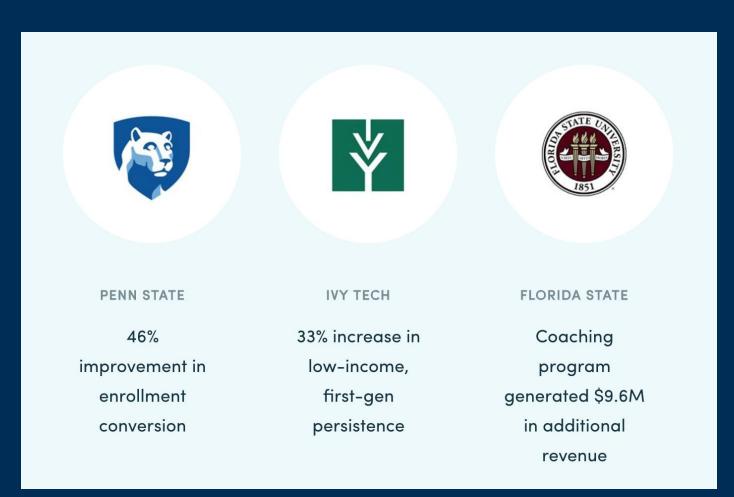
- □ Single coach from start to finish
- □ Trained to build relationship & trust
- **Equipped to intervene in institutional policy and practice**
- □ Knowledge of external resources

WALLACE STATE COMMUNITY COLLEGE: SUCCESS COACHING RETENTION RATES BY ENGAGEMENT

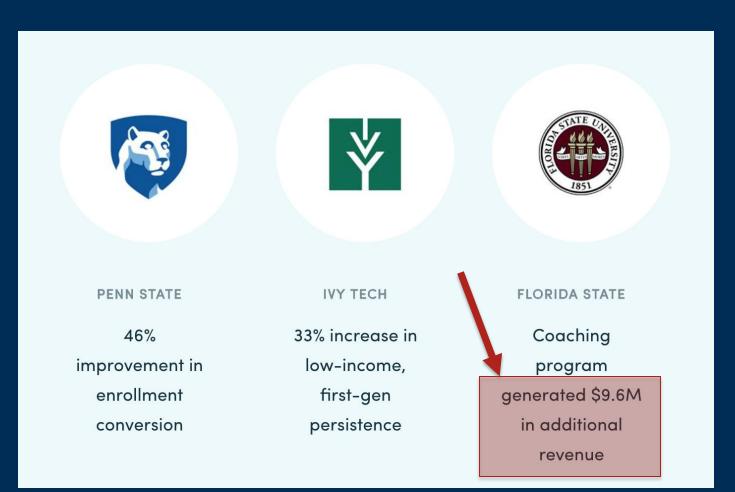
Fall 2014 ATD Data
 Fall 2015-2016 ORI
 Fall 2016-2017 ORI



INSIDETRACK'S COACHING RESULTS



INSIDETRACK'S COACHING RESULTS



STEP 4: WELCOME ADULTS BACK

RETURNING ADULT CAMPAIGNS







RETURNING ADULT CAMPAIGNS

Half of former students returned after being contacted by Completion Ambassadors
 79% have graduated or are still enrolled within five years

THE GRADUATE NETWORK.



Adults are welcomed back – with the promise of a Better Deal

Avenues to reach potential returning adult students include:

Direct marketing
 Reverse Transfer efforts
 Employer partnerships



Policies to Meet Attainment Goals and Close Equity Gaps

COMPLETE

COLLEGE AMERICA



NEW RULES

STATE ACTION

- Coordinate with employers and institutions to launch a direct marketing campaign encouraging adults to go back to college, but **nudge students** to institutions that have scaled A Better Deal for Returning Adults.
- · Revise criteria for state financial aid and free college programs to ensure that they do not exclude adult students, and decouple state aid eligibility from federal aid status.
- Adopt statewide standards for prior learning assessment, provide a method for consistent transcripting of the credits, and allow state aid dollars to pay related costs.

INSTITUTION ACTION

- Redesign the term structure to allow for accelerated courses, and create consistent, year-round schedules that lead to on-time graduation.
- Adopt a clear policy on prior learning assessment that includes the methods for earning credit, the courses these credits replace, and the cost to students.
- Invest in coaches for returning adult students or redesign the existing advising **model** to provide this coaching.
- Create a grade forgiveness policy and audit the enrollment process to eliminate unnecessary documentation (e.g., immunization records) and processes that may serve as barriers.

A Better Deal for Returning Adults

Framing Statements

WHEREAS, 74 percent of the nation's student population is non-traditional—older, working full-time or with dependents of their own^6 .

WHEREAS, the attainment goals set by state and national leaders cannot be met unless significantly more adults and other non-traditional students return to higher education and complete a degree or credential.

WHEREAS, these students have long been asked to choose between making life-altering sacrifices to attend full-time or attending part-time with a much lower chance of graduating and

A Better Deal for Returning Adults

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Definitions

Non-traditional student: a student who meets any of the following criteria: (1) The student is over the age of 23, (2) the student has dependents, (3) the student has served in the armed forces, (4) the student does not reside in campus housing, (5) the student works full-time.

Redesigned Schedule: a course schedule designed for non-traditional students that includes (1) shorter academic terms, (2) year-round enrollment including summer terms, (3) consistent times and days on campus from the enrollment to graduation, and (4) thirty credits per academic year.

Credit for Competency: postsecondary academic credit awarded for college-level, creditworthy knowledge a student has upon enrollment, which is granted using any combination of the following methods: (1) examination, (2) evaluation of a portfolio of work, (3) conversion of a province work force cortification to condemic credit. (4) other methods developed by the

A Better Deal for Returning Adults

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Credit for Competency: p worthy knowledge a studer following methods: (1) exa

- Not later than 20XX, the state higher education coordinating agency shall initiate a reengagement campaign.
- The state higher education coordinating agency shall identify Better Deal Institutions and prominently promote them through the reengagement campaign.

WHYWE SERVE ADULT STUDENTS







ARE YOU READY?

Dave Buhler

COMMISSIONER OF HIGHER EDUCATION

Julie Hartley

ASSISTANT COMMISSIONER FOR OUTREACH AND ACCESS

Fast Facts on Adult Learners

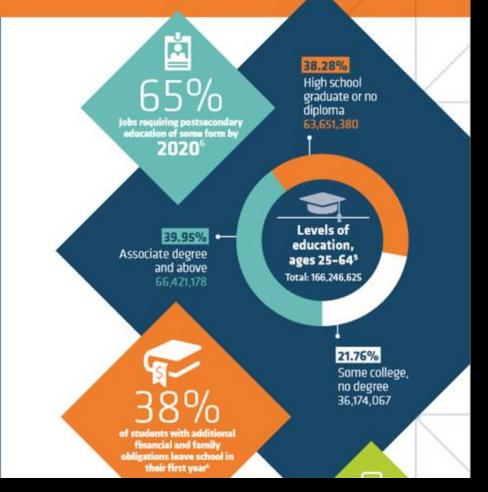


of Americans enrolled in postsecondary institutions are "non-traditional" learners.¹



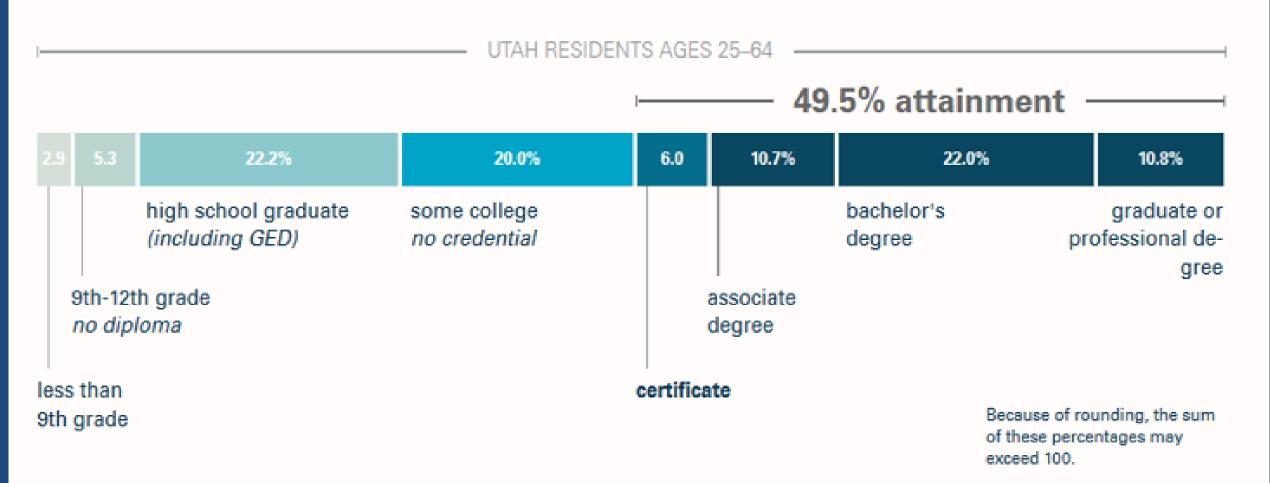
of US college students are taking at least one online course.²

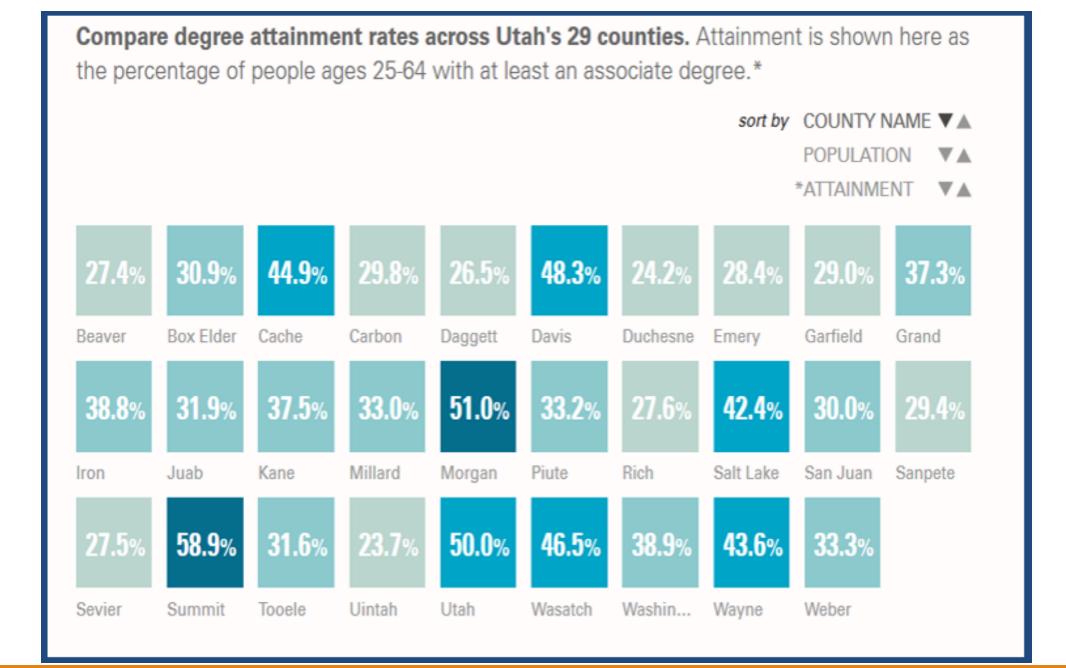
> America now ranks a disappointing 11th in global postsecondary attainment.⁴



Infogram: National Adult Learner Coalition UPCEA, 2017

Utah education levels





Fall 2017 end of term enrollments

- 44,660 or 33.9% of 131,900 undergraduates were adult learners*
- 34.5% were Pell-eligible or received a federal Pell Grant in Fall 2017 (compared to 34.3% of undergraduates of all ages)

Definitions are problematic:

- No single national definition
- For USHE data: 25 or older.
- Other factors include:
 - Veteran of the armed forces
 - Returning to school after 4+ years of employment, homemaking, or other activity
 - An individual having multiple adult roles (married, parent, etc.)

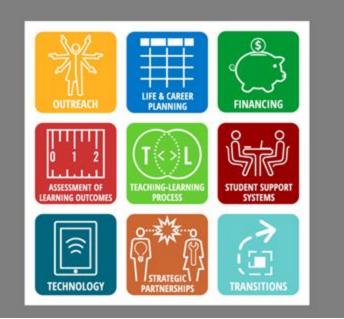
Skewed perceptions of our students can lead to onesided messaging:



USHE initiatives to serve adult learners

Setting the Stage

Adult Learning Focused Institution (ALFI) toolkit examines how well an institution serves it students through the lens of Nine Principles for Effectively Serving Adult Students



USHE Adult Learner Focus:

- USHE Adult Learner Work Group under the joint leadership of Complete College Utah and the College Access Network of Utah.
- American Council on Education (ACE) Leadership Academy statewide project on adult learner outreach, retention, and completion.

Flexible scheduling & alternative pathways to degrees

Academic Scheduling

- Flexible, predictable, and accelerated schedules that fit into life and work schedules
- Chunking schedules so students don't have to pick from too many choices, institutions can guarantee course availability

Prior Learning Assessment

- A set of established, researched, and validated methods for assessing non-collegiate learning for college credit.
- A process that allows learners to demonstrate knowledge and skill in a particular field or fields and have that learning evaluated for college credit.
- Regulations
 - SBR Policy: R470
 - Accreditation rules: maximum 25% of credits

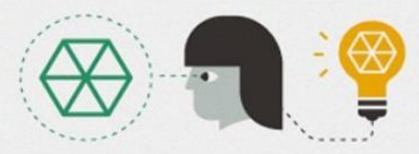
What kinds of learning are evaluated?



Current PLA at USHE institutions

- Standardized statewide: credit assessments for veterans (in statute 2013)
- Available at all institutions: CLEP, AP, American Council on Education CREDITS, IB
- Varies by institution
 - Institutional challenge exams & portfolio reviews;
 DANTEs; CAEL "Learning Counts;" Servicemembers'
 Opportunity College; third party or industry exams.

WHAT IS COMPETENCY-BASED EDUCATION?



Students progress through learning objectives as they demonstrate mastery of content, at their own pace.



It allows them to show what they know, as soon as they know it.

	Competency-Based Education	Traditional Education
CURRICULUM	Variable class structure, testing out of subject matter at different levels	Standardized class structure, regardless of prior knowledge
CLASS COMPLETION	Students finish as they are able	End of term

CBE Programs in Development

- •AAS at SLCC (on behalf of all USHE institutions)
- •AS at USU (on behalf of all USHE institutions)

Degrees When Due Pilot Program

- Institute on Higher Education Policy data mining and other support:
 - Predictive analytic evaluation of student credits to determine quickest route to a degree for stop outs
 - Outreach and financial incentives to get students to return and complete

Institutional Champions

SOME COLLEGE, NO DEGREE OUTREACH

COMPETENCY BASED EDUCATION

Michelle Kearns, Associate Vice President of Student Success/Retention at UVU.

Anne O'Brien, Executive Associate Dean of Continuing Education & Community Engagement, UofU **Robert Wagner,** Vice President for Academic & Instructional Services, USU

Eric Heiser, Dean of School of Applied Technology & Technical Specialties

UVU's Some College, No Degree Initiative

Michelle Kearns, Associate Vice President Student Success & Retention

Legislative Interim Education Committee July 18, 2018



Goal

- Service region has high percentage of former students with some college credit and no degree
- 81% interested in returning
- Identify and recruit this population to return and complete

Strategy

- Outreach campaign (email, phone, postcards, social media, etc.)
- Retention Mentors (part-time peer mentors)
- Expedited readmission, waived \$15 fee
- Appointment with Advisor to review graduation options
- Gap funding (Returning Wolverine Grants)



Fall 2016 Pilot

- 15,000 students with some college, no degree
- 3,500 with 90+ credits who have not attended for more than 7 semesters since 2009
- National Student Clearinghouse and excluded those who had graduated or currently enrolled elsewhere
- 3,200 identified for pilot

Pilot Results

- 232 reenrolled
- 66 awarded grants
- 25 graduated



Outcomes To Date

Reenrolled	
Spring 2017	141
Summer 2017	91
Fall 2017	240
Spring 2018	105
TOTAL	577
Graduated	
Certificate	2
Associate	22
Bachelor	101
TOTAL	125

Returning Wolverine Grants		
2016-17	66 (\$150,000)	
2017-18	34 (\$75,000)	
2018-19	I/P \$75,000	



Lessons Learned

- Phone calls most effective outreach
- FAFSA is a barrier workshops & communication help
- General Studies (UVST) degree significant



Anne O'Brien

EXECUTIVE ASSOCIATE DEAN OF CONTINUING EDUCATION AND COMMUNITY ENGAGEMENT, UNIVERSITY OF UTAH

FINISH WHAT YOU STARTED.



Initiative Goal

Create opportunities for students with "some college no degree" to return to the University of Utah for completion.



Opportunities

- Continuing Education (CE) uniquely situated to coordinate pilot initiative targeting adult learners.
- CE and departments have developed new, flexible options that make degree completion more accessible.
- UPCEA survey of returning students shows that students come back because they are asked.

- Prospective post-traditional students often select institutions based on reputation and convenience.
- Audience has certain barriers that we need to address: financial, convenience, services, and an unclear path to completion.







Campaign Audiences

Fall 2018 Pilot Campaign



STOPPED OUT U STUDENTS

Last attended the U 5-10 years ago, left with good academic standing, Junior or Senior status (60+ credit hours achieved):

- 3,600 students
 - 1,450 did not enroll anywhere (based on clearing house data)
 - 395 enrolled elsewhere, no award yet (have not been enrolled since 12/30/2015)



SOME COLLEGE

Greater public campaign focused on community members with some college but no degree.

 Geographically focused on south end of Salt Lake Valley

Spring 2019 Pilot Campaign



Last attended the U 10-15 years ago, left with good academic standing, Junior or Senior status (60+ credit hours achieved):

- 5,700 students
 - 1,222 did not enroll anywhere (based on clearing house data)
 - 524 enrolled elsewhere, no award yet (have not been enrolled since 12/30/2015)



Campaign Messaging

4 primary messages appeal to both stopped out U students and some college no degree:





Campaign Media

Some college no degree



Blip Billboard

Outdoor Blip Billboard campaign focused on south end of SL Valley



Postcard

Postcard mailed to purchased list of "some college no degree" (will not repeat for Spring '19)



Social Media Social Media advertising



Transit Transit campaign focused on south end of SL Valley

Call to Action

Call to action to attend Open House or make appointment with advisor

Stopped out u students



Postcard

Postcard mailed to last known address, utilizing National Change of Address service



Email

Personalized email drip campaign with targeted messaging sent to preferred email address on record



Post-Traditional Student Support



Experienced with 01 articulation, specifically in the area of matching old records to today's requirements

Integral part of advising 02 and student affairs community – can make appropriate contacts/referrals for difficult questions

Part of major exploration team 03 – can help build degrees

04

05

Excels at finding most efficient path to degree completion

Increase retention



Post-Traditional Student Support Post-Traditional Student Success Advocate



01 Experienced working with post-traditional students who work school around life

02 A coach to help guide into, through, and beyond the U **03** Liaison with campus departments and resources (i.e. Financial Aid, Career Development, Engagement)

04 Identify barriers to success and advocate for students

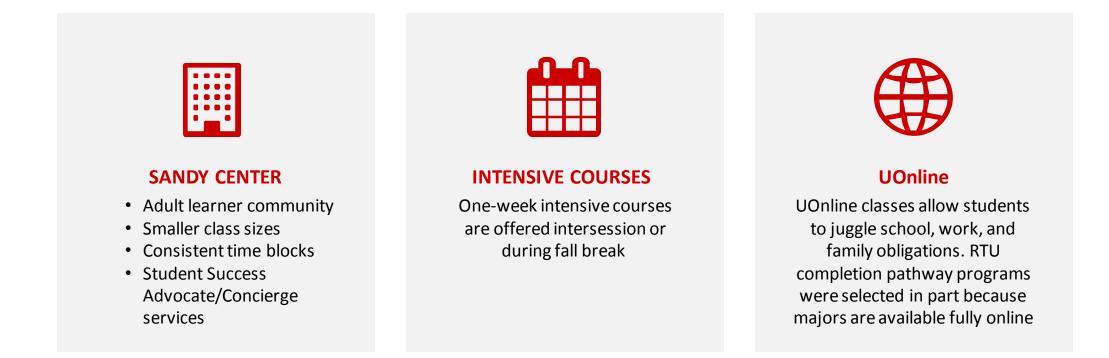
Increase retention

()5



Programs and Course Offerings

Efficient paths to graduation through flexible options such as Sandy Center, Intensive Courses, and UOnline

















Programs and Course Offerings

CE engaged the College of Economics and Psychology as Completion Pathways

Because of lower credit hour requirements and career options after graduation

Programs working to offer a prescribed two-year rotation of courses that lead to completion of a degree in these fields

CSBS careers course designed to help students understand how social science degrees can lead to future careers

Course instructors will provide additional support and flexible meeting hours to better serve this population















Pilot Results

STOPPED OUT U STUDENT

DATAeryOpensClicks83%25%71,302 received
274 bouncedexcellent due
to age of email
list%

All students who opened the first email received a second "completer program" email that had a 38% open rate and resulted in many inquiries to make appointments Engagement with RTU Advisor

ADMISSIONS DATA

Data applies to Stopped Out U students and those who met with an advisor first – data cannot be tracked for stealth applicants (statistically 70% of applicants based on EAB

data)

170

Students met w/ RTU Advisor And of those students

38

Students Admitted

or matriculated for Summer or Fall 2018 **Overall RTU Admissions**

70

Stopped Out U Students

That received RTU materials have been admitted or are matriculated for Summer or Fall 2018

30

RTU-identified students declared CSBS completion pathways as their major (ALL met with the RTU advisor)



Next Steps

 Evaluate student services, formats, and meeting students' needs
 Evaluate financial support
 Expanding to other degrees (e.g. Family and Consumer Studies and Education) after data is collected and success is measured







Robert Wagner

VICE PRESIDENT FOR ACADEMIC AND INSTRUCTIONAL SERVICES, UTAH STATE UNIVERSITY



CBE Pilot for Regional Campus Adult Students

UtahStateUniversity_®

Fully Online CBE Degree

CBE Associates of Science Degree
 Stackable and Transferrable Credentials
 General Studies – Technology Systems
 Information and Computer Technology
 Product Development
 Robotics, Automation and Controls

Technical Management

Non-traditional student support system
Flexibility for working professionals
Available *statewide*



Congratulations GRADUATES

USU Online for Adults

- Non-Credit USU Extension courses
- Traditional online courses for academic credit
 - 30+ Full Programs (certificates, bachelors, masters)
- CBE courses
- US World and News Report ranked USU
 - **5**th Online Bachelors Programs
 - 5th Online Graduate Education Programs
 - 4th Bachelor's Programs for Veterans



Eric Heiser

DEAN, SCHOOL OF APPLIED TECHNOLOGY & TECHNICAL SPECIALTIES, SALT LAKE COMMUNITY COLLEGE

Supporting Adult Learners with CBE

A Brief History and Update on CBE Programs at SLCC



History of CBE Programs at SLCC

- School of Applied Technology
 - Prior to 2013, programs operated in a "quasi-CBE" modality. Clock-hour, time driven.
 - Applied for and received a \$2.3M Round IV TAACCCT Grant from Department of Labor
- School of Science, Mathematics, and Engineering
 - Bio-Tech program moved to CBE with National Science Foundation Grant



National Stage

- SLCC was one of only two community colleges across the nation to be invited to join the Lumina funded Competency-Based Education Network (C-BEN)
 - SLCC has hosted nearly a dozen community colleges around the nation to learn about our CBE programs
- Named as one of the <u>Top 12 Most Innovative Colleges for</u> <u>Adult Learners</u> by Washington Monthly due to our work on CBE



Focused on the Adult Learner

- Learning is constant, time is variable
- Open term for SAT programs (Start most Mondays)
- Short-term, one-year or less, workforce training programs
- Based on high-demand, high-wage fields
- Built-in Prior Learning Assessment (PLA), also established a Center for Prior Learning to evaluate student's who have past experience but no transcript
- Case management approach to advising
- Assessment is key—no more averaging



Where we are today

- 20+ Programs designed and offered in CBE
 - Majority are in the School of Applied Technology
 - Open-term and regular term
 - Federal Financial Aid Eligible*
- Gen-Ed Project
 - Funded by Legislature, beginning July 1, 2018
 - 8 Gen-Ed Courses developed as online, CBE
 - Pilot program to start in spring of 2019 (Two courses)
 - Transfer partnership with Utah Technical Colleges



*Based on length of program

Where we're going

- All future SAT Programs will be developed in CBE
- Certain AA, AS, and AAS programs could move to CBE
- General Education offered in CBE—Transfer Partnership with Utah Technical Colleges
- Continue to be national leader in CBE development and mentoring
- Advocate for quality CBE at the Federal and State level



Questions

Thank you for all you do to support Utah's Adult Learners!

