



A BETTER DEAL FOR RETURNING ADULTS

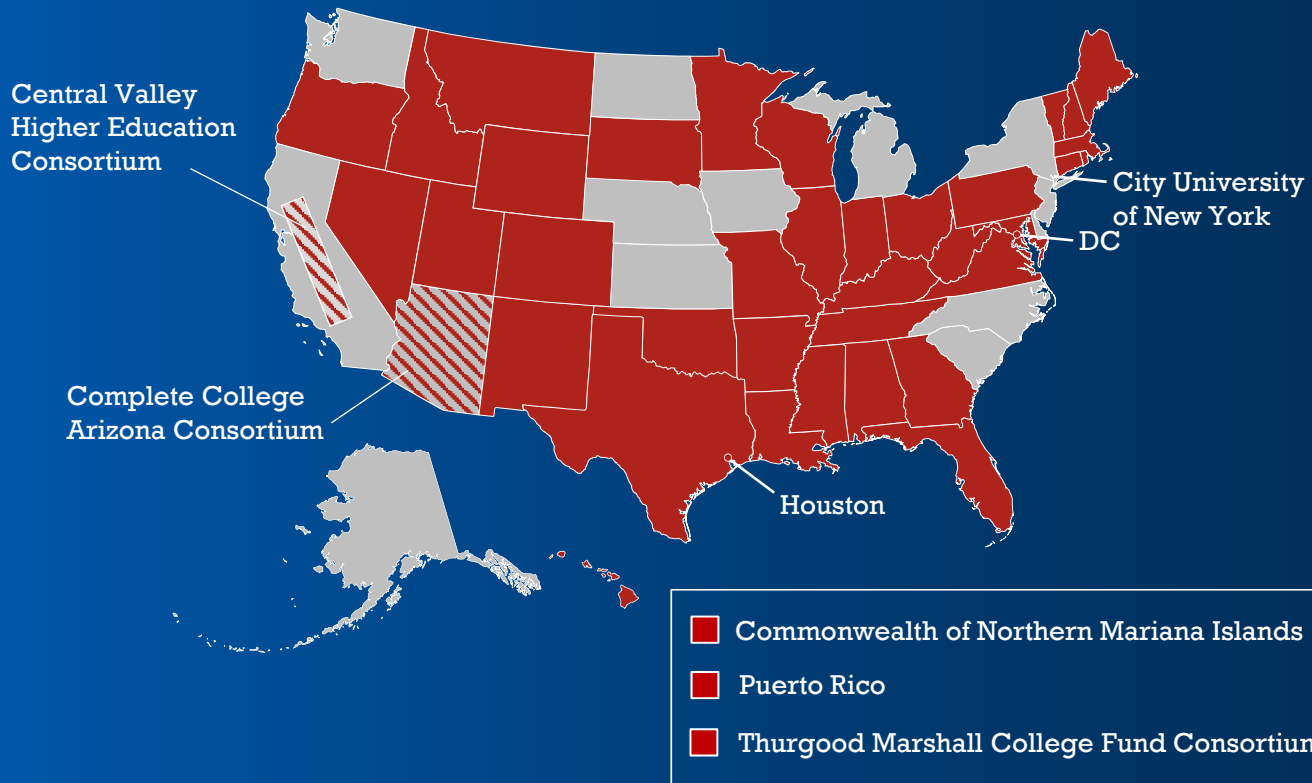
Sarah Ancel  @Sarah_Ancel

Senior Vice President for the Alliance
Complete College America

COMPLETE COLLEGE AMERICA

The Alliance

44





**NEEDED: 11.6 million
successful adult students**

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

Traditional aged  **4.8 million**

Previously attended college
but did not graduate  **6.1 million**

Never attended college  **5.5 million**

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

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



TODAY'S STUDENTS

58%

Work while Enrolled

47%

Support Themselves

38%

Older than 25

26%

Raising Children

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

**How do we
serve adult
students?**

15

CREDITS A SEMESTER
TO GRADUATE ON TIME

#15TOFINISH



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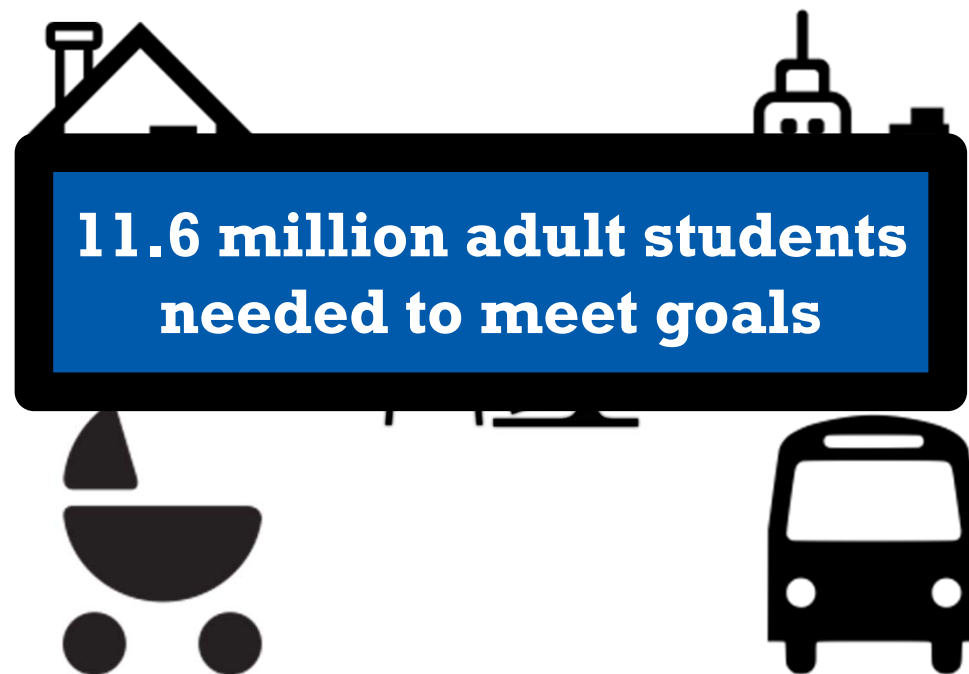
Who is in the “15 to Finish Asterisk”?



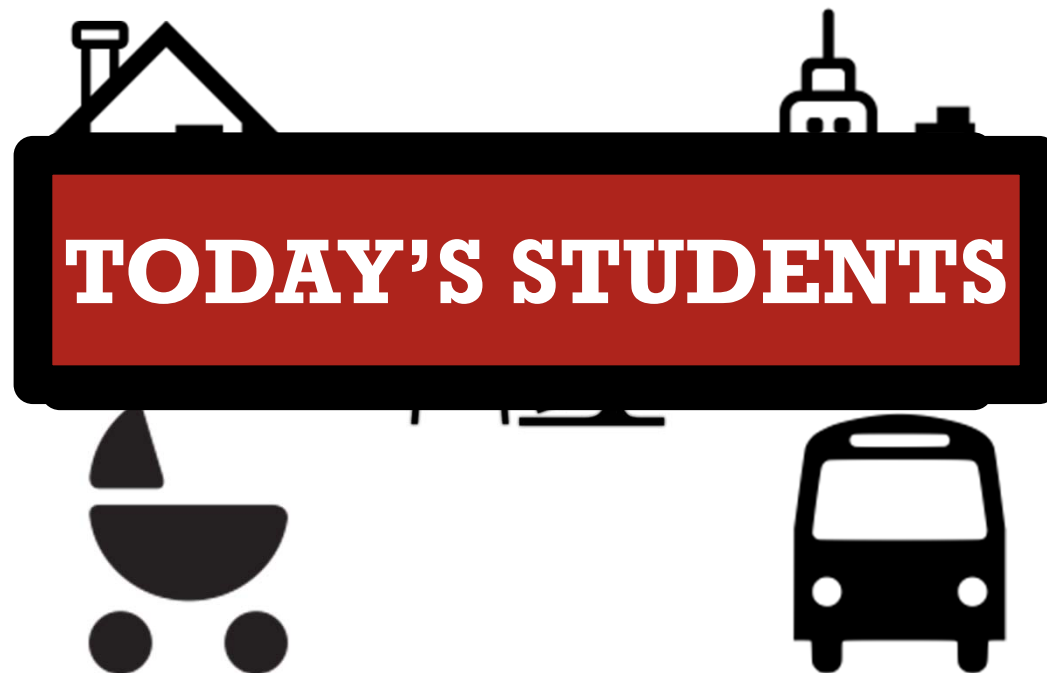
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**How do we
serve adult
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GO SU
part time!

GO SU
part time!

Part-time
study
works for you

GO SU
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Part-time
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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?
 - 10%
 - 19%
 - 33%
 - 47%

Unrealistic Expectations

47%

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 Student Success*(Center, 2017).

Cost

- 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

	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/>

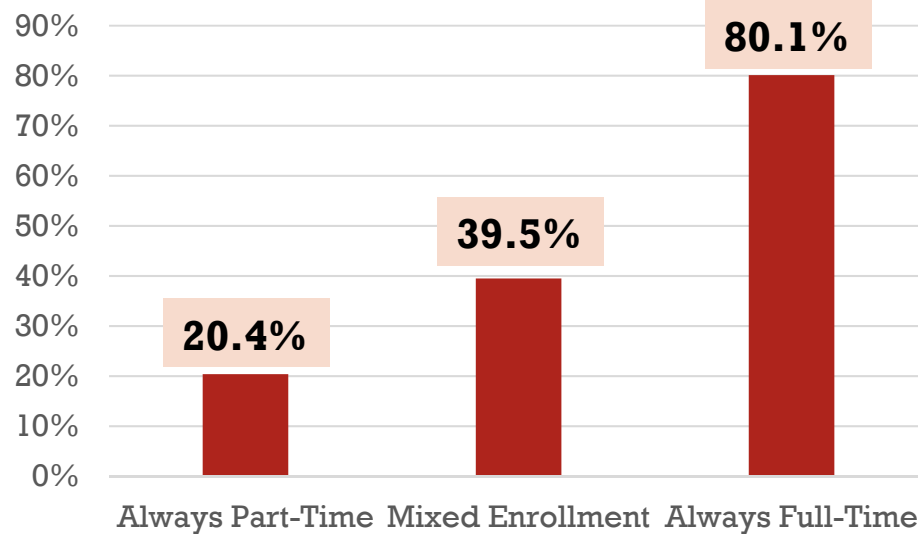
Likelihood of Success

- 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

6-Year Graduation Rates

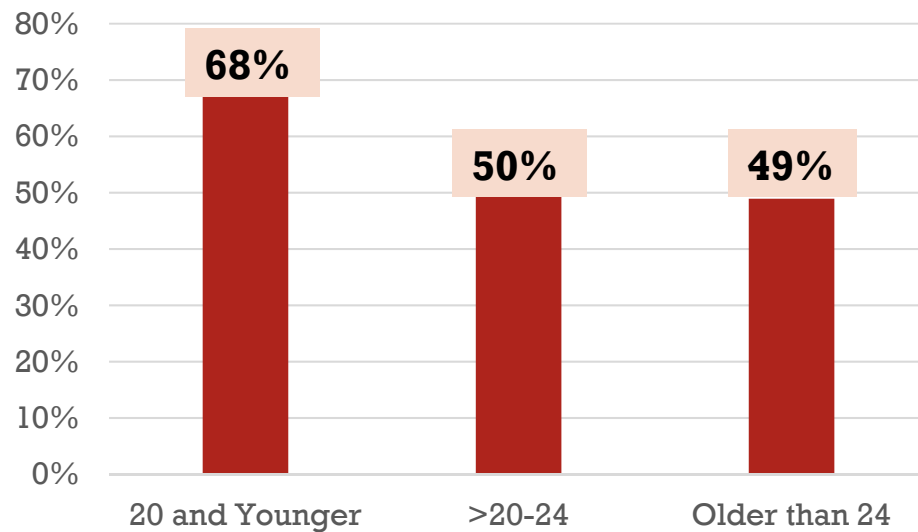


https://nscresearchcenter.org/wp-content/uploads/SignatureReport14_Final.pdf

Lower Likelihood of Success

NATIONAL STUDENT CLEARINGHOUSE
RESEARCH CENTER

6-Year Graduation Rates



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The Adult Student's Trade-Off

Make **Life-
Altering
Sacrifices** to
Attend **Full-
Time**

Go **Part-time**
with **Higher
Cost** and
**Lower Chance
of Graduating**



The Adult Student's Trade-Off

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**How do we
serve adult
students?**

The Adult Student's Trade-Off

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SA1

Words of Wisdom from *House of Cards*...



**If you don't like how the table is
set, turn over the table.**

The Adult Student's Trade-Off

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Sacrifices** to
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Go **Part-time**
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The Adult Student's Opportunity

**A Better Deal for
Returning Adults**

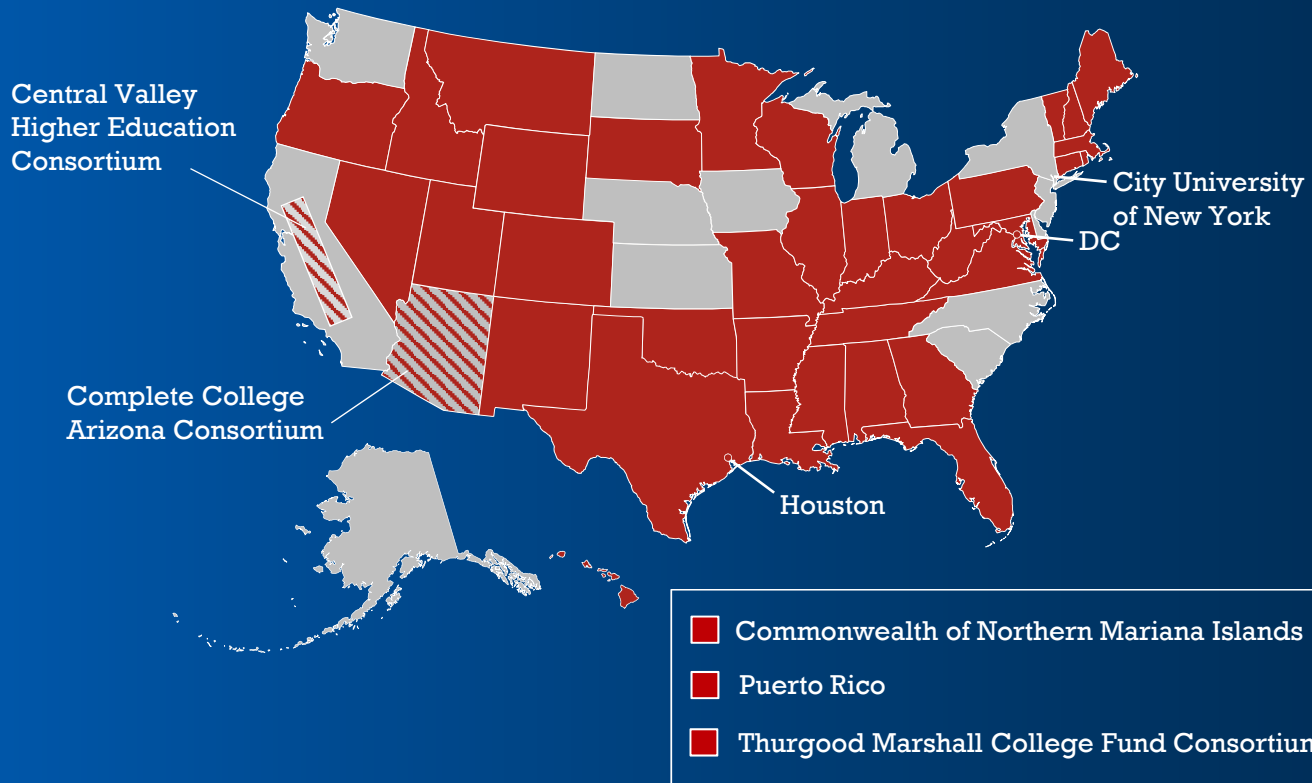


**How can we
serve adult
students
better?**

COMPLETE COLLEGE AMERICA

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RETURNING ADULT CAMPAIGNS



A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

LARGE INCOME BUMP +\$20k	LESS CHANCE OF BEING UNEMPLOYED 3x	MORE CAREER OPTIONS 60%
College Grads vs High School Grads	Bachelor's vs High School Degree	Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Anthony.Smith

An Initiative of the Indiana Commission for Higher Education



A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.



Scan with your smart phone

Indiana colleges and universities are making it easier to finish your degree.



You Can. Go Back.

Indiana Commission for Higher Education
333 West 10th Street #300, Indianapolis, IN 46204

THE CAMPAIGN

A lot has changed since you left college.
LIKE YOUR REASON

LARGE INCOME BUMP
+\$20K
College Grads vs High School Grads

LESS CHANCE OF BEING UNEMPLOYED
3X
Bachelor's vs High School Degree

Indiana Results:
Over 13,000 former
students returned
within one year

A lot has changed since you left college.
LIKE YOUR REASON. FOR INSTANCE.

and universities are making your degree.

LEARN MORE You Can. Go Back.
Indiana Commission on Higher Education
333 West Washington Street, Indianapolis, IN 46204

***WHAT ARE YOU
SELLING?***



STEP 1:
**Build Smarter
Schedules**

15

CREDITS A SEMESTER
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What's Really the Issue?

15

OR

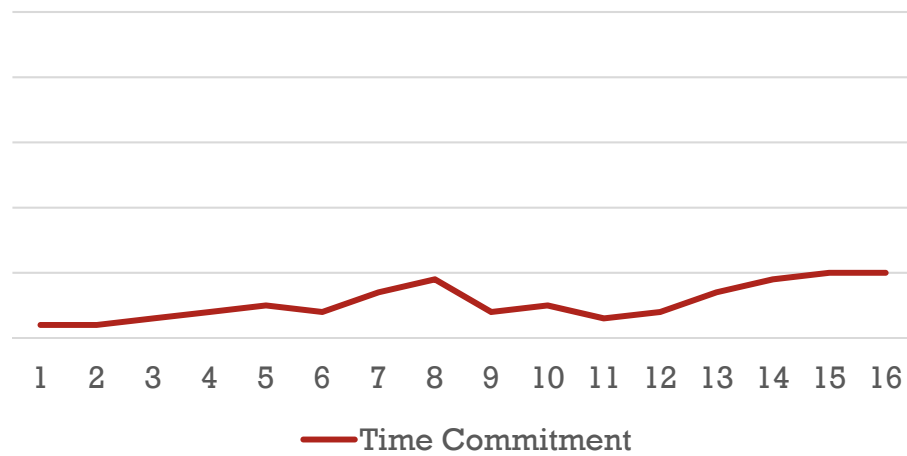
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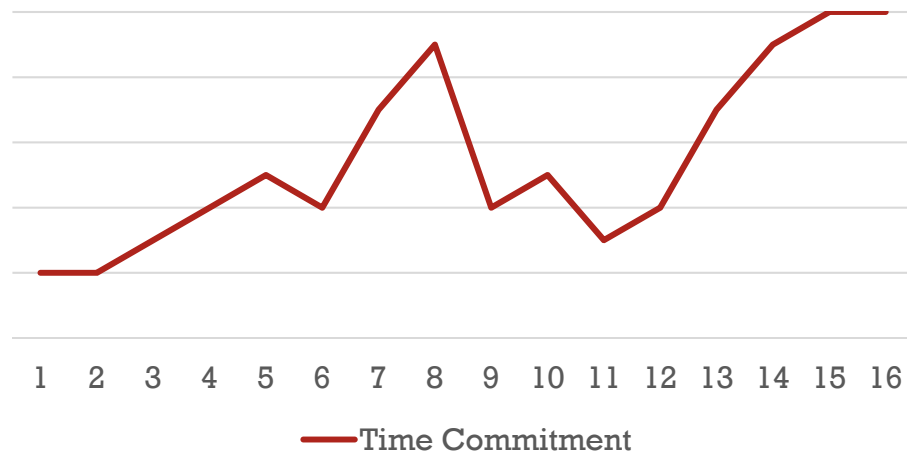
**Professor Relationships
Sets of Deadlines to Remember
Strands of Content to Absorb
Mid-Terms and Final Exams**

...while also keeping track of life

Time Commitment: 16 Week Semester; 1 course



Time Commitment: 16 Week Semester; 5 courses







What's Up With the
16-week
Semester?

What's magic
about the number
16?



**If you don't
like how the
table is set,
turn over the
table.**



Redesigned Schedule

**Solve for 5 instead of 15:
Compressed Courses**

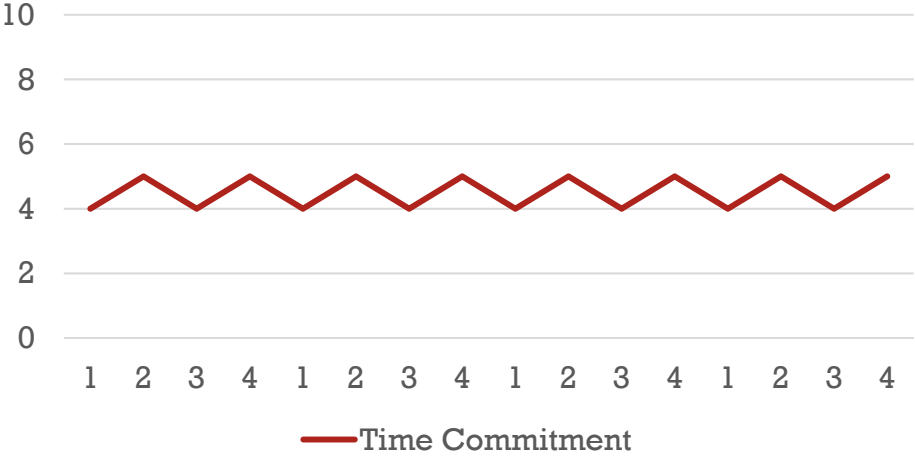
- **Shorter Terms**
- **Fewer Courses per Term**
- **Year-Round Enrollment**
- **Consistent Time/Days on Campus**

1 or 2

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

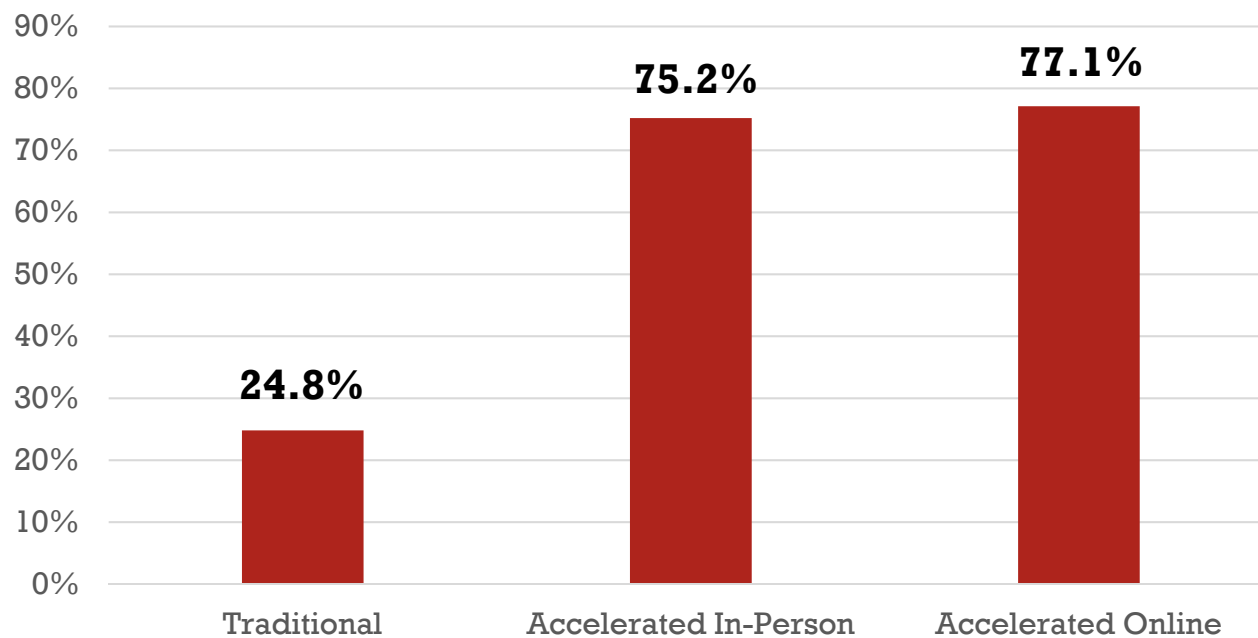
...while also keeping track of life

Time Commitment: 4-week terms, 1 course per term



Compressed Courses Get Big Results

Bellevue's 4-Year Graduation Rates



STEP 2:
Honor What
Students
Already Know

Prior Learning Assessment

Exams

- CLEP
- DSST

Portfolios

- Learning Counts
- Faculty-Driven

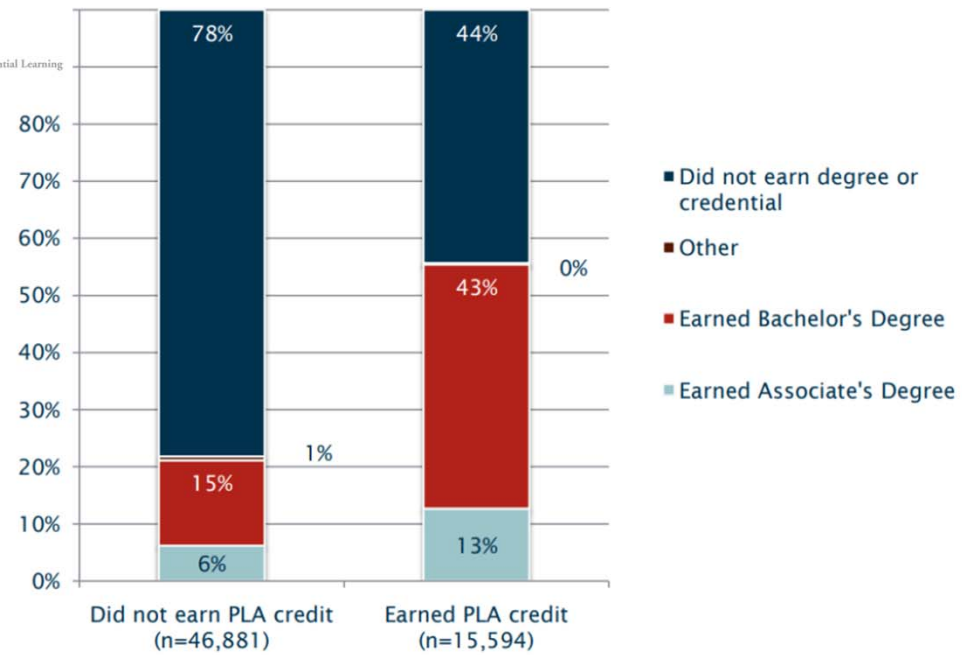
Certifications

- ACE
- Faculty-Driven

Correlation



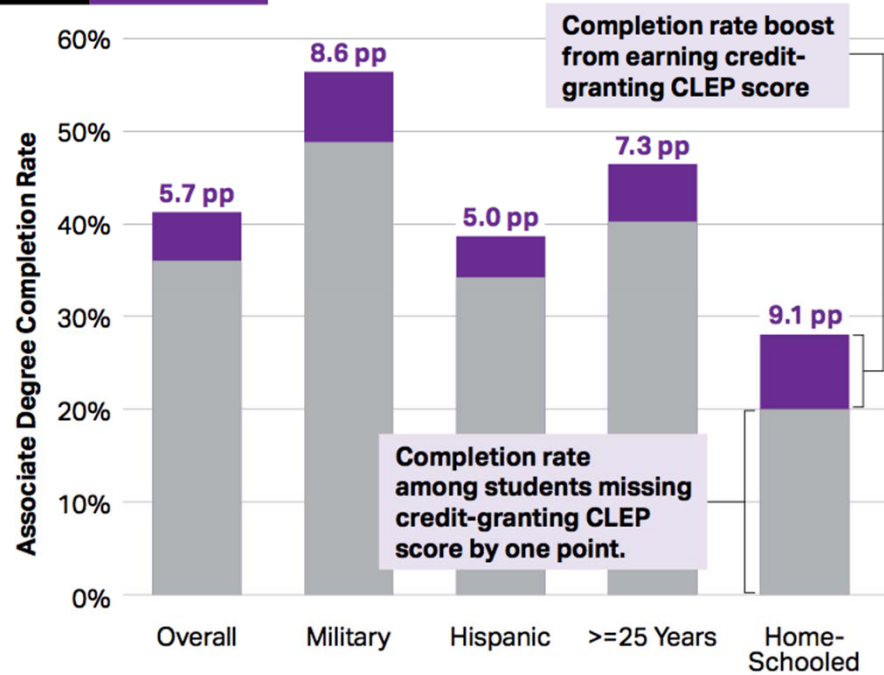
CAEL
The Council For Adult & Experiential Learning



Causation

CollegeBoard

CLEP®



Prior Learning Assessment

Exams

- CLEP
- DSST

Portfolios

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- Faculty-Driven

Certifications

- ACE
- Faculty-Driven





Credit for Competency

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

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



3-Credit Course leads students through reflection and PLA process:

Up to 48 hours earned

**24 hours earned
on average**

3 credits

STEP 3:
Provide a
Coach

**The longer it takes,
the more likely that
life gets in the way.**

The longer it takes,
the more likely that
life gets in the way.

LIFE WILL GET IN THE WAY



Dedicated Coach

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

InsideTrack's Coaching Results



PENN STATE

46%
improvement in
enrollment
conversion



IVY TECH

33% increase in
low-income,
first-gen
persistence



FLORIDA STATE

Coaching
program
generated \$9.6M
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STEP 4:
Welcome
Adults Back

THE CAMPAIGN

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Proactive Reengagement

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

DIGGING DEEPER

CCA Web Platform

COMPLETE
COLLEGE
AMERICA

STRATEGIES

DATA

ALLIANCE

LATEST+RESOURCES

Blake ▾

AMERICAN DREAMS ARE POWERED BY COLLEGE COMPLETION

At CCA, we're leveraging our Alliance and implementing strategies around the country to close achievement gaps, boost graduation rates and ensure every student has the opportunity to achieve their dreams.



CCA Web Platform

CREDIT ACCUMULATION % OF STUDENTS COMPLETING # OF CREDITS IN THEIR FIRST YEAR i

30 CREDITS PER YEAR 24 CREDITS PER YEAR



CCA Web Platform

OVERVIEW

IMPLEMENTATION GUIDE

SUPPORT COMMUNITY

COMMIT

Know the Problem

Generate Buy In

Create an Action Plan

ACT

Design the Strategy

Communicate with Stakeholders

Implement the Strategy

IMPROVE

Measure

Refine the Implementation

Sustain the Strategy

RESOURCES



EARLY MOMENTUM THROUGH #15TOFINISH AND PURPOSE FIRST

Panel explores #15toFinish efforts and CCA's Purpose First initiative, which seeks to help students make more informed majors and career track decisions.

[Learn More](#)

[VIDEO](#)

MOMENTUM: THE ACADEMIC AND ECONOMIC VALUE OF A 15-CREDIT FIRST-SEMESTER COURSE LOAD

CCRC

[Learn More](#)

[ARTICLE](#)

ON SECOND THOUGHT: U.S. ADULTS REFLECT ON THEIR EDUCATION DECISIONS

Strada/Gallup - More than half of U.S. adults have regrets.

[Learn More](#)

[REPORT](#)

ADDITIONAL RESOURCES [▶](#)

CCA Web Platform

OVERVIEW IMPLEMENTATION GUIDE SUPPORT COMMUNITY

CONNECT WITH CONTENT EXPERTS

Below are state and institutional leaders from around the country who are leading efforts around the Momentum Year. Use the form below to ask questions and receive expert guidance for your own implementation efforts.

STATE

ORGANIZATION TYPE

ROLE



TIMOTHY RENICK
Vice President for Enrollment Management and Student Success, Vice Provost, and Professor of Religious Studies, Georgia State University
Atlanta, Georgia



TRISTAN DENLEY
Executive Vice Chancellor for Academic Affairs and Chief Academic Officer, University System of Georgia
Atlanta, Georgia



PAULA MYRICK SHORT
Senior Vice Chancellor for UH System, Senior Vice President for Academic Affairs and Provost, University of Houston, University of Houston
Houston, Texas



BRUCE VANDAL
Senior Vice President for Implementation, Complete College America
Denver, Colorado

