

MOBILIZING THE ATTAINMENT AGENDA IN TENNESSEE

The image features the Tennessee state flag, which is red with a blue circle in the center containing three white stars, waving against a cloudy sky. Below it, the top portion of the United States flag is visible.

**Mike Krause | Emily House
TN Higher Education Commission**

72,865 Students

2007 Cohort of High School Freshmen

10,545 students
did not graduate high school



22,334 students
entered the workforce

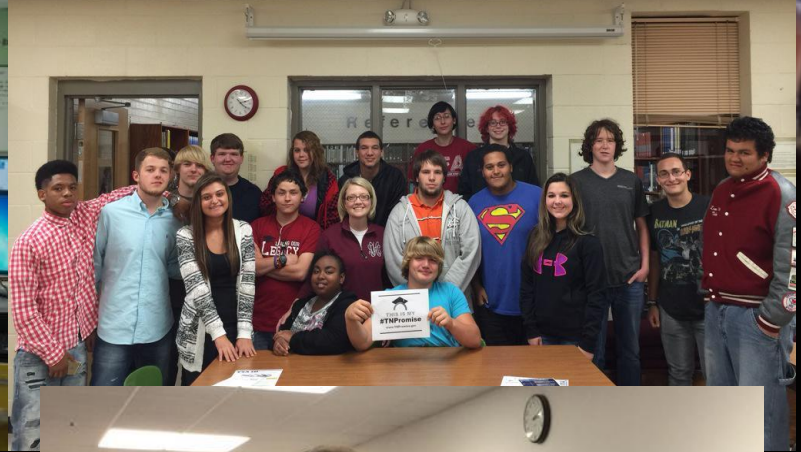
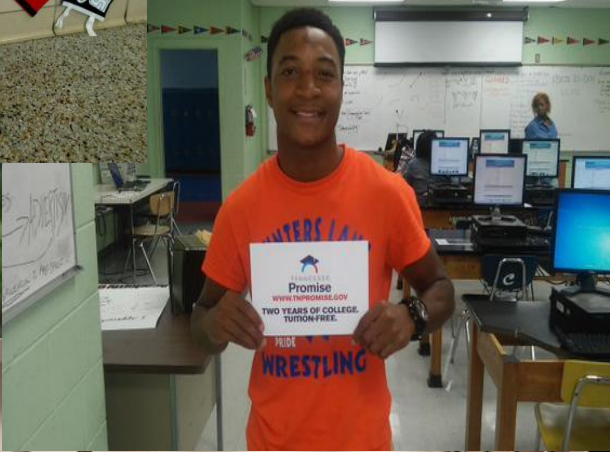


40,235 students
enrolled in postsecondary



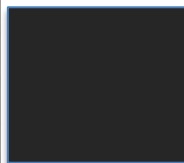
\$9,030
average income

16% chance
of earning above
minimum wage





Tweet



✨ OG BabyGirl 😊
@__SincerelyK



Signed up for that tn promise so
my momma can shut up .

8/28/14, 7:54 PM

1 FAVORITE



Reply to ✨ OG BabyGirl 😊



Timelines



Notifications



Messages



Me

TN's Attainment Goal: Drive to 55

- By the year 2025, **55 percent** of working-age Tennesseans (age 25-64) will have a postsecondary credential.
 - Certificate, Associate's, Bachelor's
- Goal based on the work of Carnevale and colleagues at Georgetown CEW.
- Current attainment: **39.7 percent** (per Lumina; ACS plus certificates).

Suite of Initiatives

- Get students **READY**
 - SAILS, dual enrollment
 - AdviseTN, TSAC outreach
- Get students **IN**
 - Tennessee Promise, other state-funded financial aid
- Get students **THROUGH**
 - Predictive analytics, Outcomes-Based funding
- **(RE)ENGAGE** Adults
 - Tennessee Reconnect, Prior Learning Assessment, Veterans
- **ALIGN** with the workforce
 - LEAP grants, employer engagement

MOBILIZING ATTAINMENT

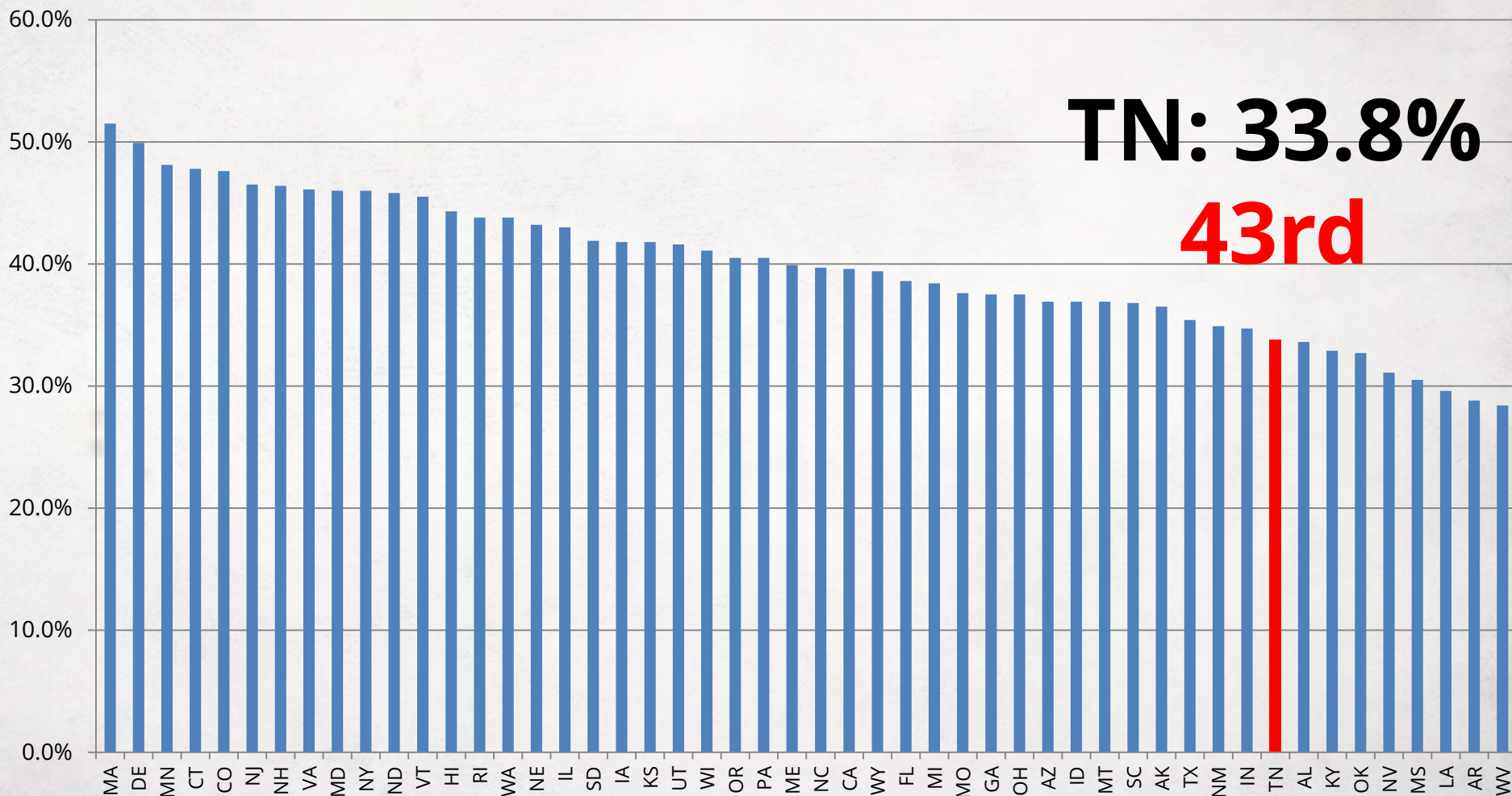


- We had to... **face (and share) the brutal facts.**
- We had to... **connect higher ed policy to a non higher ed audience.**
- We had to... **connect our programs with communities.**

FACING THE BRUTAL FACTS

TN: 33.8%

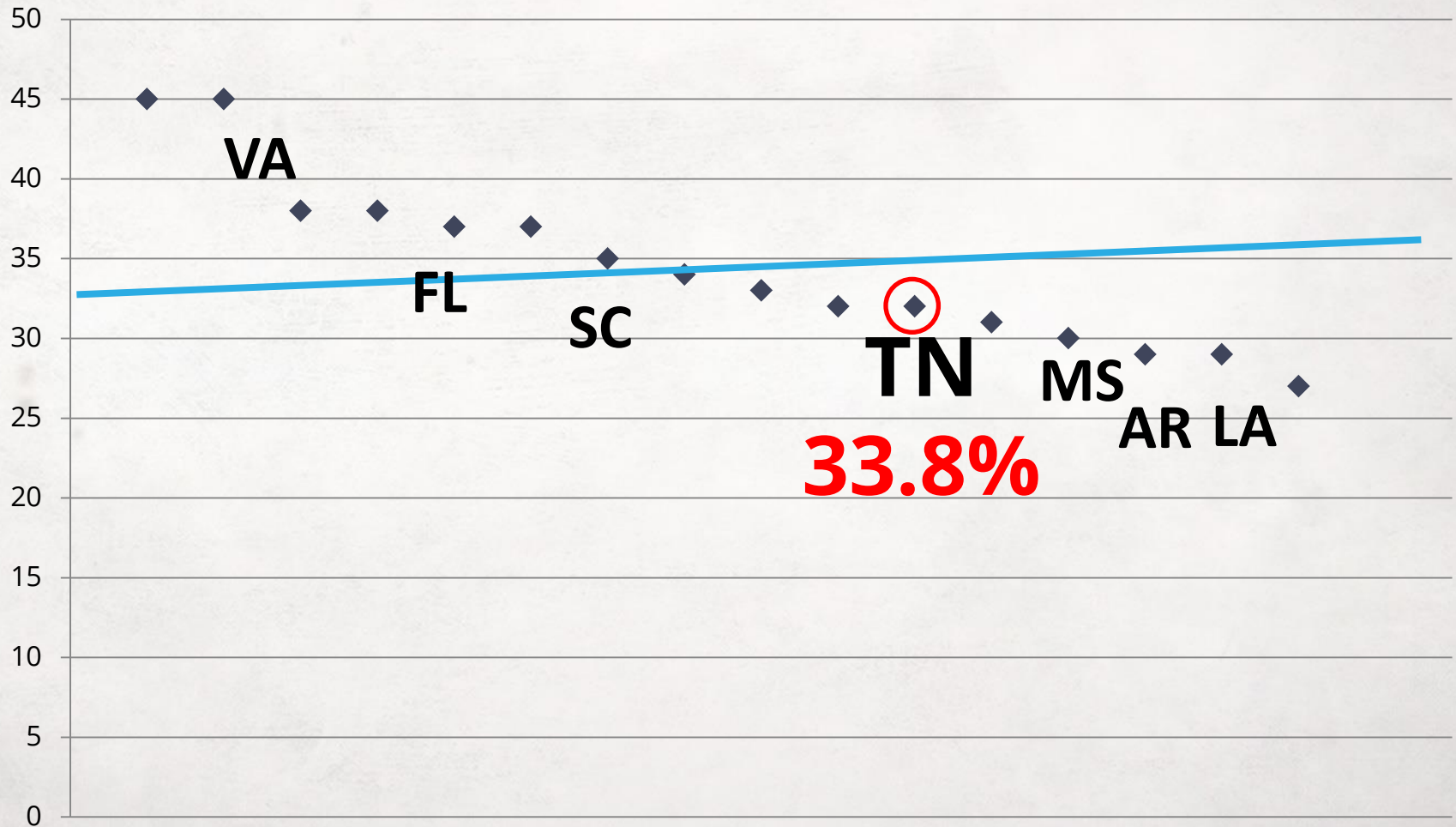
43rd



Source: Lumina Foundation, *excludes* certificates

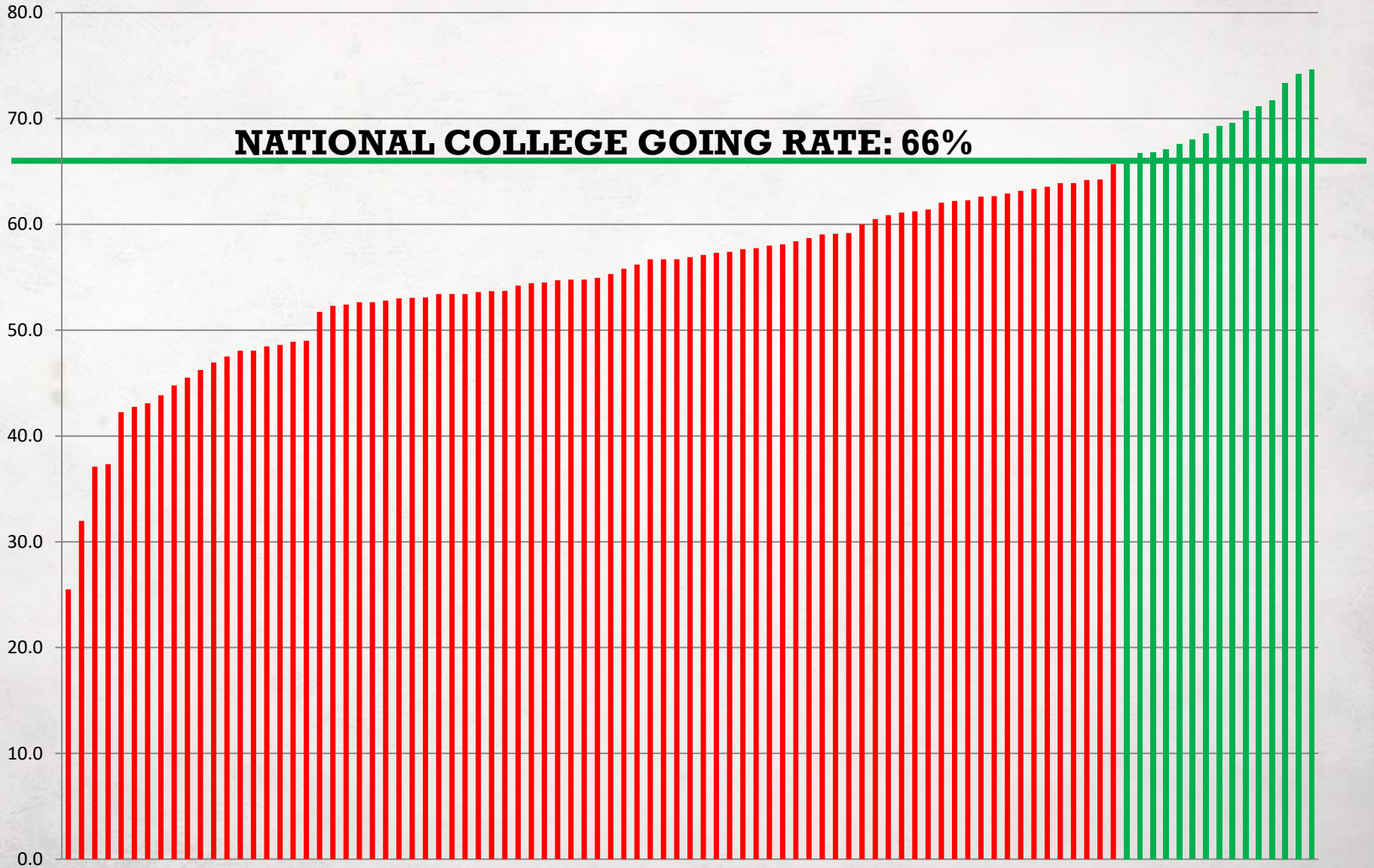
ATTAINMENT IN THE SOUTH

Southern Region Average: 35.4%



Source: SREB, *excludes certificates*

COLLEGE GOING IN TENNESSEE'S 95 COUNTIES



Educational Attainment

- **62 percent** of working-age adults in Tennessee DO NOT have a postsecondary credential (N = 2.1 million Tennesseans.)
 - Approximately **900,000** of these adults have “some college, no degree.”
- Educational attainment by county (AA +) ranges from **10 percent** (i.e., rural Northwest TN) to **60 percent** (i.e., Metro Nashville)
 - Median ed attainment rate: **19.2 percent.**
- **Access and capacity**
 - Higher education “deserts”
 - Access to online/hybrid or distance programs?
 - Under- and Over-subscribed institutions/programs (TCATs)

NOW WHAT?

THE FACTS (AND
SOLUTIONS) DON'T
MATTER IF YOU DON'T
SHARE THEM.

WAGING A CAMPAIGN



📌 Pinned Tweet

TN Higher Ed  @TNHi... · 7/20/17

Exciting news from Gov.

[@BillHaslam](#): TN continues to lead the nation in FAFSA filing with a record number of filings:tn.gov/news/52017



LOCALIZED DATA – College-Going Rate



+54 3%

+90 5%

LOCALIZED DATA – “Share” of D55

- Unrealistic that each of Tennessee’s 95 counties reaches 55 percent educational attainment by 2025.
- **BUT:**
 - Increase attainment by 5, 10, 15, 20, etc. percentage points.

i.e., Sumner County

- N with degree (AA+) – **29,967 (34.4 percent)**
- N HS grads + adults without credential - **90,086**

	N add'l	% attain
5 pp	4,504	39.2
10 pp	9,009	44.3
15 pp	13,513	49.3
20 pp	18,017	54.3

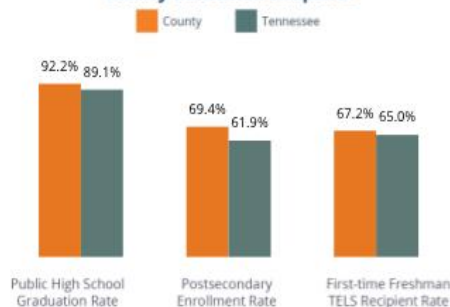
LOCALIZED DATA – County Profiles



THEC

2017 Higher Education County Profile Sumner County

County Education Snapshot



Note: 2016 Public HS Grad Rate: provided by TDOE. College Going Rate for 2015 HS grads provided by THEC. TELS Recipient Rate for 2015-2016.

Education Attainment Rate	County	TN
Adults with HS+	89.2%	85.5%
Adults with A.A.+	31.8%	31.5%
Adults with B.A.+	24.6%	24.9%
Recent High School Graduate Avg ACT	21.3	19.9
Socioeconomic Profile	County	TN
Median Household Income	\$57,382	\$45,219
Per Capita Personal Income	\$28,883	\$25,227
Population in Poverty Rate	9.3%	17.6%
Unemployment Rate	4.0%	5.1%
Population Ages 0-19	26.6%	25.6%
Population Ages 20-64	59.1%	59.9%
Rate of Population Growth (2011-2015)	7.4%	4.8%
Population Projections (2015-2025)	16.4%	11.2%

Tennessee Education Lottery Scholarship Recipients

Scholarship	Number of Recipients
HOPE Scholarship	1,713
HOPE with GAMS	241
HOPE with Aspire	425
Access Award	11
Dual Enrollment Grant	800
HOPE Foster Care Grant	-
Non-Traditional Student Scholarship	17
Wilder-Naifeh Technical Skills Grant	214
Total	3,891

Tennessee Promise Applications

	14-15	15-16	16-17
Number of High School Seniors	2,031	2,114	2,051
Tennessee Promise Applications	1,774	1,982	1,976
Percent of High School Seniors Applied	87.3%	93.8%	96.3%

Top Colleges Selected by 2015 High School Graduates

Volunteer State Community College - 667
University of Tennessee, Knoxville - 84
Western Kentucky University - 66
Tennessee Technological University - 63
University of Tennessee, Chattanooga - 61

Tennessee Student Assistance Award

10,372 Eligible Students
804 Awards
\$1,368,387 Awarded

FAFSA Filing
Rate*



County



Tennessee

*Filing rate for the 2016-2017 FAFSA.

County Educational Attainment, Adults Age 25-64



10 County rank in educational attainment

Reaching the Drive to 55 in Sumner County

Number of degrees county needs to produce per year until 2025 for Tennessee to reach the goals of the Drive to 55:

5,527

To increase the county's college-going rate by 5 percent, number of additional students that must enroll in college in the next year:

95

YOU CAN'T DO IT ALL.

**(NON-HIGHER ED)
PARTNERS CAN AMPLIFY
YOUR MESSAGE**

CONNECTING PROGRAMS WITH COMMUNITIES



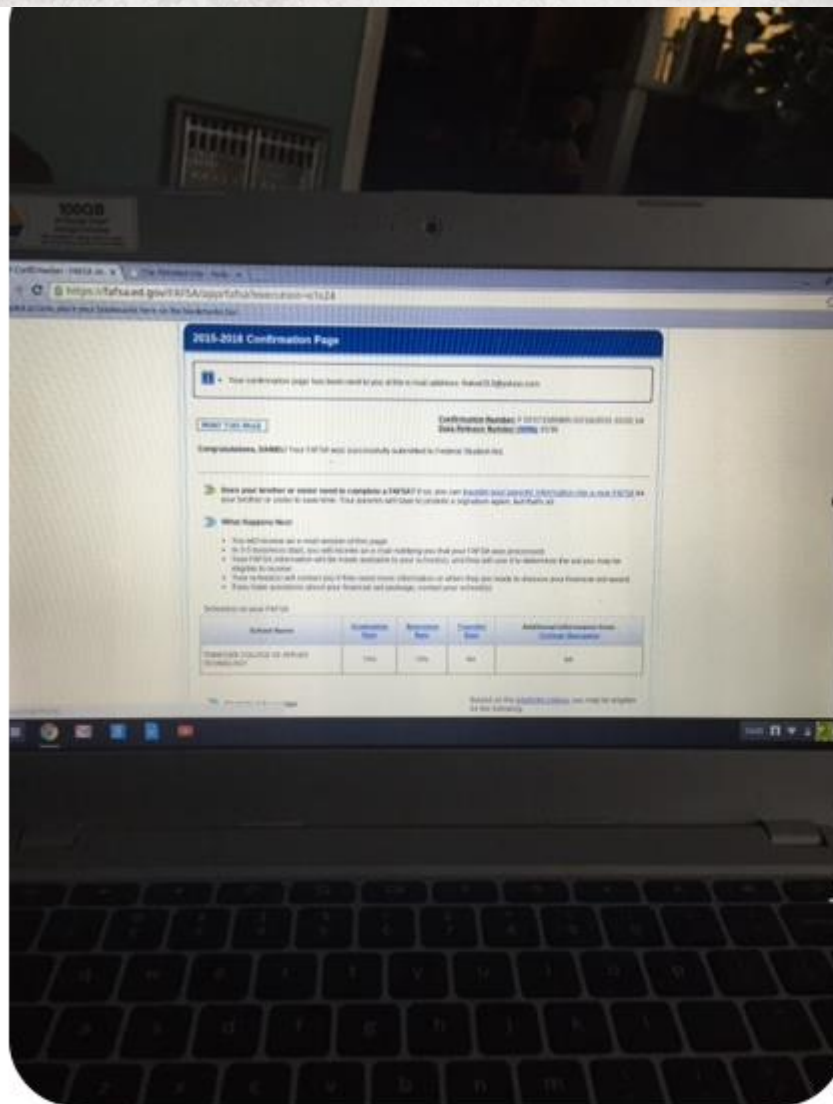
TENNESSEE PROMISE



Mentorship

Financial Aid

**Success
Framework**



What do I do after this page ?

ROBUST OUTREACH/SUPPORT INITIATIVES

- **TSAC**
 - Expansive outreach staff
 - FAFSA nights, financial aid assistance, call center
- **AdviseTN**
 - College counselors embedded in high schools
 - High schools selected based on college-going rate, FAFSA filing, etc.
- **tnAchieves**
 - “Boots on the ground”
 - Coordinate mentorship and community services pieces of TN Promise.

So... what is actually
HAPPENING in Tennessee?

Early postsecondary opportunities (EPSOs)

- Take up **increasing** across the state
 - i.e., AP, IB, dual enrollment
- Dual enrollment has grown dramatically over past 5 years.
 - **10-15 percent** growth each year.
 - State funds first 2 dual enrollment courses; subsidizes additional.
- Beginning Fall 2018, each high school required to provide at least **4 EPSOs**.
- THEC is partnering with DOE to research and evaluate effectiveness, best practices re: EPSOs.

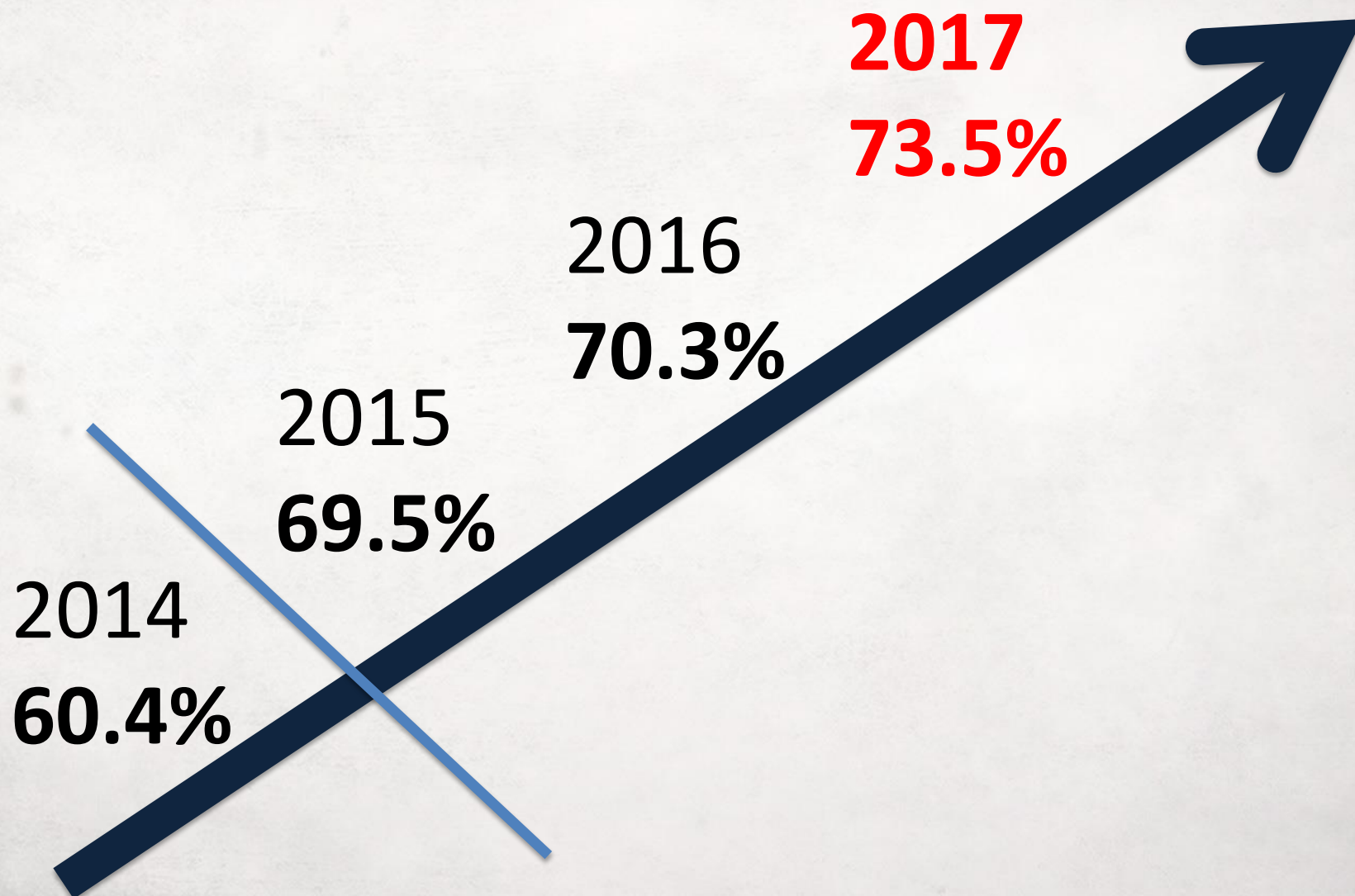
REMEDIATION

- Proportion of students requiring remediation **DECREASING**.
 - Fall 2011 – **76.8 percent**
 - Fall 2016 – **62.4 percent**
- Decline across all subjects (Math, Reading, Writing); **17** percentage point decrease in Math; **~10pp** decrease in Reading and Writing.

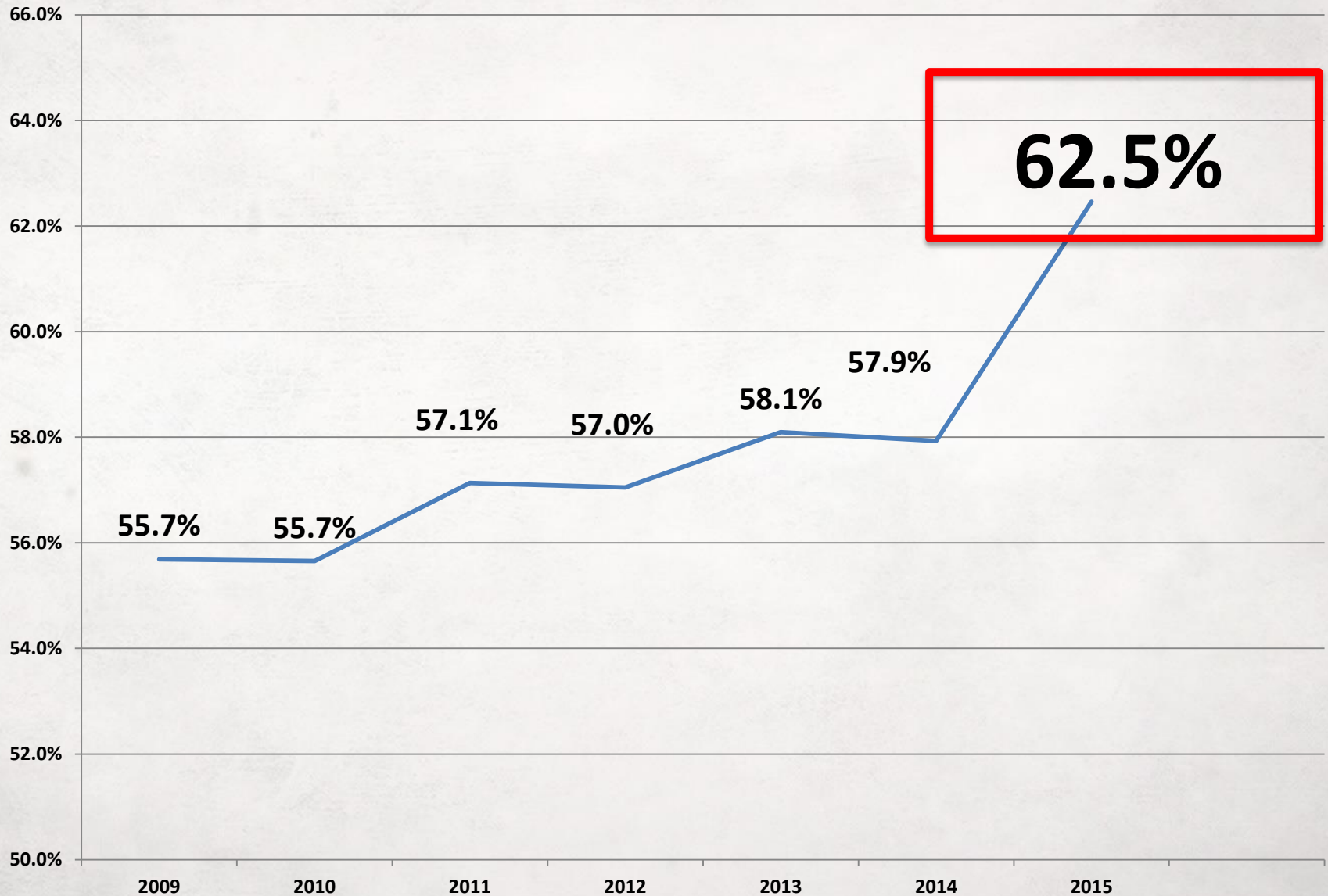
WHY?

- **SAILS**
 - Delivers remedial math coursework during Senior year of high school
 - Increased take up; currently serving ~20,000 high school seniors.
- **Co-requisite remediation**
 - Students enroll concurrently in credit-bearing course and remedial course, providing additional support.

FAFSA Filing Rates - #1 in Nation



COLLEGE ENROLLMENT IN TN



STUDENT BORROWING

- In Fall 2015, **17 percent** fewer students originated federal loans.
 - At some community colleges, decrease as much as 25 percent.
 - Decline has continued into 2016 & 2017.
- **“Due to:”**
 - Tennessee Promise
 - Tennessee Reconnect
 - Tennessee Student Assistance Award
 - Increased EPSOs; decreased remediation
- THEC research team digging deeply into this.

PERSISTENCE METRICS

- Overall, **persistence is UP (especially at CCs.)**
 - Driven mostly by TN Promise students.
- Fall 2015-Spring 2016 retention: **80.6 percent**
 - 78.5 percent at CCs; 94.7 percent at TCATs
 - Comparable to previous years
- Fall 2015-Fall 2016 retention: **63 percent**
 - 58 percent at CCs; 83 percent at TCATs
 - Retention of non-Promise students: 42 percent
- As of Fall 2017: **56.2 percent “success”**
 - 14.5 percent graduated
 - 39 percent still enrolled
 - 2.7 percent transferred

CHANGING OUR NARRATIVE

**“Free Tuition? Tennessee
Could Tutor New York”**

New York Times

**“First class of TN Promise will
start college this fall...the
nation is already watching.”**
Politico

**Tennessee Picking Up Tab
For Community College
Students**

CNN

**The Free Community College
Experiment Everyone is Watching**
PBS NewsHour





THEC

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@MikeKrauseTN

EMILY.HOUSE@TN.GOV
@HouseEA

The background of the poster is a vibrant purple and blue gradient with bokeh light effects. On the left, a portion of a gold and brown Mardi Gras mask with intricate designs and small white beads is visible. On the right, another mask with a blue lens and gold frame is partially shown. The text is centered and reads:

**JOIN US FOR A WELCOME
DINNER AND RECEPTION AT
THE WORLD FAMOUS**

**MARDI
GRAS**

WORLD

**CATCH THE SHUTTLE
AT 5PM**