



A BETTER DEAL FOR RETURNING ADULTS

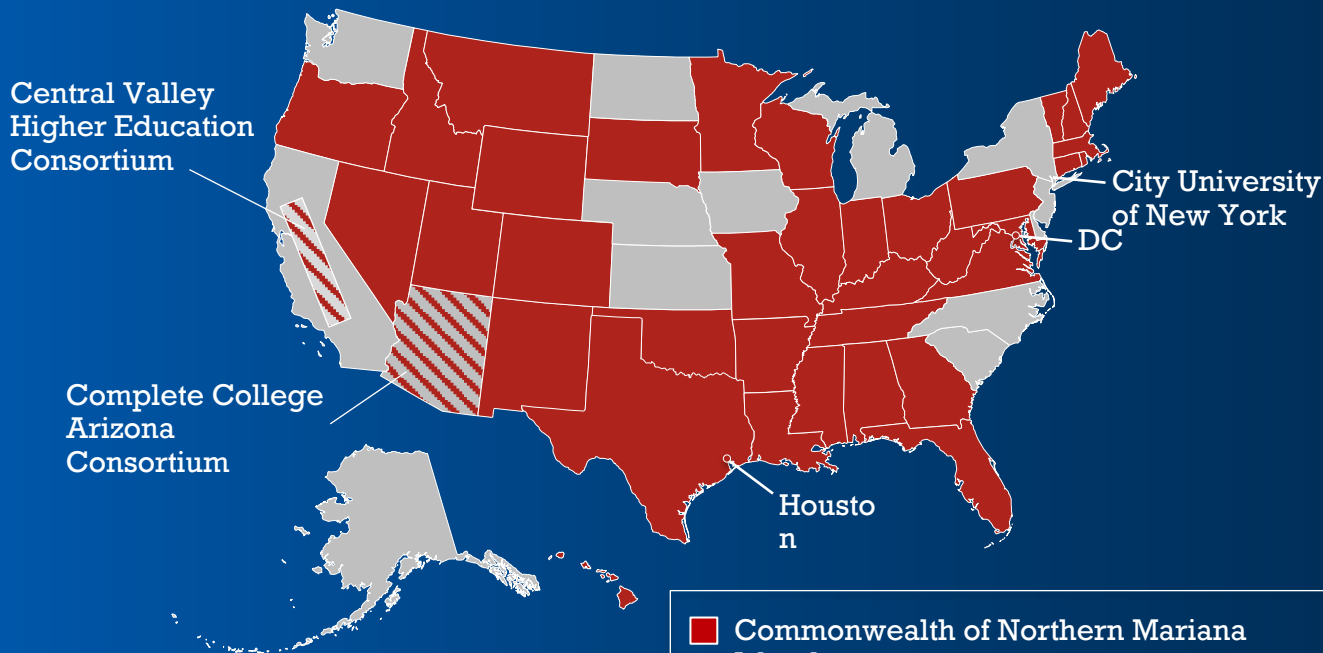
Sarah Ancel  @Sarah_Ancel

Senior Vice President for the Alliance
Complete College America

COMPLETE COLLEGE AMERICA

The Alliance

44



- Commonwealth of Northern Mariana Islands
- Puerto Rico
- Thurgood Marshall College Fund Consortium



**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>



Lumina™
FOUNDATION

TODAY'S STUDENTS

58%

Work while
in college

47%

Support
family

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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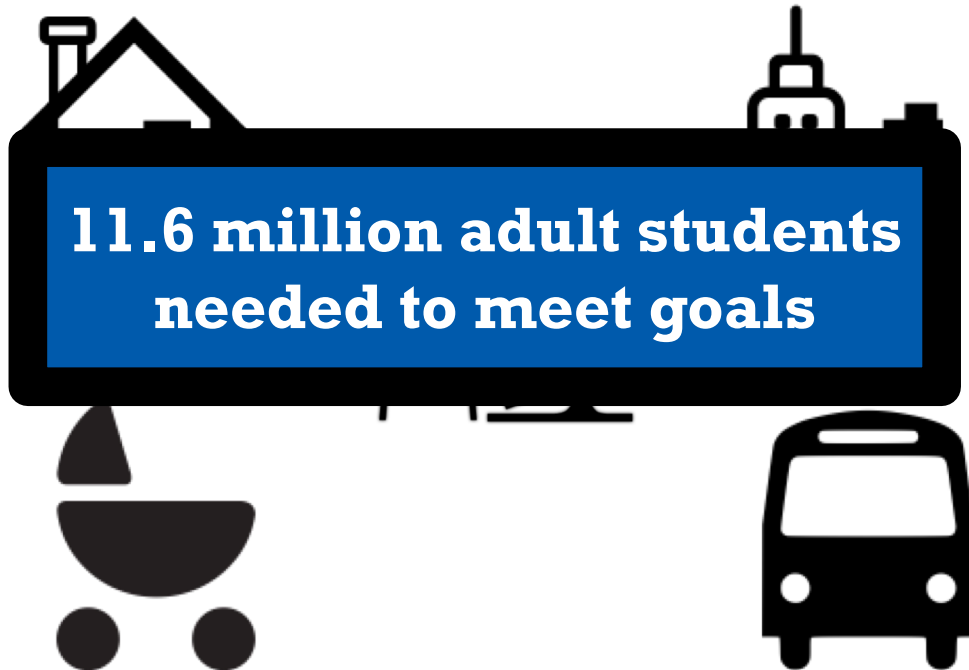
Who is in the “15 to Finish Asterisk”?



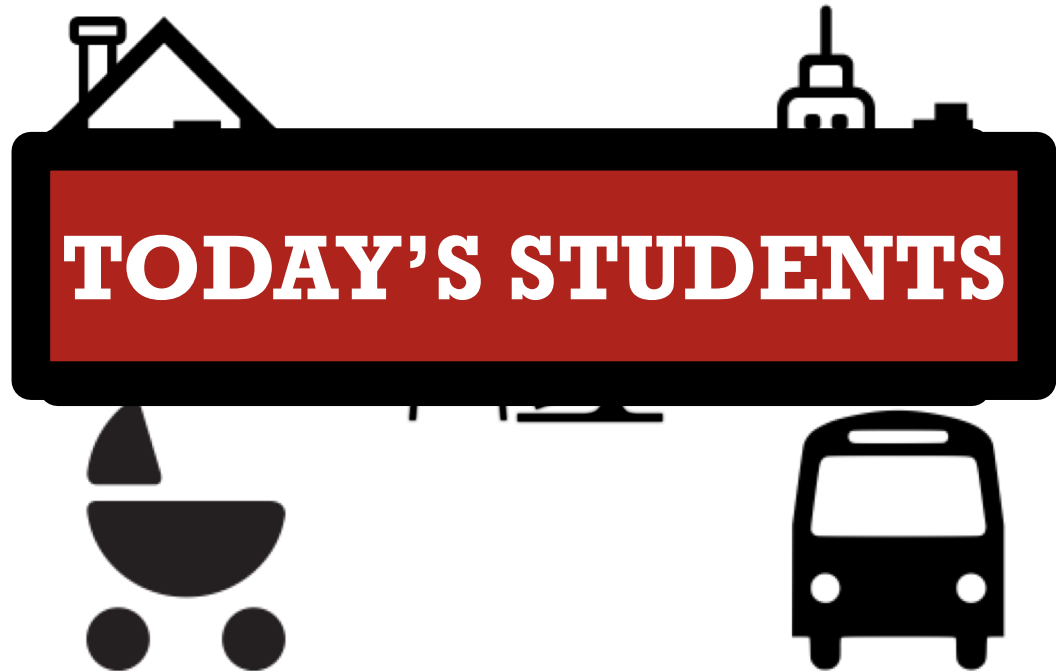
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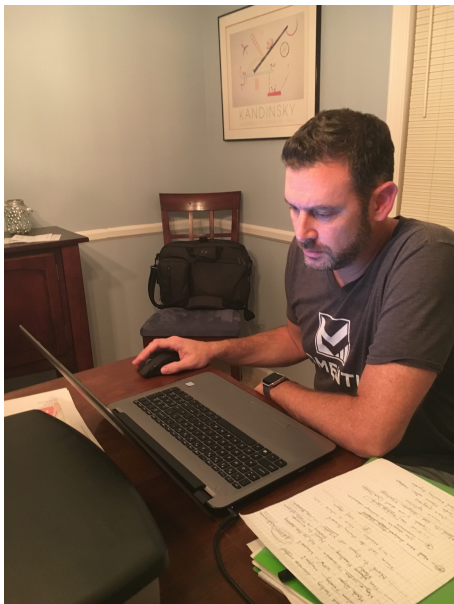


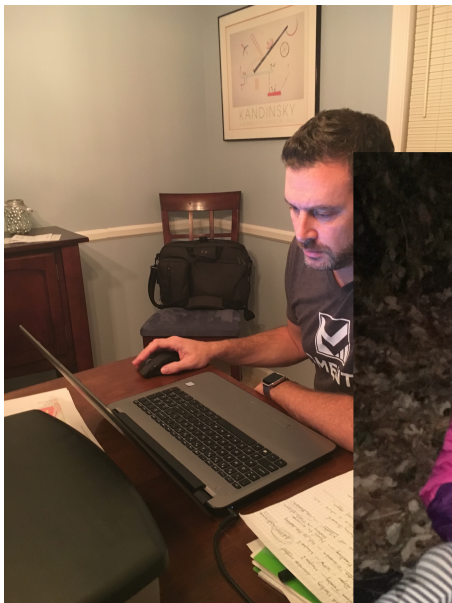
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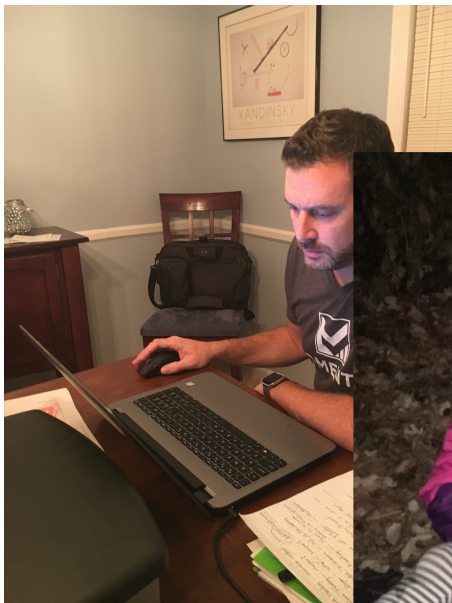


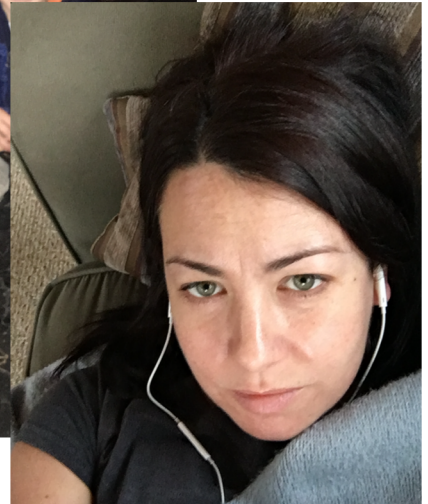
Who is in the “15 to Finish
Asterisk”?















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?
 - 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/>

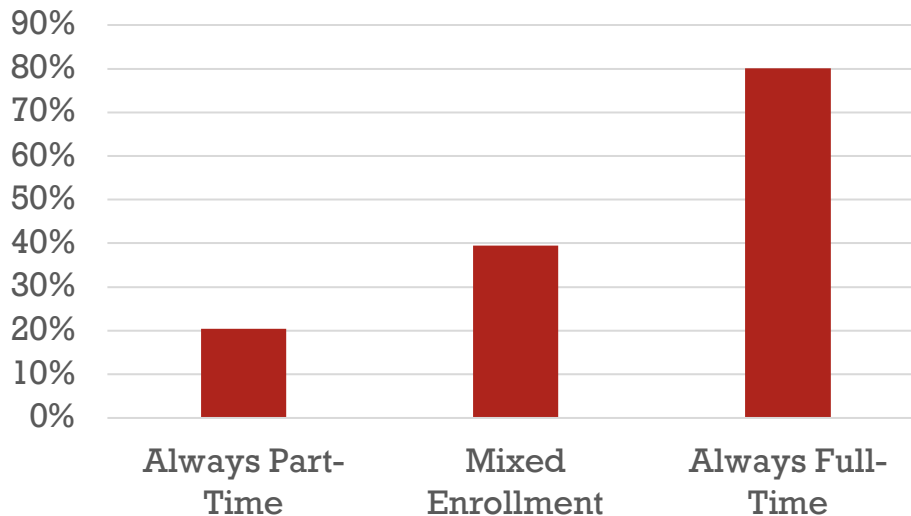
Likelihood of Success

- 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

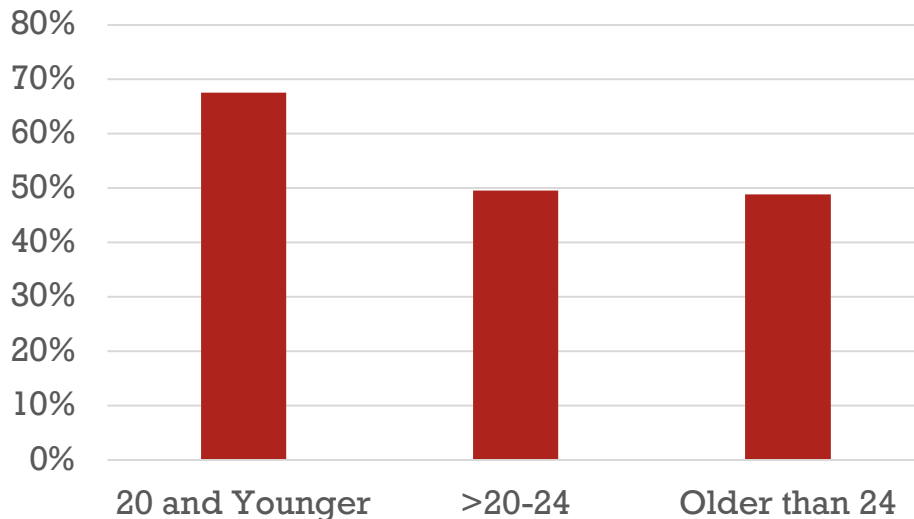


https://nscresearchcenter.org/wp-content/uploads/SignatureReport14_Final.pdf

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



How do we
serve adult
students?

The Adult Student's Trade-Off

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

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



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

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

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



The Adult Student's Opportunity

A Better Deal for Returning Adults

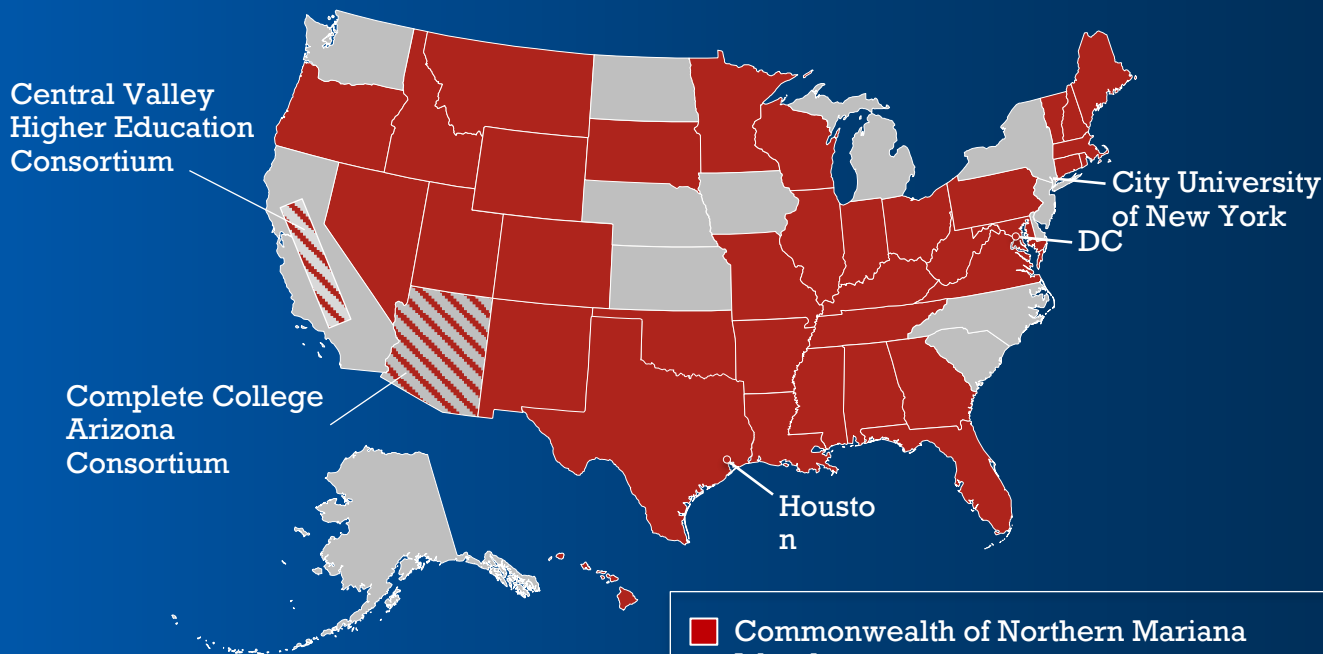


How can we
serve adult
students
better?

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RETURNING ADULT CAMPAIGNS



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

REASON	VALUE
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

LEARN MORE



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



Scan with your smartphone

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

LEARN MORE

You Can. Go Back.
Indiana Commission on Higher Education
400 West Chestnut Street, Indianapolis, IN 46202

THE CAMPAIGN



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

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

and universities are making
your degree.

LEARN MORE **You Can. Go Back.**
Indiana continues to make higher education
affordable for all. Visit www.in.gov/education for more.

***WHAT'S YOUR
OFFER?***

A Better Deal for Returning Adults



STEP 1:
**Build Smarter
Schedules**

15

CREDITS A SEMESTER
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What's Really the
Issue?

15

OR

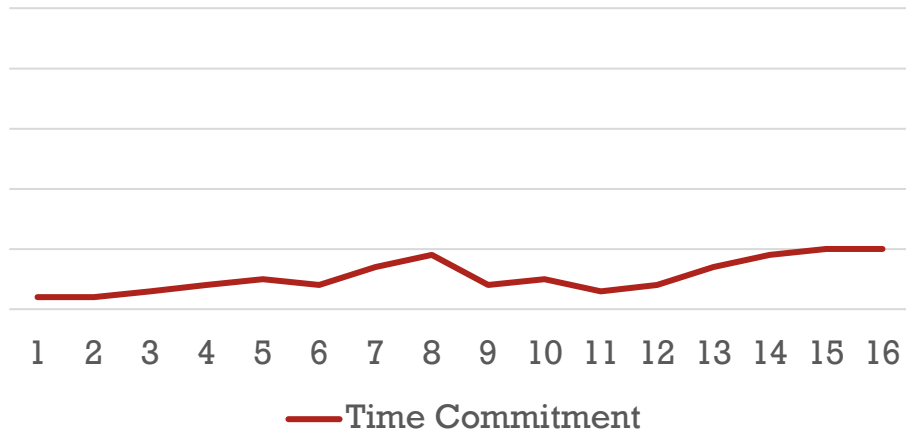
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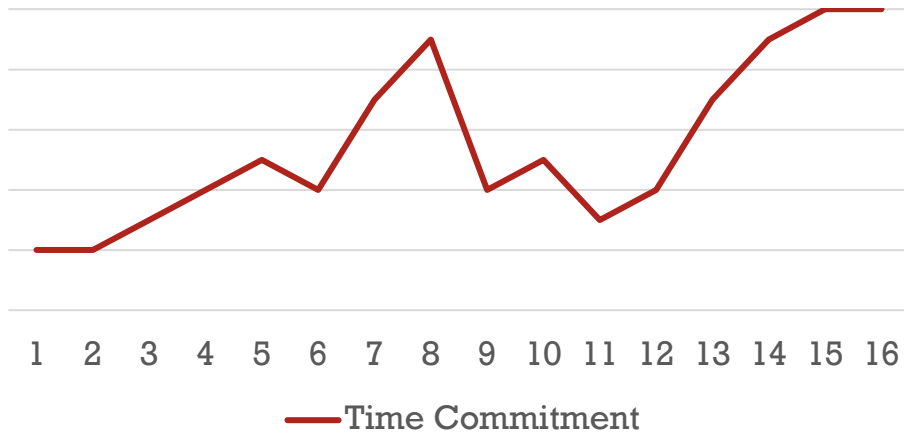
Professor Relationships
Sets of Deadlines to Remember
Strands of Content to Absorb
Mid-Terms and Final Exams

...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?”**



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



Redesigned Schedule

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

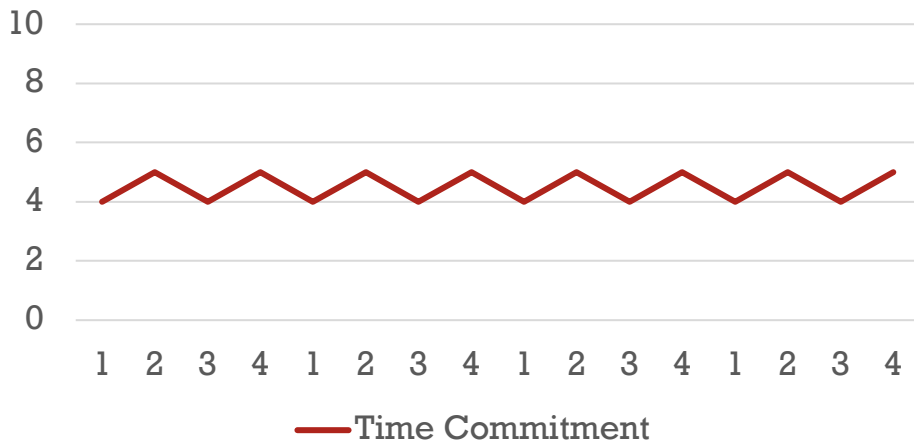
- **Shorter Terms**
- **Fewer Courses per Term**
- **Year-Round Enrollment**
- **Consistent Time/Days on Campus**

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



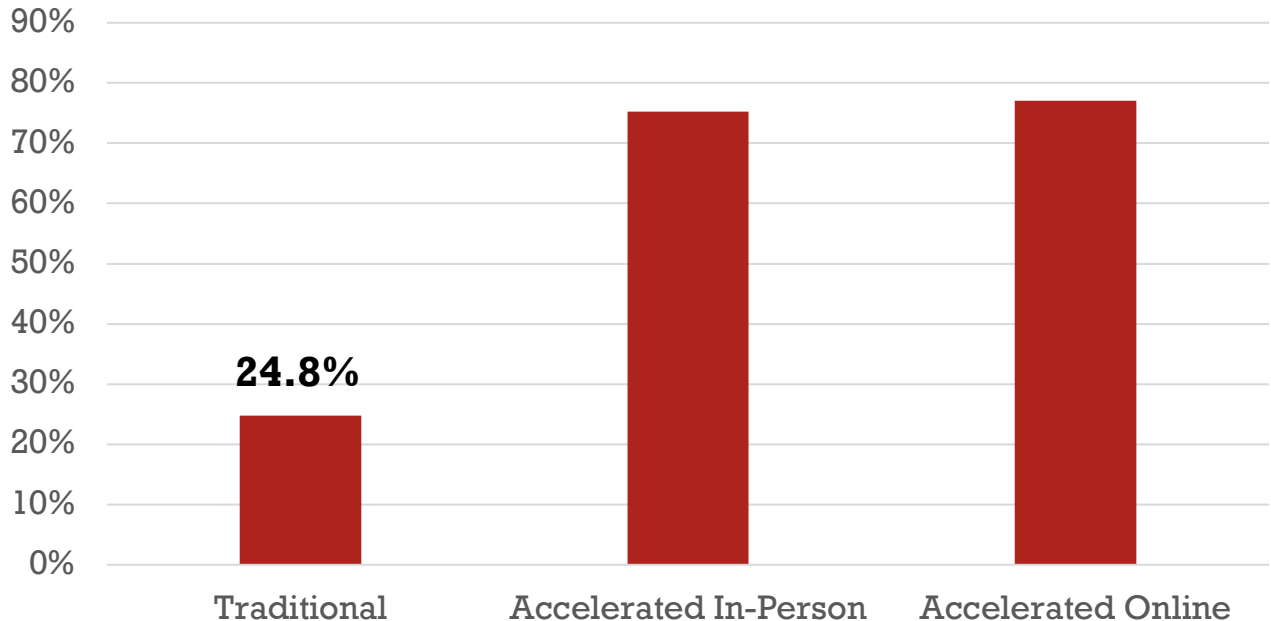
The longer it
takes, the more
likely that life gets

The long
takes more
life
that life gets

LIFE WILL GET IN THE WAY

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

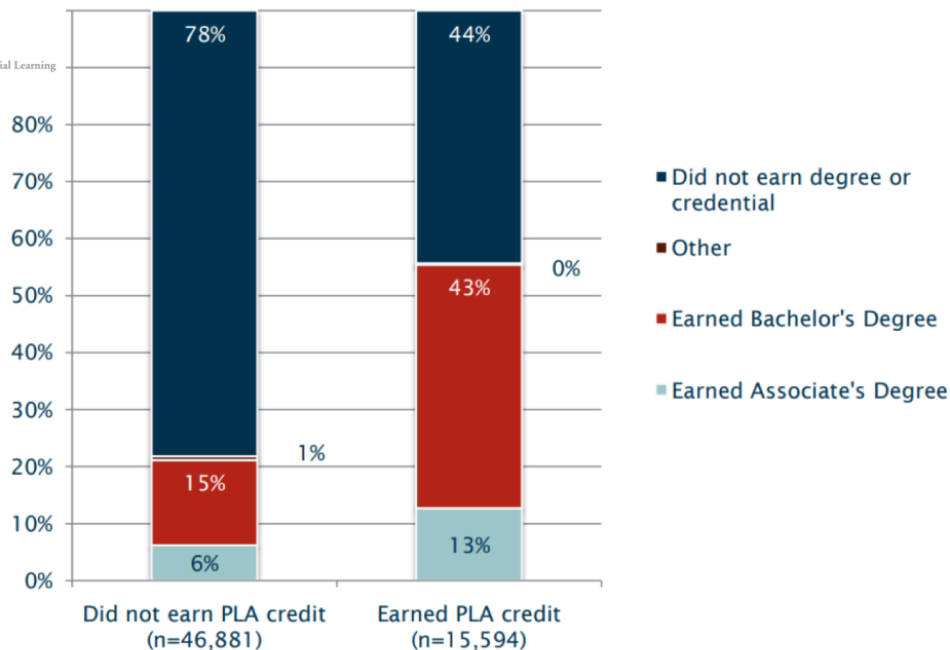
- ACE
- Faculty-Driven

Correlation



CAEL

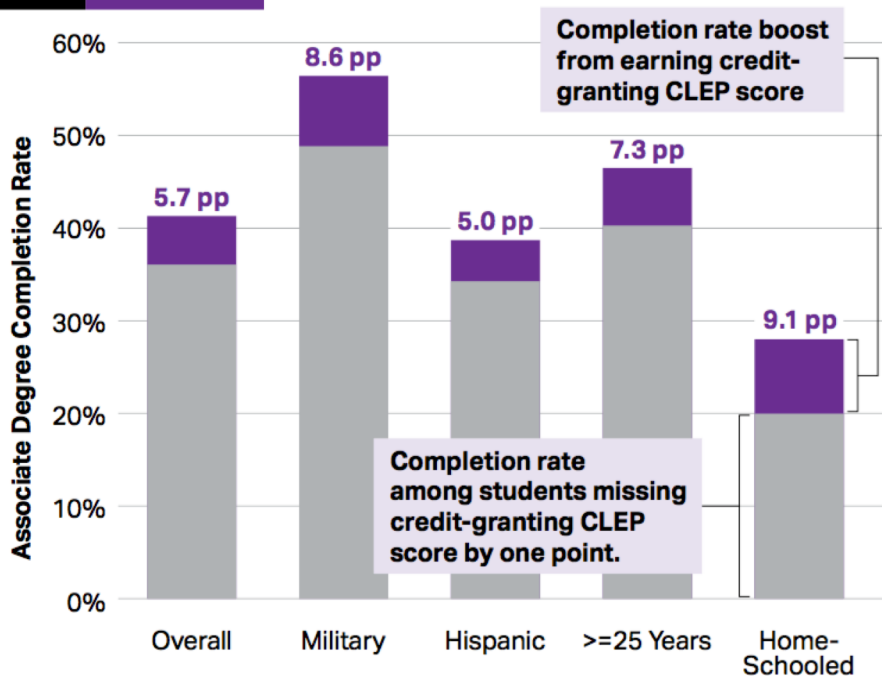
The Council For Adult & Experiential Learning



Causation



CLEP®



Prior Learning Assessment

Exams

- CLEP
- DSST

Portfolios

- Learning Counts
- Faculty-Driven

Certifications

- ACE
- Faculty-Driven





Credit for Competency

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

- 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 long
takes more
than
that life gets

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

Are You Ready?