

Expanding the “Promise”

Implementation Lessons from SHEEO’s
Adult Promise Pilot



Telephone:

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Webinar ID: 298 254 264

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October 30, 2018
1-2pm EST

Introductions



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Important Housekeeping

-  All lines are muted to reduce distracting background noise
-  This webinar will be interactive
-  During Q&A, send questions or comments in the “questions” box
-  Email any additional questions to Promise@mdrc.org

CPSI ■ mdrc

COLLEGE PROMISE SUCCESS INITIATIVE



Webinar Overview

Part I: The Adult Student, MDRC

- I. The Adult/Non-Traditional Student
- II. Current Adult Serving Promise Programs

Part II: The Adult Promise Pilot, SHEEO

- I. Defining an Adult Promise Program
- II. Policy challenges for Adult Learners
- III. Continuum of Adult Learner Student Supports

Part III: Indiana Adult Promise, Indiana Commission for Higher Education

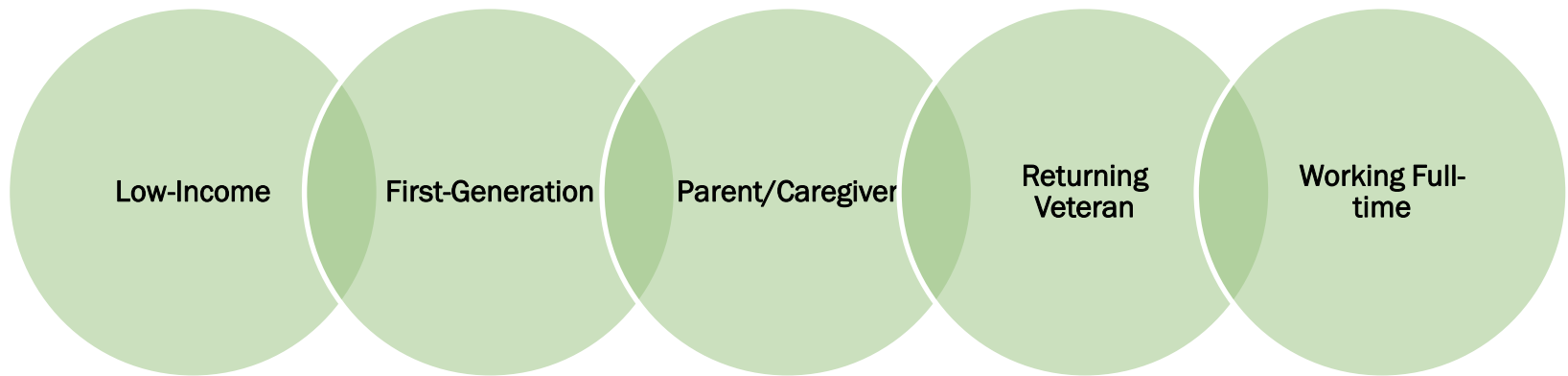
- I. Indiana's Adult Re-engagement Campaign
- II. Workforce Ready Grant (WRG)

What percentage of college students are **over the age of 25**?

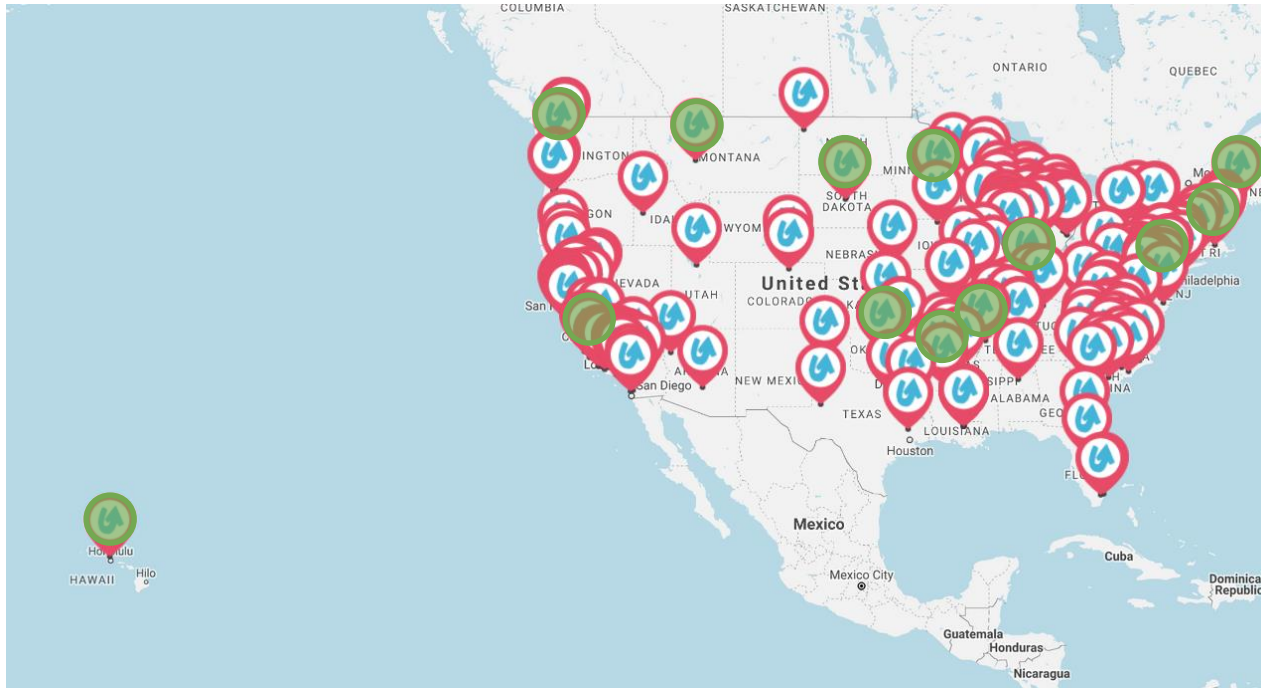
Please submit your answer in the question box.

38% of undergraduate students today are **over the age of 25.**

An adult student may be...



Expanding the “Promise”



- **200+** College Promise & Free Tuition Programs Nationwide
- YET only **13** Promise Programs extend eligibility to adult students

Current Adult Serving Promise Programs

- ✓ Tennessee Reconnect
- ✓ Arkansas Future Grant
- ✓ California College Promise Grant
- ✓ Hawaii Promise
- ✓ Maine Spark
- ✓ Indiana Adult Promise
- ✓ Adult Re-engagement Framework (WA)
- ✓ Minnesota State Reconnect
- ✓ Montana Promise Act
- ✓ New Jersey Promise
- ✓ Reach Higher: Adult Degree Completion (OK)
- ✓ Rhode Island Promise
- ✓ Build Dakota (SD)

Does your Promise program serve adult students?



SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION



Lumina™
FOUNDATION

EXPANDING THE “PROMISE”: IMPLEMENTATION LESSONS FROM SHEEO’S ADULT PROMISE PILOT

With generous support from Lumina Foundation

About SHEEO

National association serving chief executives of statewide governing, policy, and coordinating boards of postsecondary education and their staffs.

About SHEEO

SHEEO, together with its members, works to promote an environment that values higher education and its role in ensuring the equitable education of all Americans, regardless of race/ethnicity, gender or socioeconomic factors.

- Advocate for state policy leadership
- Act as a liaison between states and the federal government
- Provide information and analysis on educational and public policy issues
- Recognize that state context matters

About the project

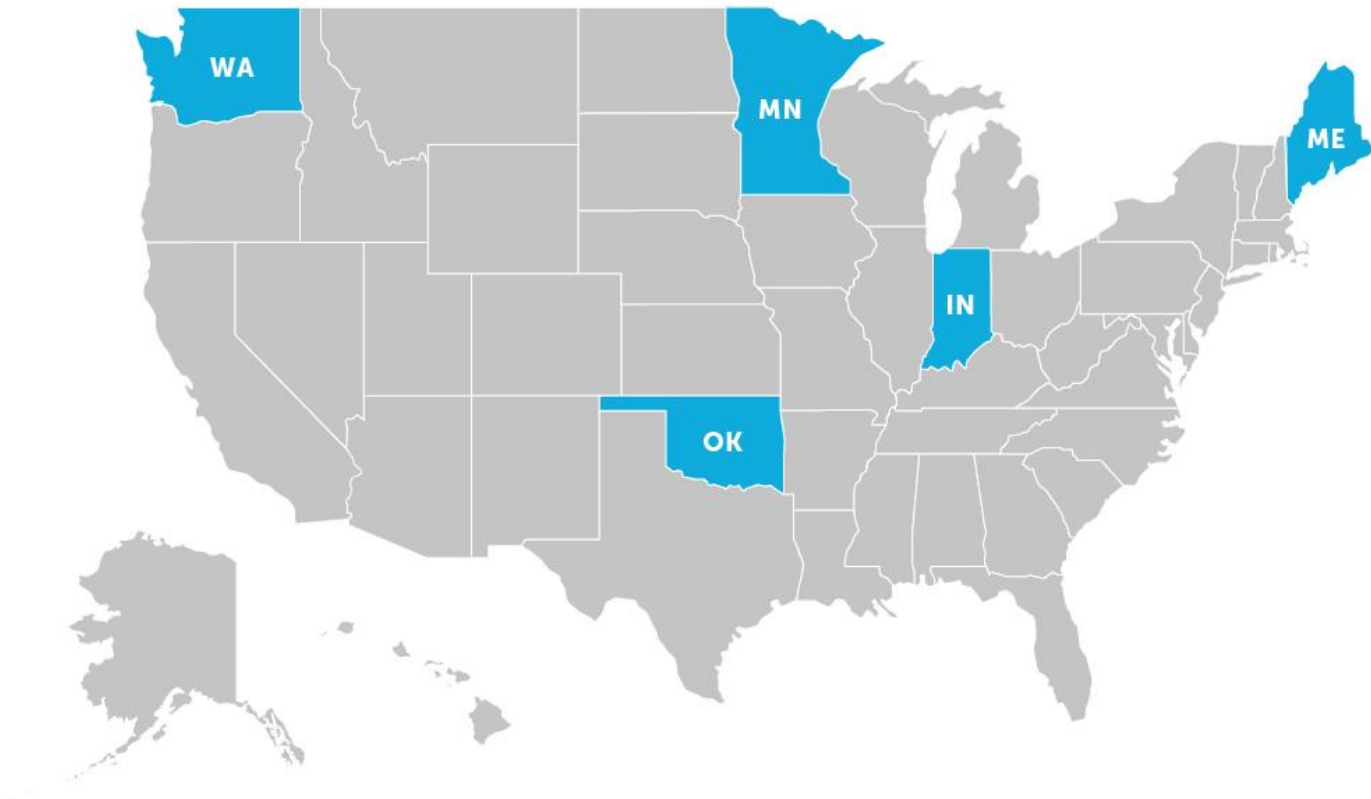


Lumina™
FOUNDATION

- Phase I – January through October 2016
 - Is a Promise Program for adult students feasible?
 - Are SHEEO members interested in the idea?
 - Produced *design template* document for states looking to implement Adult Promise programs
- Phase II – June 2017 through 2019
 - Implementing pilot programs in five states
 - Indiana (statewide)
 - Maine (select institutions)
 - Minnesota (select community colleges)
 - Oklahoma (statewide)
 - Washington (statewide)

sheeo.org/adultpromise

Adult Promise States



Successful promise programs

- Provide more than a scholarship
- The message is key
- Support and services are critical
- Examples:
 - Tennessee Promise
 - Detroit Promise post-MDRC assistance
 - TN Promise local precursor in Knoxville

Defining an Adult Promise Program...



- Promotes a simple, transparent message that postsecondary education is affordable for adult learners.



- Makes a financial commitment to adult students through leveraging aid from all available sources. Commits to fill in the gaps where needed to cover tuition and fees.



- Establishes and supports programs and services that are tailored to the unique needs of adult students and will help them succeed in postsecondary education.

An Adult Promise Program must address unique adult learner challenges

- Exhausted aid eligibility may drive up cost to provide last dollar scholarship
- State and institutional buy-in (especially fear of over-promising)
- State financial aid policies and eligibility requirements
- Satisfactory Academic Progress (SAP) cannot be reset
- Outreach challenges
- Cost to tailor services to adult students or expand hours to meet adult student schedules

Is the “some college, no degree” student really a *low hanging fruit*?

Provide a guide for
states (or institutions)
looking to create
promise programs for
adult learners.



STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

ADULT PROMISE PROGRAM: A PILOT DESIGN TEMPLATE FOR STATES

DECEMBER 2016

ANDREW CARLSON
SOPHIA LADERMAN
DENISE PEARSON
CHRISTINA WHITFIELD

<http://bit.ly/apdesigntemplate>

Design Template overview

- Make the case to serve adult students
- Collect data to understand adult learner characteristics in state/locality
- Critically assess past efforts
- Provide options for setting up pilot program parameters
- Describe possible supports and services key to student success
- Estimate the cost of last dollar scholarship
- Obtain institutional buy-in
- Establish program evaluation parameters and process

In hindsight, should have recommended policy audits of current policies to assess alignment with adult learners needs.

Program parameters (i.e., how to pilot)

- Student type
 - Income caps (e.g., up to \$75,000)
 - Prior credit requirements (e.g., 50% of degree requirements)
 - Age limits
 - Stop outs
- Degree type (two-year, four-year, certificates)
- Pilot institutions or statewide

Continuum of support for adult student success



OUTREACH, MARKETING, AND ENROLLMENT

- Data challenges
- Targeting messaging
- Focus groups
- Debt forgiveness



SUPPORTS FOR ADULT STUDENT SUCCESS

- Mentoring
- Credit for prior learning
- Degree maps
- Structured scheduling
- Alternative instructional delivery



RETENTION AND COMPLETION

- Continued mentoring
- Emergency aid funding
- On-campus childcare or childcare vouchers
- Extended hours for support services



Supports and services that resonate with pilot states

- Targeted outreach and messaging
- More intensive coaching over mentoring
- Micro grants/debt forgiveness
- Emergency aid programs
- Financial literacy programming
- Maximize benefits from all public resources
- Connections to workforce and economic needs

Takeaways and lessons learned

- Program implementation is slow going
 - Coalition building and nurturing
 - Connect to statewide attainment effort (Maine)
 - Connect to workforce and economic needs (Oklahoma)
- Lack of data on adult learners
 - Outdated contact information and lack of nuanced data about potential adult students
 - Rely on student-level financial aid data (Washington)
 - Collect detailed data through application process (Tennessee*)
 - Set up program evaluation protocols (Minnesota)

**Not a grantee state*

Takeaways and lessons learned (continued)

- Returning students may face barriers due to past attempts at higher education
 - SAP cannot be reset
 - States and institutions are looking for creative ways to address challenges
 - Policy audit and reform (Indiana)
 - Institutional holds and debt
 - Micro grant program (Washington)
 - Warrior Way Back program (Wayne State Univ.*)

**Not a grantee institution*

Takeaways and lessons learned (continued)

- Adult learners need intensive coaching
 - Length of time since last educational experience
 - Fear of failure (or failing again)
 - Setting up Navigators to work with students throughout program (ME, MN, OK, WA)
- Fear of over-promising/concerns about cost of last dollar scholarship
 - Impending economic downturn
 - Unknown financial status of potential students
 - Lack of strong state financial aid program
 - Strong coalition building and connecting to business community encourages multiple partners to help fund (Oklahoma)

Next up...

- ***Continuum of Support for Adult Students***
- ***Indiana's Alignment with Postsecondary Attainment and Workforce Goals***



OUTREACH, MARKETING, AND
ENROLLMENT



Indiana's Adult Engagement Campaigns

Sean Tierney
Indiana Commission for Higher Education
STierney@che.IN.gov

Overview

- **Indiana's Goal:** that 60% of Hoosiers hold a quality degree or credential beyond high school by 2025
- Indiana ranks 42nd in the nation with an attainment rate of **41.9%**
- Indiana needs over **600K** new degrees with only **550K** students graduating high school by 2025

A promotional banner with a blue background and a yellow arrow pointing up and right. The text 'Free Training. Better Jobs. Stronger Indiana.' is written in white.

**Free Training. Better Jobs.
Stronger Indiana.**

Overview

- Indiana ranks **5th in the nation** in need-based aid
- Financial aid generally designed for **traditional-aged students**
- Reforms have helped traditional-aged students
 - But made it all the more important that we improve adult-focused aid

A blue-tinted banner at the bottom of the slide. On the left, it contains the text 'Free Training. Better Jobs. Stronger Indiana.' in white. On the right, there is a large yellow arrow pointing upwards and to the right, and a small inset photo of a woman in a blue uniform holding a clipboard.

Free Training. Better Jobs.
Stronger Indiana.

Laying the Groundwork

Knowing Our Audience

Why they don't go back.

- No Time, Family Commitments (70% have children)
- No Money, No Savings, Debt
- Impacted by Last Attempt

Why they want to go back.

- Opportunities for Advancement, Greater Income
- *Sense of Accomplishment*

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**Free Training. Better Jobs.
Stronger Indiana.**

Direct Outreach

Direct Outreach

- Outreach focused on individuals who:
 - Attended college within the last 10 years
 - Earned 25% or more of the credits needed to graduate
 - Had not earned any degree
- With 150k from the Lilly Endowment, the Commission sent:
 - **125,000** postcards with individualized URLs
 - **300,000** emails
 - **32,000+** outbound calls

A blue-tinted background image showing a factory or industrial setting with workers. A large yellow arrow points from the bottom right towards the center. In the bottom right corner, there is a small inset photo of a woman in a blue uniform holding a clipboard.

**Free Training. Better Jobs.
Stronger Indiana.**

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



Scan with
your smart phone

Explore special programs and incentives for returning students.

FLEXIBLE

Online, Evening &
Weekend Classes

\$1,000

State Grants*
First Come, First Serve

CREDIT

For Work/Military
Experience*

*For eligible students

**LEARN
MORE**
INDIANA

You Can. Go Back.

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VISIT

www.YouCanGoBack.com/2016

or call **(844) GO-BACK-2**

(844) 462-2252

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



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your smart phone

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

**LARGE
INCOME
BUMP**
+\$20k

College Grads vs
High School Grads

**LESS CHANCE
OF BEING
UNEMPLOYED**
3x

Bachelor's vs
High School Degree

**MORE
CAREER
OPTIONS**
60%

Jobs Requiring Education
Beyond High School by 2018

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

An Initiative of the Indiana Commission for Higher Education



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

FLEXIBLE

ONLINE, EVENING
& WEEKEND CLASSES



\$1,000

STATE GRANTS*
First Come, First Serve



FORGIVENESS

FOR
DEBT/GRADES*



Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.

**GET
STARTED**

Explore available programs and
access your incentives.

Or call **(844) GO-BACK-2**
(844) 462-2252

www.YouCanGoBack.org/Lavonne.Smith

* For eligible students



You Can. Go Back.

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Next Level Jobs

Workforce Ready Grant (WRG)

The 2017 General Assembly created the Workforce Ready Grant program to provide free training for working-age Hoosiers in the state's highest demand jobs and sectors:

- **Advanced Manufacturing**
- **Building & Construction**
- **Health & Life Sciences**
- **Information Technology & Business Services**
- **Transportation & Logistics**

A collage of images showing workers in various industries, including manufacturing, construction, and healthcare, overlaid with a blue tint. A large yellow arrow points from the bottom right towards the center of the collage.

**Free Training. Better Jobs.
Stronger Indiana.**

WRG Requirements

- Be an Indiana resident and an eligible U.S. citizen
- Have a high school diploma or equivalency diploma/GED but less than a college degree
- Enroll in a qualifying certificate program at Ivy Tech Community College or Vincennes University
- Enroll at least as a half-time student

A blue-tinted banner at the bottom of the slide. On the left, there is a photograph of a factory floor with workers. A large, thick yellow arrow points from the bottom left towards the top right. On the right side of the banner, there is a photograph of a woman in a blue uniform holding a clipboard.

**Free Training. Better Jobs.
Stronger Indiana.**

"My life has changed by getting the training I needed for a better paying job... The sky is the limit."

- Sheldon Spence, CNC Machinist



PREPARING HOOSIERS FOR NEXT LEVEL JOBS

Next Level Jobs provides Hoosiers with [free state-wide training](#) in high-paying, in-demand industries. Next Level Jobs also provides Indiana employers with reimbursements up to \$50,000 to train their employees in these [high-growth fields](#).

SEE HOW IT WORKS FOR YOU

[Next Level Job Seekers](#)

[Indiana Employers](#)



FREE JOB TRAINING

Take the next step on the path to an in-demand job in a high-growth field. Take advantage of [free state-wide training](#) available to eligible Hoosiers through the Workforce Ready Grant.

3 STEPS TO GET STARTED

ABOUT YOU

This program has been developed by the State of Indiana to help working-age Hoosiers find a path to a better job through education and training beyond high school.

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1 DO YOU LIVE IN INDIANA?



Yes No

2 WHAT COUNTY DO YOU LIVE IN?



--Please Select-- ▼

3 HIGHEST EDUCATION LEVEL COMPLETED?



- I do not have a high school diploma.
- I have a high school diploma or equivalent.
- I have a certificate or industry certification.
- I have college credits but no degree.
- I have an associate degree.
- I have a bachelor's degree or higher.

YOUR CAREER PATH

4

WHAT CAREER PATH ARE YOU INTERESTED IN?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Advanced Manufacturing

ANNUAL JOB OPENINGS
14,900 Statewide • 2,000 Regional



IT & Business Services

ANNUAL JOB OPENINGS
11,400 Statewide • 4,500 Regional



Building & Construction

ANNUAL JOB OPENINGS
3,800 Statewide • 1,200 Regional



Health & Life Sciences

ANNUAL JOB OPENINGS
12,200 Statewide • 3,900 Regional



Transportation & Logistics

ANNUAL JOB OPENINGS
3,600 Statewide • 1,800 Regional

None of the above

Annual job demand data provided by the Indiana Department of Workforce Development.

PROGRESS



Back

Next

ABOUT YOU

CONTACT INFORMATION



COMPLETE OR CORRECT THE INFORMATION BELOW AND CLICK NEXT.

You will be instantly matched with education or training providers that meet your specifications and emailed next steps for each provider you select.

First Name *

Last Name *

Address *

Address Line 2

City * IN - India * Zip Code *


(Area Code) Telephone *

E-mail *

- YES, please share my information with **employers** in my area looking for employees in my field.
- YES, please share my information with **community partners and local organizations** that can help me reach my goals.



These are the training providers that meet your needs.

 Select from the training providers below to get additional information on qualifying programs. Then, click NEXT to continue.


LOCATIONS AVAILABLE STATEWIDE


JASPER, INDIANA


VINCENNES, INDIANA

Next 



NextLevel Jobs

INDIANA

NextLevelJobs.org

Suggested Further Reading

- *Who is Today's Student?* Lumina Foundation, 2018
- *Adult Students: The Population Colleges Can't Afford to Ignore*, The Chronicle of Higher Education, 2018
- *Adult Promise Program: A Pilot Design Template for States*, SHEEO, 2016
- *The Power of a Promise: Implications and Importance of Adult Promise Programs*, SHEEO, 2018 (Just released!)

Q & A (10 MINS)

Check out SHEEO's Adult Promise Design template to better serve adult students in your Promise program!

Thank you for joining! For questions, please contact:

promise@mdrc.org