A BETTER DEAL FOR RETURNING ADULTS

Sarah Ancel  @Sarah_Ancel
Senior Vice President for the Alliance
Complete College America
To meet the goal of 60 percent postsecondary attainment, the following students are needed:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional aged</td>
<td>4.8 million</td>
</tr>
<tr>
<td>Previously attended college but did not graduate</td>
<td>6.1 million</td>
</tr>
<tr>
<td>Never attended college</td>
<td>5.5 million</td>
</tr>
</tbody>
</table>

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.

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
Who is in the "15 to Finish Asterisk"?
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11.6 million adult students needed to meet goals
Who is in the “15 to Finish Asterisk”? 

TODAY’S STUDENTS
How do we serve adult students?
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).
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

<table>
<thead>
<tr>
<th></th>
<th>One extra year, public</th>
<th>One extra year, private</th>
<th>Two extra years, public</th>
<th>Two extra years, private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and Loans</td>
<td>$18,598</td>
<td>$26,815</td>
<td>$37,456</td>
<td>$53,760</td>
</tr>
<tr>
<td>Opportunity Costs</td>
<td>$128,429</td>
<td>$128,429</td>
<td>$245,253</td>
<td>$245,253</td>
</tr>
<tr>
<td>Total Cost for Delayed Graduation</td>
<td>$147,026</td>
<td>$155,244</td>
<td>$282,691</td>
<td>$298,995</td>
</tr>
</tbody>
</table>

Likelihood of Success

- Quiz: What percentage of always part-time students graduates after six years?
  - 7%
  - 20%
  - 34%
  - 55%
Lower Likelihood of Success

6-Year Graduation Rates

Always Part-Time: 20.4%
Mixed Enrollment: 39.5%
Always Full-Time: 80.1%

Lower Likelihood of Success

6-Year Graduation Rates

- 20 and Younger: 68%
- >20-24: 50%
- Older than 24: 49%

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

Make Life-Altering Sacrifices to Attend Full-Time

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

Complete College America

Central Valley Higher Education Consortium

Complete College Arizona Consortium

City University of New York

DC

Houston

Commonwealth of Northern Mariana Islands

Puerto Rico

Thurgood Marshall College Fund Consortium
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%

Explore available programs and access your incentives: www.YouCanGoBack.com/AnthonySmith

Indiana colleges and universities are making it easier to finish your degree.
Indiana Results: Over 13,000 former students returned within one year
WHAT ARE YOU SELLING?
STEP 1: Build Smarter Schedules
What’s Really the Issue?

15
OR
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; 1 course
Time Commitment: 16 Week Semester; 5 courses
What’s Up With the 16-week Semester?

What’s magic about the number 16?
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

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>24.8%</td>
</tr>
<tr>
<td>Accelerated In-Person</td>
<td>75.2%</td>
</tr>
<tr>
<td>Accelerated Online</td>
<td>77.1%</td>
</tr>
</tbody>
</table>
STEP 2: Honor What Students Already Know
Prior Learning Assessment

**Exams**
- CLEP
- DSST

**Portfolios**
- Learning Counts
- Faculty-Driven

**Certifications**
- ACE
- Faculty-Driven
Correlation

[Bar chart showing the correlation between PLA credit earned and degree completion.]

- Did not earn degree or credential: 78%
  - Earned Bachelor's Degree: 15%
  - Earned Associate's Degree: 6%
  - Other: 1%

- Earned PLA credit: 44%
  - Earned Bachelor's Degree: 43%
  - Earned Associate's Degree: 13%
Causation

Completion rate boost from earning credit-granting CLEP score

Completion rate among students missing credit-granting CLEP score by one point.

Overall: 5.7 pp
Military: 8.6 pp
Hispanic: 5.0 pp
>=25 Years: 7.3 pp
Home-Schooled: 9.1 pp
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 Process

- Required for all adult students
- Designed to maximize credits earned
- Credits transcripted 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.
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 in additional revenue
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**PENN STATE**
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**IVY TECH**
- 33% increase in low-income, first-gen persistence

**FLORIDA STATE**
- Coaching program
  - generated $9.6M in additional revenue
STEP 4: Welcome Adults Back
THE CAMPAIGN

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LARGE INCOME BUMP
$20K

LESS CHANCE OF BEING UNEMPLOYED
3X

MORE CAREER OPTIONS
60%

College Grad vs High School Grad
Bachelor’s vs High School Degree
Jobs Preparing Education Beyond High School by 2018

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

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

- **TIMOTHY BERICK**
  - Vice President for Enrollment Management and Student Services, 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 MAYHICK SHOOK**
  - Senior Vice Chancellor for IT, California State University, Senior Vice President for Academic Affairs and Provost, University of Houston, Houston, Texas

- **BRUCE VANAL**
  - Senior Vice President for Implementation, Complete College America, Denver, Colorado