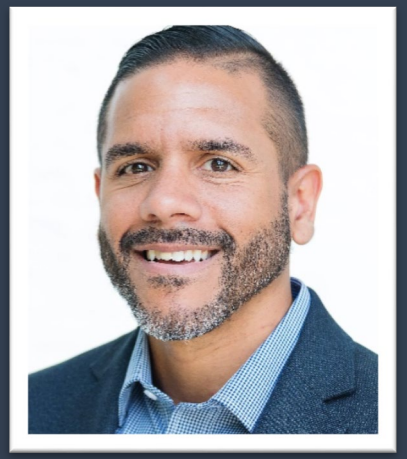
CREATING DATA-DRIVEN IMPLEMENTATIONS THAT WORK FOR ADULT COMEBACKERS

Facilitator
Hadass Sheffer



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Creating Data-Driven Implementations That Work for Adult Comebackers

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Creating Data-Driven Implementations That Work for Adult Comebackers

Data

Pathway

Process

Policy

Figure 1. Status Prior to Network Engagement

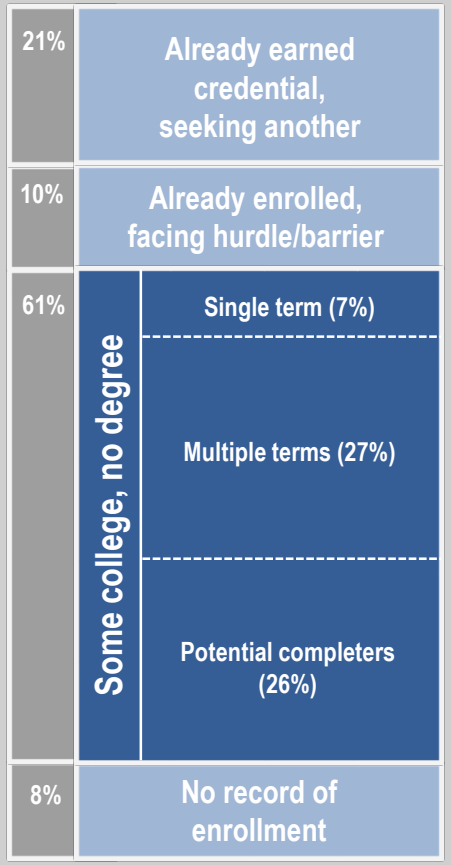
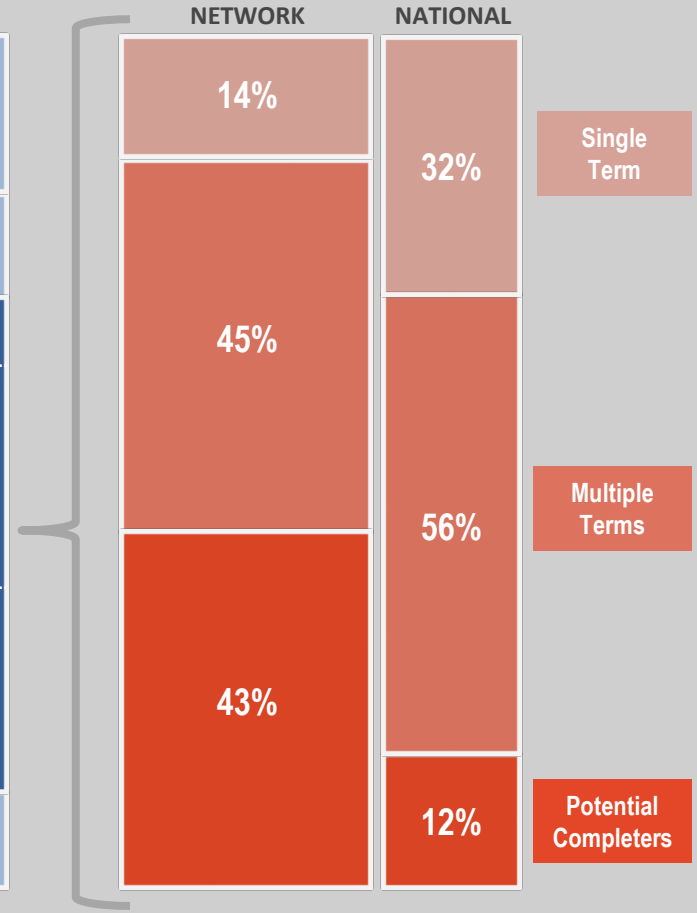


Figure 2. Breakdown of Some College, No Degree



THE GRADUATE NETWORK

Figure 3. Breakdown of Pathways to Graduation

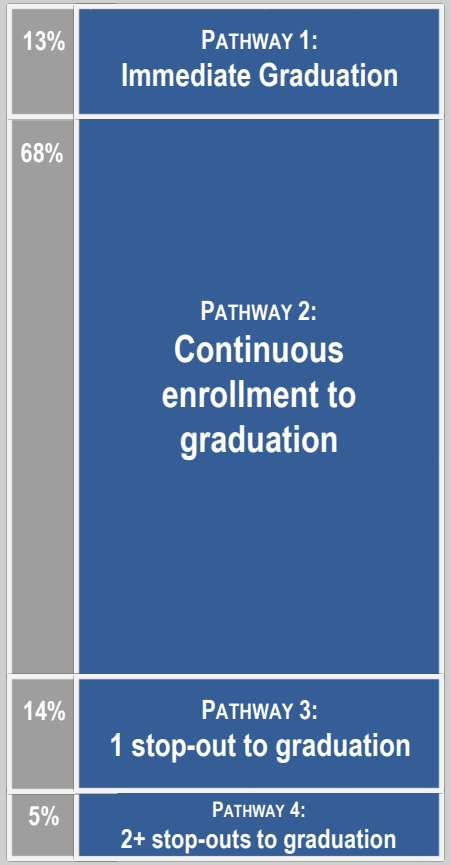
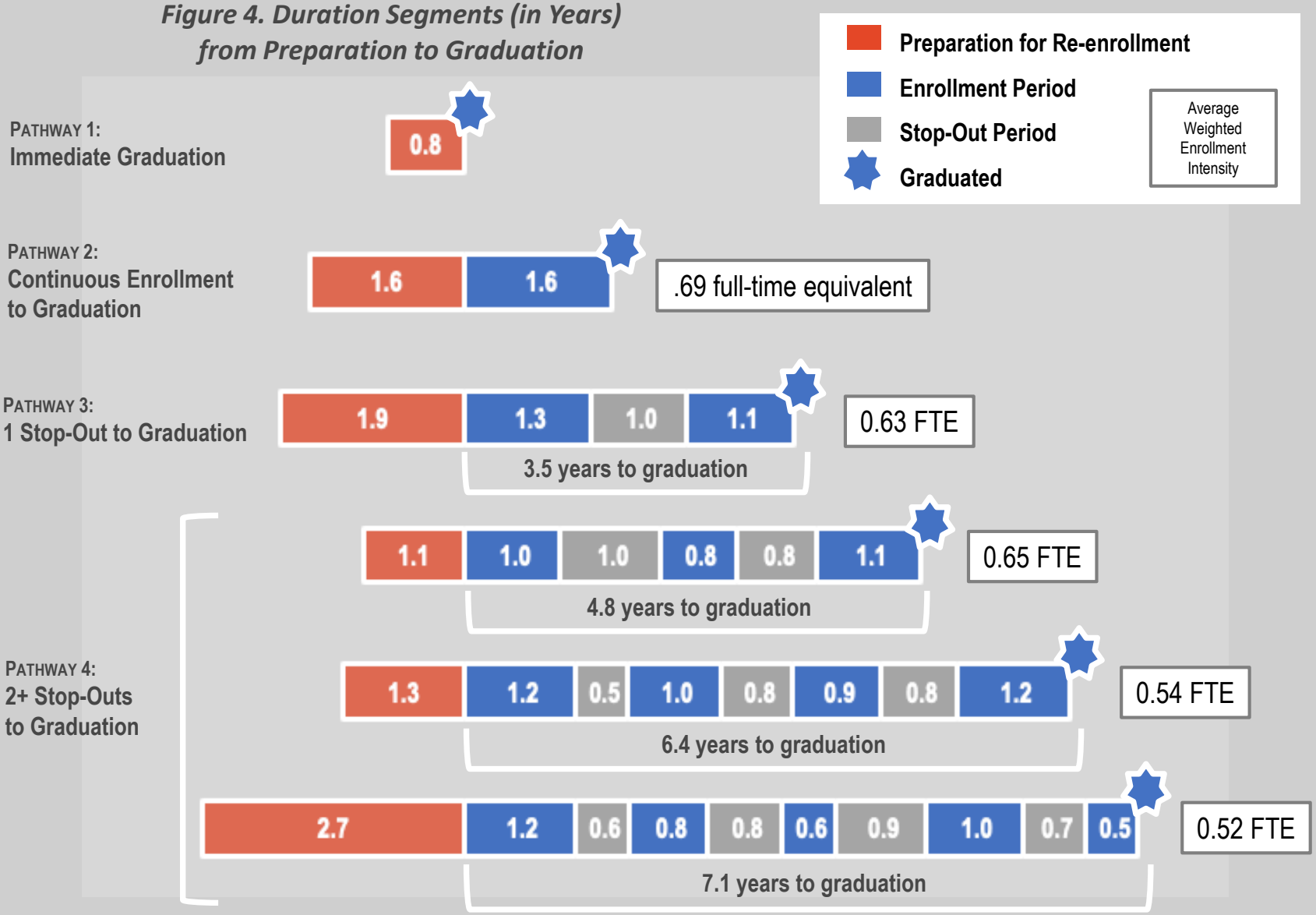


Figure 4. Duration Segments (in Years) from Preparation to Graduation



THE GRADUATE NETWORK

INQUIRY

THE GRADUATE! NETWORK PROVIDES INFORMATION TO COMEBACKERS VIA:

WEBSITE and **OUTREACH ACTIVITIES**

Comebackers register on website, receive welcome and next step emails inviting them to schedule an individual exploration session at their convenience. If no response within one week, Staff follow up by phone.

DEFAULTED LOANS?

YES or NO

NO

College advisors contact Comebackers interested in their college or in a program of study available at the college.

Comebackers interview several colleges.

Advisors and college staff follow up with Comebacker

PRE-ENROLLED

Individual exploration session with advisor: discuss goals, resources, draft education completion plan, next steps

TAX, FAFSA, TRANSCRIPTS, LOAN DOCUMENTS

ADVISORS AND PARTNERS PROVIDE

- WORKSHOPS
- ADVISING
- ACADEMIC REFRESHERS
- OTHER SERVICESAS NEEDED

INACTIVE

Inactive; receive newsletter; Future contact

NO

DOES COMEBACKER ENROLL ?

YES

ENROLLED

Staff follows up: checking and tracking progress, re-evaluating education plan, advising, workshops, case management, help solving problems, cheerleading.

Advisor coordinates case management with partners.

ALUMNI

COMEBACKER GRADUATES!

KC Degrees

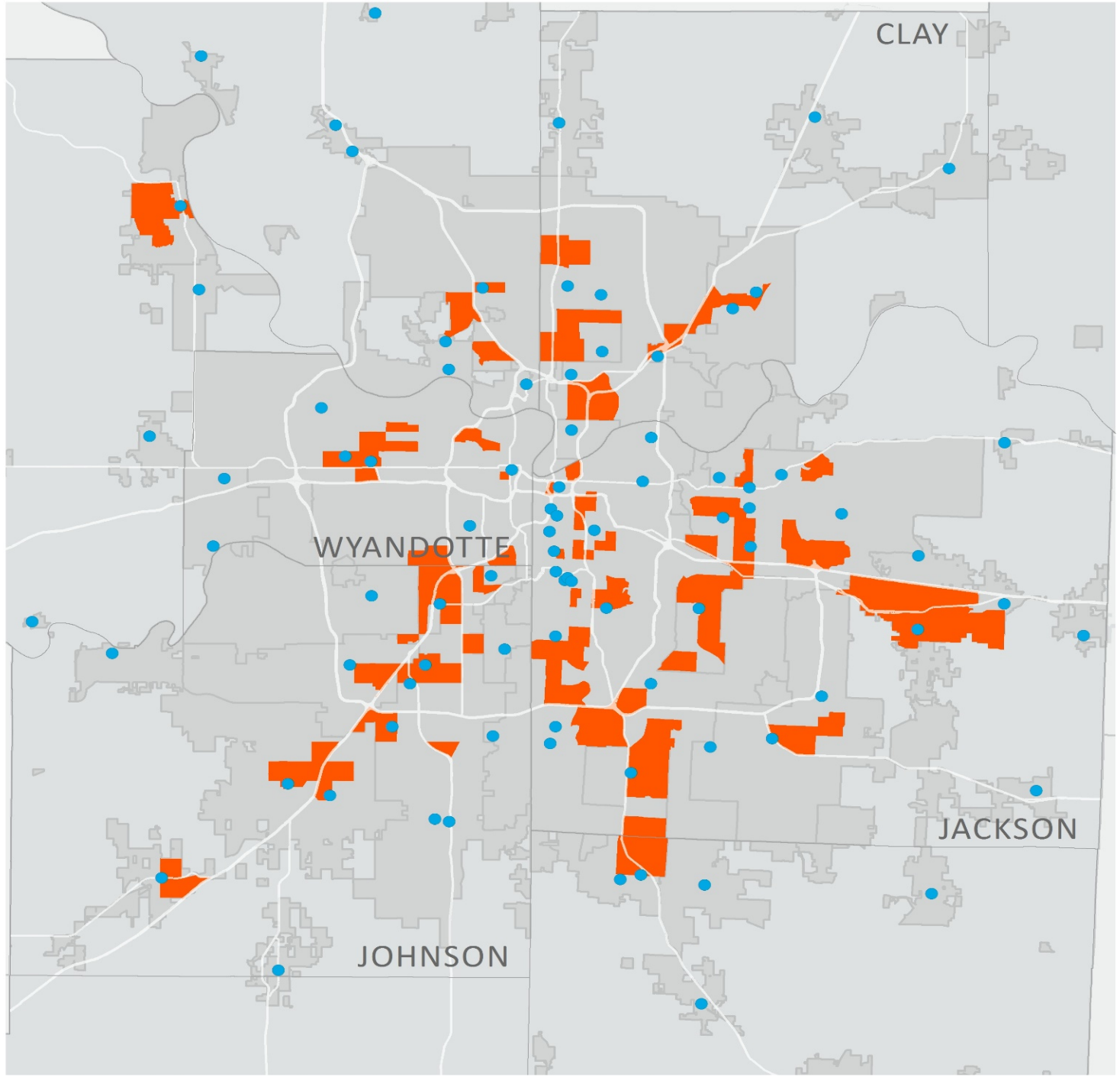
Reconnecting Adults to College

Adult Learners in the MARC 9-County Area

Number	Johnson County, Kansas	Leavenworth County, Kansas	Miami County, Kansas	Wyandotte County, Kansas	Cass County, Missouri	Clay County, Missouri	Jackson County, Missouri	Platte County, Missouri	Ray County, Missouri	MARC 9-County Area
Adults with Some College, No Degree	74,078	12,792	6,059	22,324	16,760	36,961	110,599	15,665	3,286	298,524
Adults with an Associate's Degree or Less	176,151	37,038	16,551	85,629	50,900	107,764	324,398	38,436	13,486	850,353

KC Degrees
Connecting Adults to Credentials and Careers

THE GRADUATE! NETWORK



Target Areas: Adults with Some College, No Degree

Libraries

Target Areas

Target areas are Census Tracts with:

- Median household income of $25,000-75,000

- Above-average percent of population age 25-44 with some college, no degree

- Above-average density of population age 25-44 with some college, no degree

0 1.5 3 6 9 12
Miles

MARC
MID-AMERICA REGIONAL COUNCIL
GEOGRAPHIC INFORMATION SYSTEMS

Paid and Earned Media

- Billboards (English and Spanish)
- Digital ads
- Print ads (English and Spanish)
- Commuter ads
- Social media ad purchases

Resulted in nearly 4 million impressions.

Innovative Outreach

Social Media geofencing

- A 5 mile radius around the purchased billboards
- Resulting in 91,697 additional impressions and an above average click rate

Innovative Outreach

Commuter Advertising

- Location-based ads that play whenever the commuter bus approaches one of our navigator sites (Full Employment Council or Mid-Continent Public Library)
- Time-based audio messages that play during peak travel times on all active buses
- Estimated impressions: 1,569,294

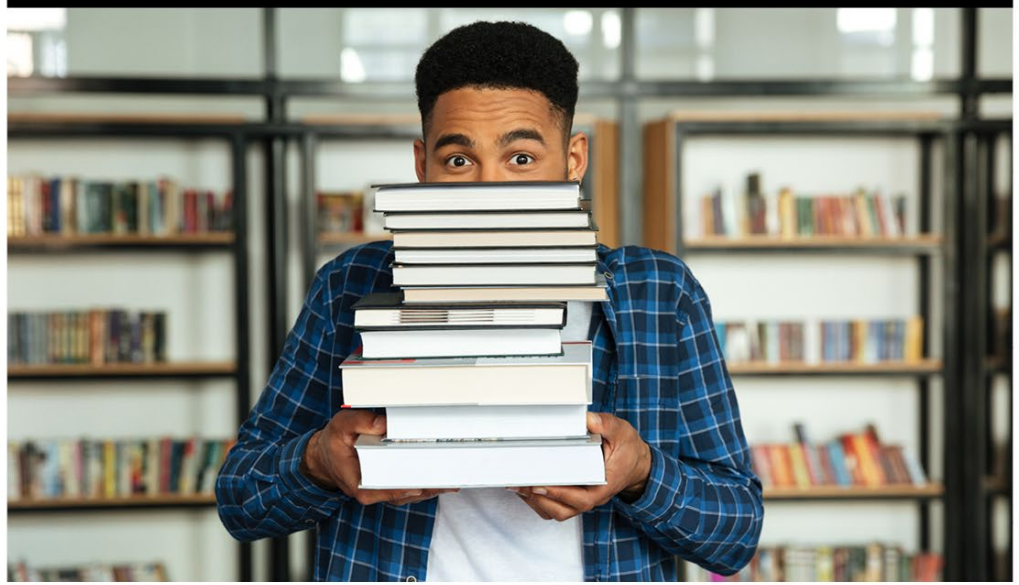
Do you have some college credit but no degree? KC Degrees' free services will help you return and finish. Get enrolled, stay the course and graduate. We offer services at Full Employment Council office near this stop. Visit KCDegrees.org to see the schedule.

Innovative Outreach

Restaurant Advertising

- Purchased in entertainment districts and restaurants with high concentrations of adults who started but didn't finish college
- Monitoring results through the intake form by asking students "how did you hear about us?"

We help with the legwork, so you can focus on the COURSEWORK



Our College Success Navigators can help you figure out where to start, and what steps to take to return to college and finish your certificate or degree. All services are free!

Complete an application at **KCDegrees.org** or text **READY** to **816-207-2877**

KC Degrees

Connecting Adults to Credentials and Careers

CRM Customer Relationship Management & ERP Enterprise Resource Planning Systems

Data Points to Consider and How Spalding University is using these metrics

Application Submitted to Application Complete

- How fast are official required documents moving into your University?
- Is your application process understood?

Application Complete to Admission Decision

- Counselor turnaround time
- Status for specific period of time without change requires personal or process deeper dive

The Three P's of Marketing to Post-Traditional Students

1. Pathway
2. Process
3. Policy

Spalding University Enrollment Management Team

- Admissions
- Financial Aid
- Registrar
- Bursar
- Marketing
- Information Technology

Are your college's processes serving adult students?

Before you answer that, how do you know?

What are you looking at to ensure good service to your adult students?

What IS "good service"?

Is "good service" something prioritized by your institution?

Are you aware of how closely aligned "good service" is with student success?