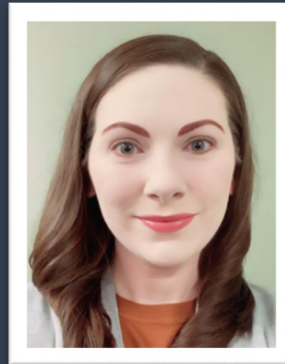


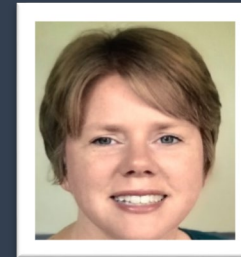
Strategic Partnerships for Community-Based Outreach



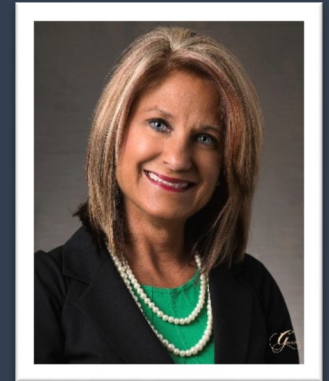
Facilitator:
Bridgett Strickler



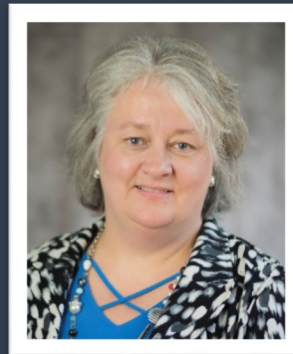
Elizabeth Teer



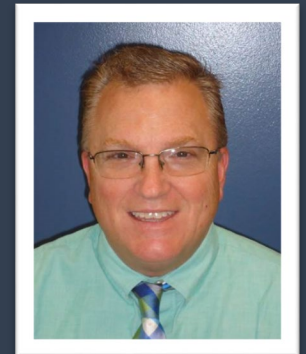
Gina Embry



Felecia Johnson



Ella Strong



Michael Shell



Session Goals:

- 1. Learn about a specific Community Based Outreach strategy: Ambassadors**
- 2. Hear how 3 KCTCS campuses have employed this strategy**
- 3. Become an Ambassador!**





Welcome Ambassadors!



This project is supported with funding from Lumina Foundation.



Ambassadors are Community Connectors!



This project is supported with funding from Lumina Foundation.



This project is supported with funding from Lumina Foundation.



Making the Case for Reaching Adults in Your Community!



This project is supported with funding from Lumina Foundation.



Poll Everywhere

TEXT

BRIEFWINDOW647

To 22333



This project is supported with funding from Lumina Foundation.

What is Kentucky's Education Attainment

Goal: _____ % of the population with degrees and certificates by the year _____.

50% x 2030 **A**

60% x 2025 **B**

60% x 2030 **C**



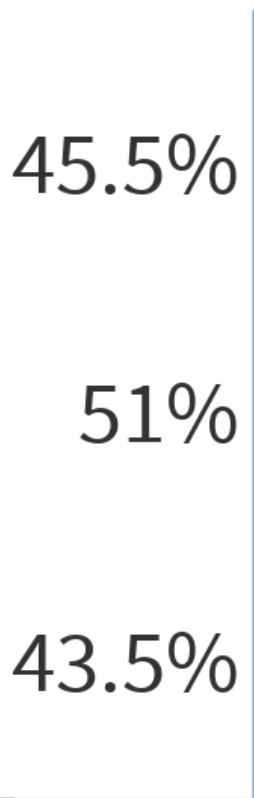
Correct Answer: C

**Kentucky's Education Attainment
Goal: 60% of the population with
degrees and certificates by 2030.**



This project is supported with funding from Lumina Foundation.

According to the most recently available data (2017), what is our current percentage of education attainment in Kentucky?





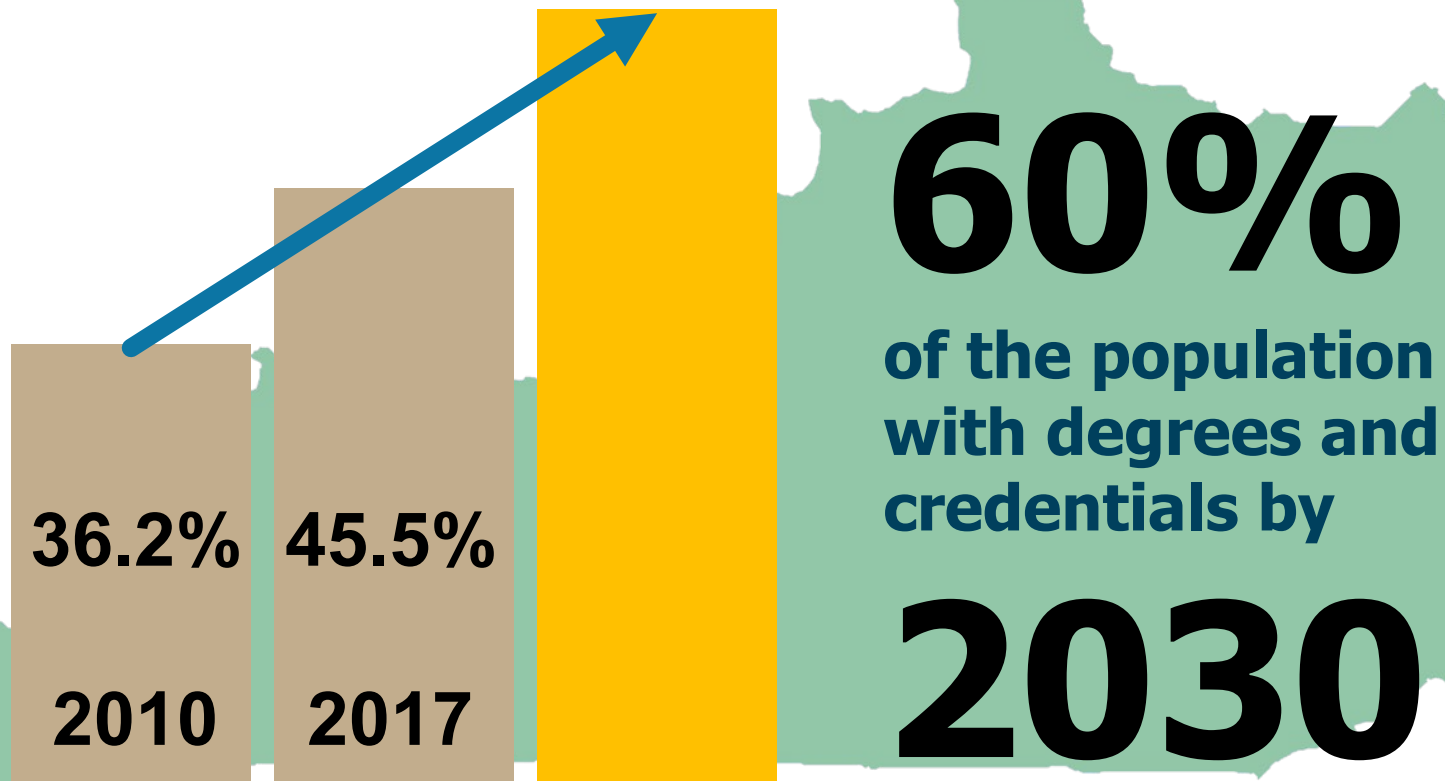
According to the most recently available data (2017), what is our current percentage of education attainment in Kentucky?

Correct Answer A: 45.5%



This project is supported with funding from Lumina Foundation.

KY's Big Attainment Goal



**2030 numbers based on estimated population of 2,275,001.*



What is the demographic cliff?



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What is the current college going rate for graduating seniors in Kentucky?

53% **A**

54% **B**

55% **C**





What is the current college going rate for graduating seniors in Kentucky?

Correct Answer A: 53%



This project is supported with funding from Lumina Foundation.



Adult enrollment at KY public institutions peaked at 89,000 in 2010-11 but has now fallen to around 60,000. We must attract more of these students if we hope to reach our attainment goal.



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Approximately how many working age Kentuckians do not have a postsecondary degree or credential?

1.1
million

1.2
million

1.5
million



***Highlights from each
campus on adult
recruitment activities***



This project is supported with funding from Lumina Foundation.



Hazard Community and College

Help balance home life and education with...
TUESDAY NIGHT LIVE

- ✓ Classes meet Tuesday evenings only
- ✓ Free Activities for school age children
- ✓ Free Dinner for yourself and/or your kids
- ✓ Free Tutoring



This project is supported with funding from Lumina Foundation.



Hazard Community and College



Forge 
your way
Forward

Earn your way back
to learn at HCTC!

FORGE YOUR WAY FORWARD is a Pilot Program (for 2019-2020) for students to earn their way back into Hazard Community and Technical College. Forge Your Way Forward relieves past student balances of former HCTC students who did not graduate. The Forge Your Way Forward Pilot Program is made possible through the Kentucky Adult Promise (KAP) Grant.



This project is supported with funding from Lumina Foundation.



EARN YOUR DEGREE IN TWO YEARS!

**Attend class one night per week...
perfect for working adults!**

“DINE & DISCOVER”

September--“My Intent” Bracelets

Provost, Dr. Scott Cook

October—Soft Skills

Director of Workforce Solutions, Mike Davenport

December—Graduate Network Site Visit!





Jefferson Community & Technical College

Adult Recruitment Activities

- Collaborate with Workforce Development
 - Recruit at major companies like hospitals and manufacturing plants, etc.
 - Employer reimbursement programs + Work Ready Kentucky Scholarship
- Partner with other colleges for transfer
 - HEI working group
- GED+
 - Students earn their GED while taking college classes at JCTC
- Ready to Work
 - Designed to assist low-income parents

Adult Learner Resources

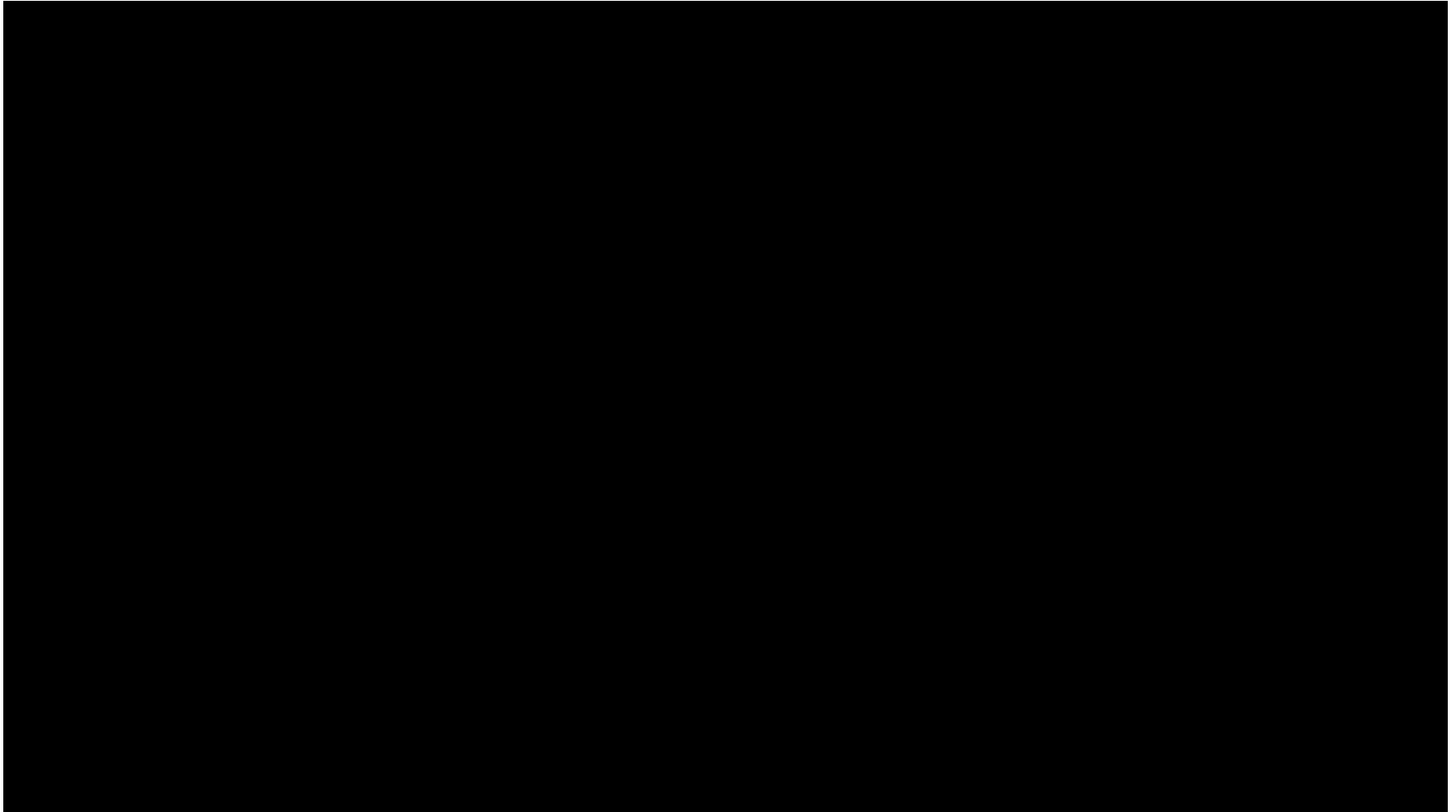
- Blackboard Student Services
 - Success Coach assigned to every student age 25 and older
- The HUB
- Multicultural Center
- ULtra Program
- Academic Advising – Transfer Center
- CREW Career Center
- Free Mental Health Counseling
 - JCTC partners with Spalding University's Center for Behavioral Health (CBH)
- Family Scholar House (outside JCTC)





Jefferson Community & Technical College

COMEBACKER SUCCESS SPOTLIGHT





Let's Start A Conversation Now!

Ambassador Outreach ideas



This project is supported with funding from Lumina Foundation.



Table Discussion...

- What are the top 5 community groups we need to reach?
- Who else should be an Ambassador?
- Other great ideas
- Report out to room





Review The Pledge:

- Start a conversation with folks I know
- Find the College on Facebook—like us, follow us, share our posts
- Ask the “Comebacker” in your life to share their story with the community college
- Keep the College informed about what’s happening with your outreach activities
- Stay in touch; we want to learn from you and share with others
- Celebrate with us on [date of celebration event], Save The Date





Thank You!



This project is supported with funding from Lumina Foundation.