



Education  
Strategy  
Group

# Kentucky's Path Forward

Improving Postsecondary Access and Success in  
a Post-Pandemic Environment

**Matt Gandal**

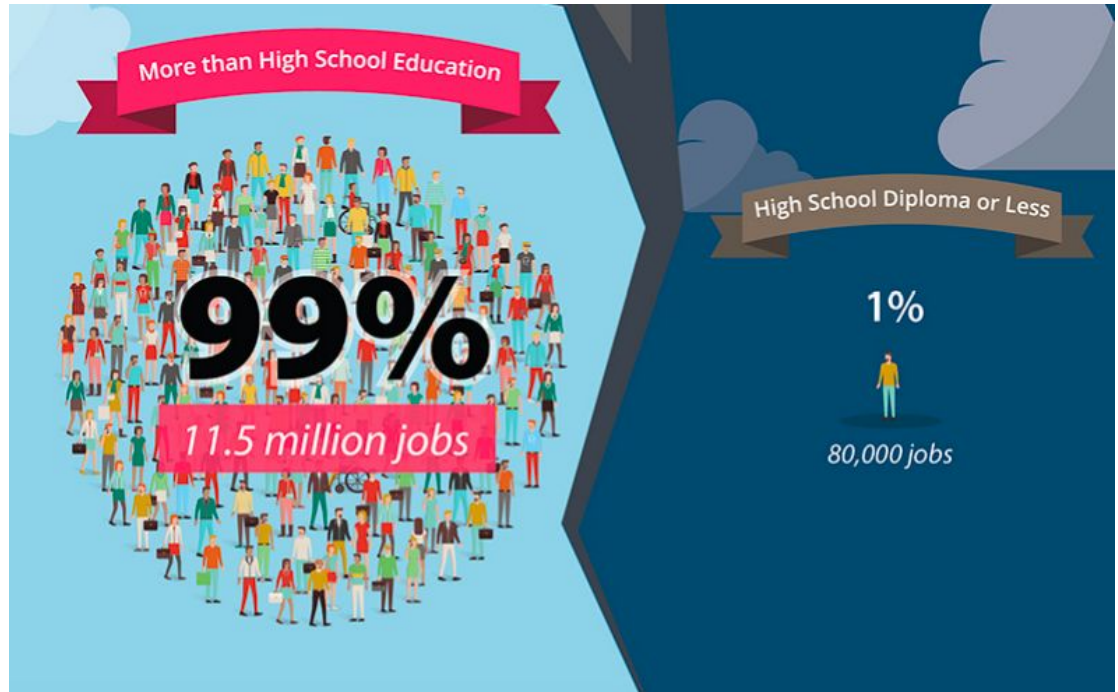
President & CEO, Education Strategy Group

March 31, 2021

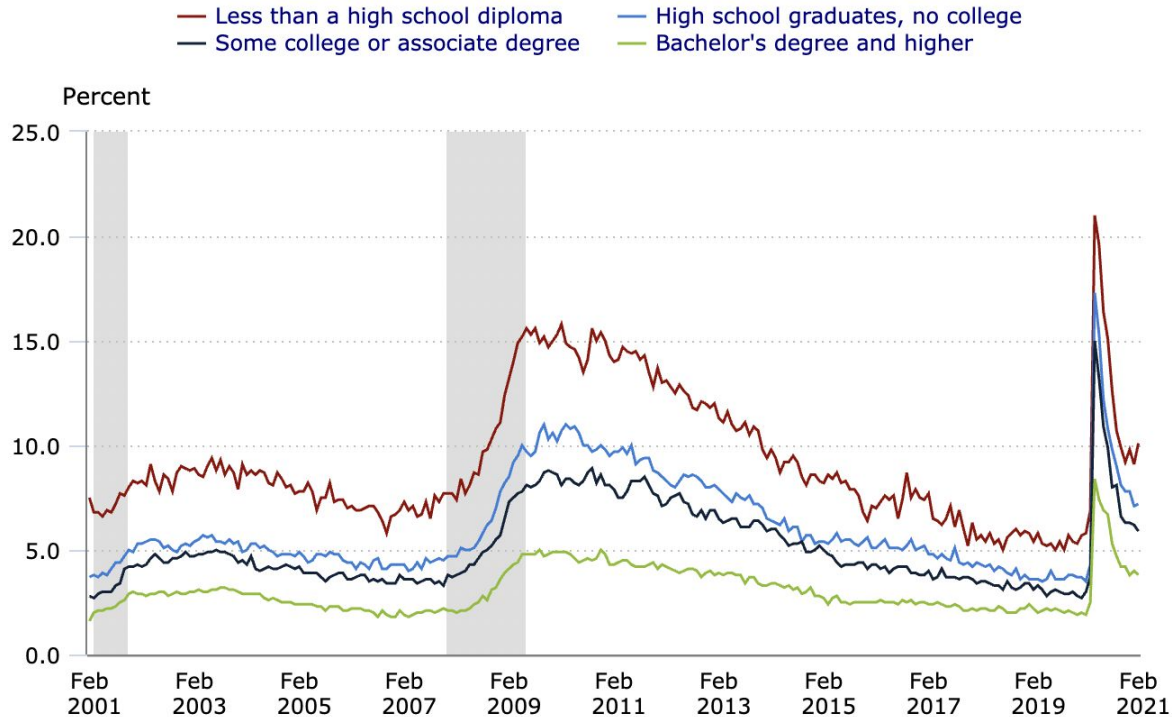
# Postsecondary credentials are increasingly important for economic success

Nearly *all* jobs created since the 2008 recession required some postsecondary education or training.

Source: Georgetown Center on Education and the Workforce, 2016

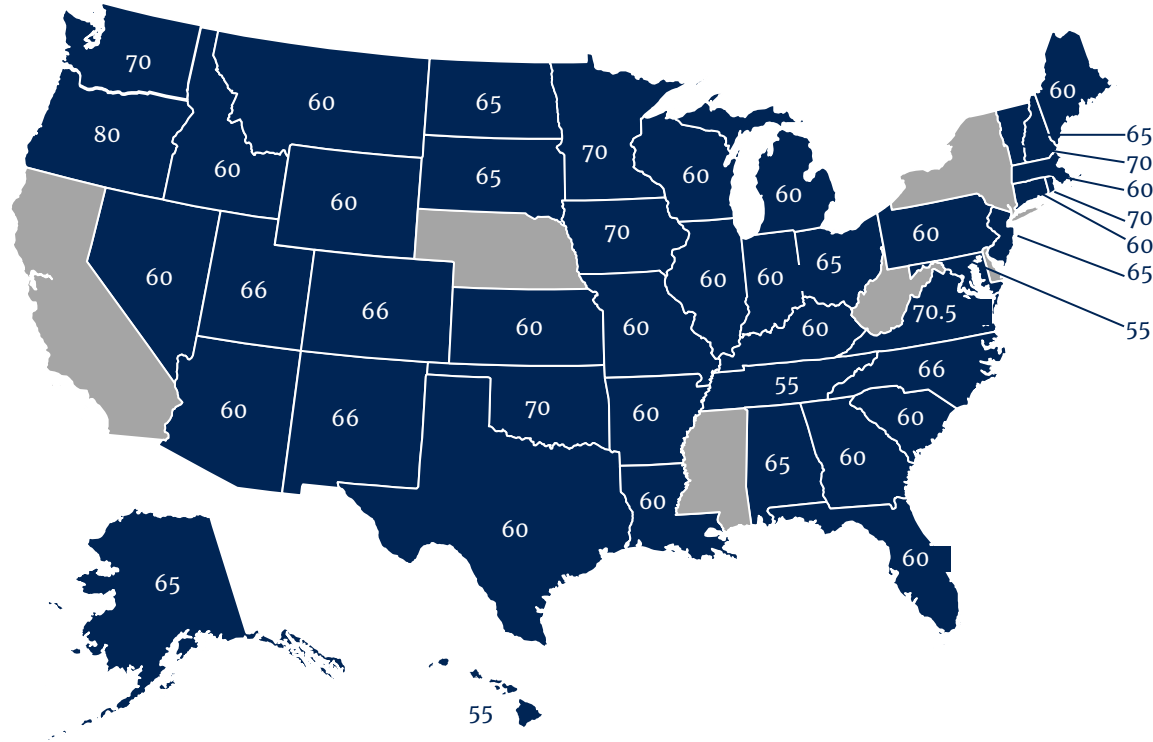


# Those with lowest educational attainment experience highest rates of unemployment

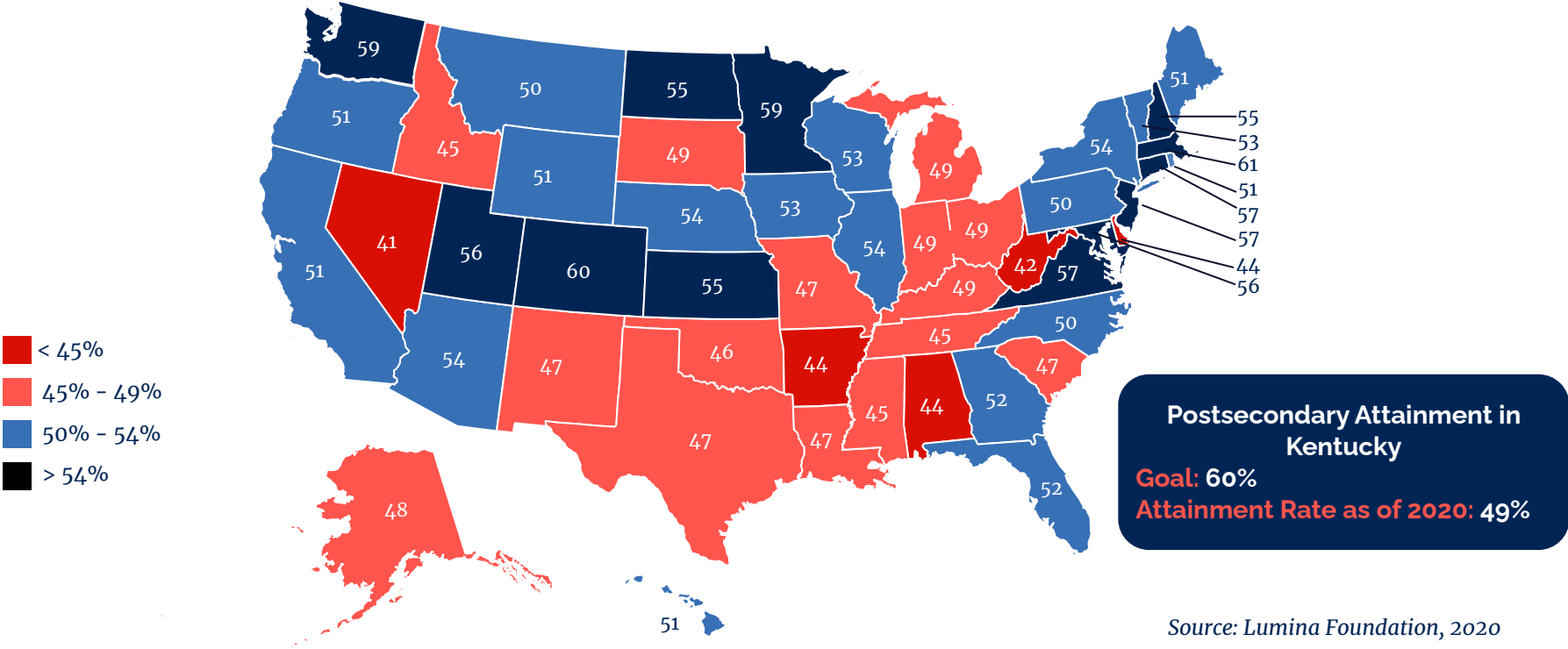


Source: Bureau of Labor Statistics, 2021

Recognizing the importance of higher education, states have set ambitious attainment goals.



# But there's more work to be done.

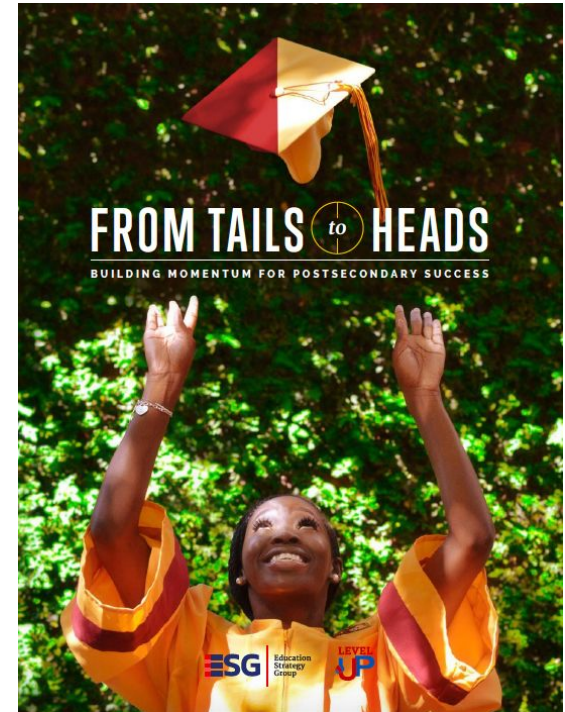


# A coin flip can change a kid's life

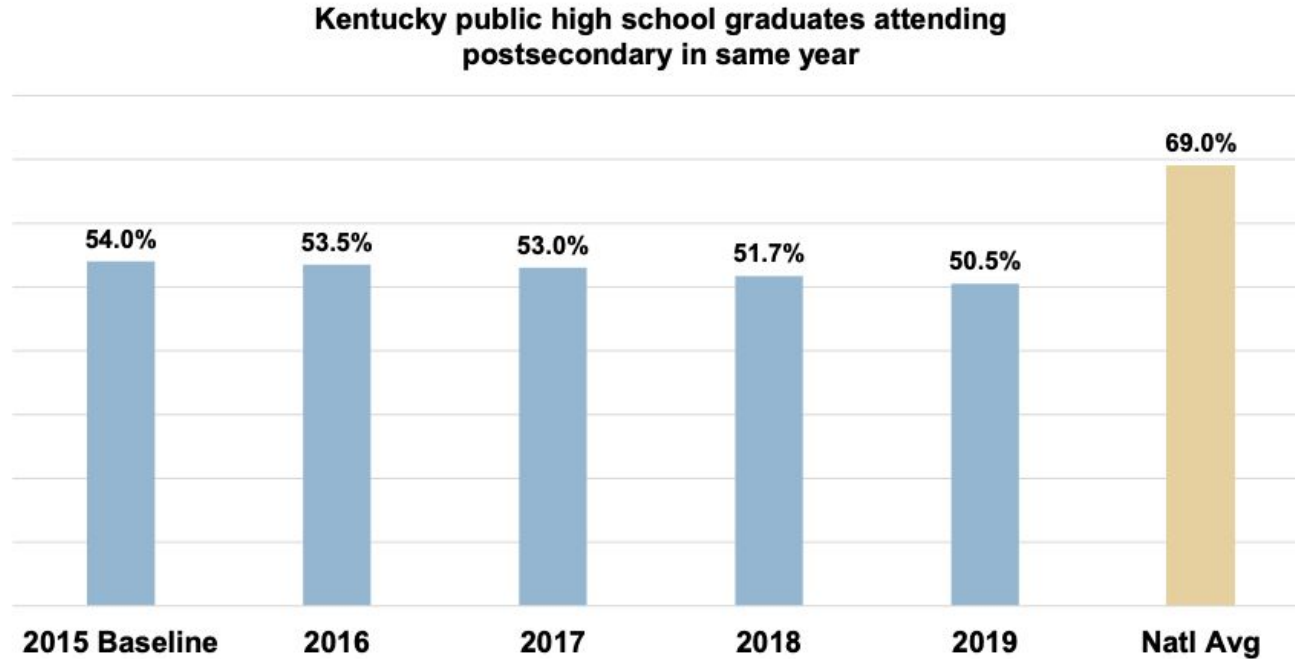
No one's chances for economic mobility should come down to a coin flip.

Yet, we estimate that there are at least **7,000 “coin flip” high schools** where if you are Black, Hispanic, or from a low-income family, your **chance of proceeding into higher education directly after high school is less than 50 percent.**

<http://edstrategy.org/resource/from-tails-to-heads/>

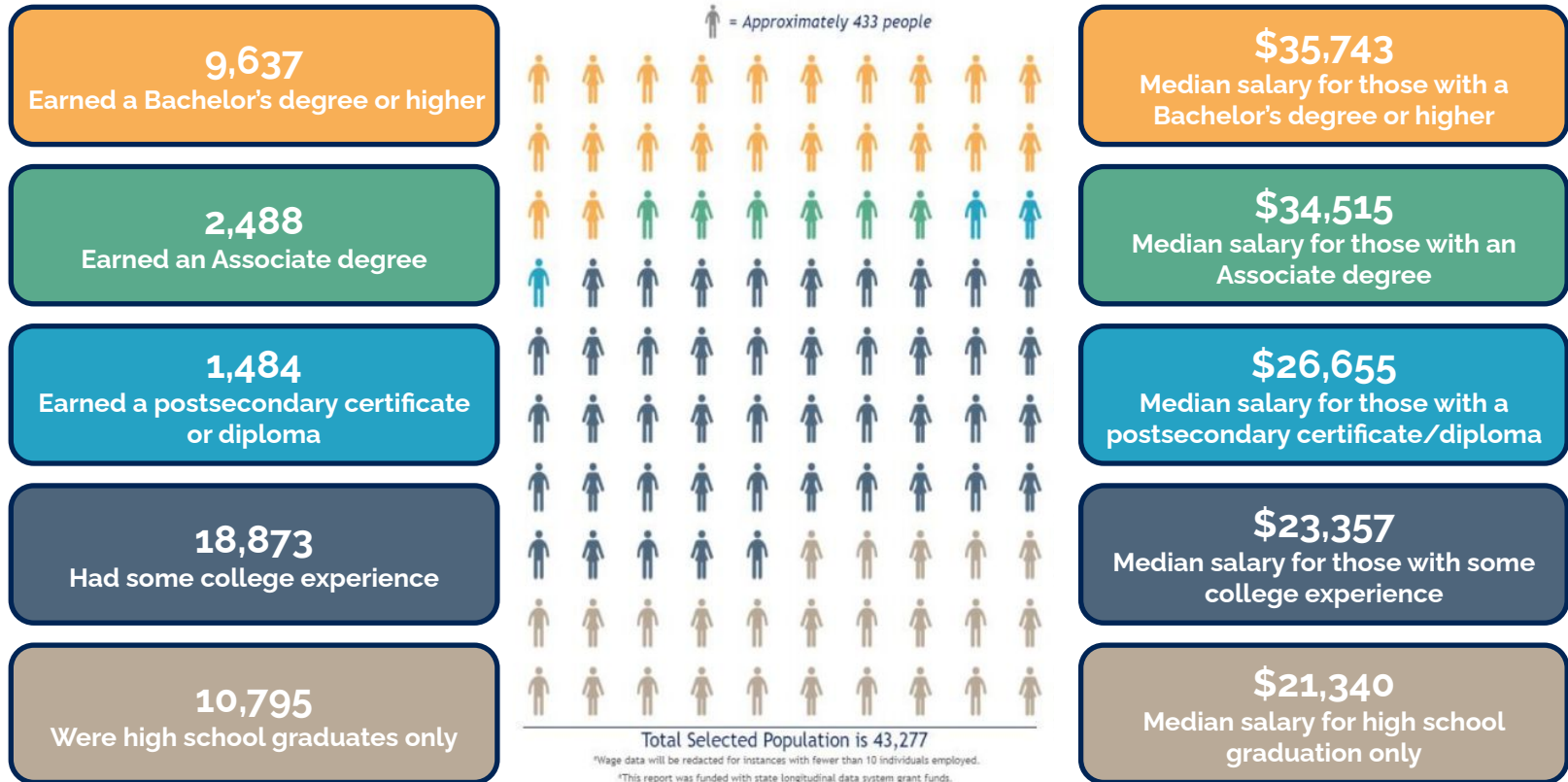


# The college-going rate in KY is declining



Source: KYSTATS High School Feedback Report, National Student Clearinghouse (NSC), National Center for Education Statistics (NCES)

# Postsecondary outcomes for the class of 2012 in KY



Source: KYSTATS 2019 Life Outcomes Report



# Nationwide impact of the pandemic on postsecondary enrollment

## Undergraduate Enrollment

7% ↓

decline in immediate undergraduate enrollment for 2020 high school graduates

Source: National Student Clearinghouse (March 2021)

## Postsecondary Plans

25%

percentage of Class of 2021 students who have changed their postsecondary plans

Source: Youth Truth Survey (January 2021)

## FAFSA Completion

9% ↓

decline in FAFSA completion rates for high school seniors compared to this time last year

Source: National College Attainment Network (March 5, 2021)

# Impact of the pandemic on postsecondary enrollment in KY

**Undergraduate Enrollment**

**7% ↓**

**decline in immediate undergraduate enrollment for 2020 high school graduates**

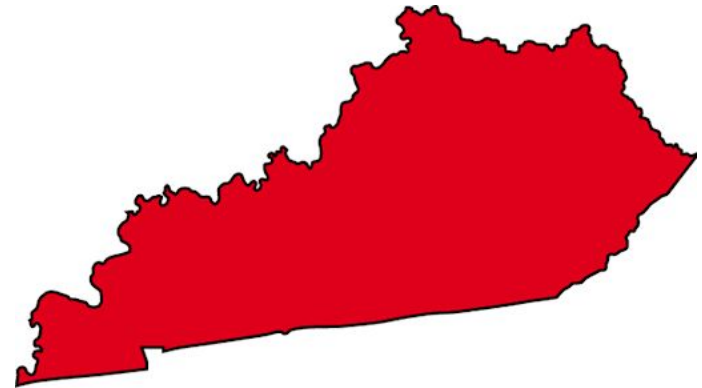
*Source: National Student Clearinghouse (March 2021)*

**FAFSA Completion**

**17% ↓**

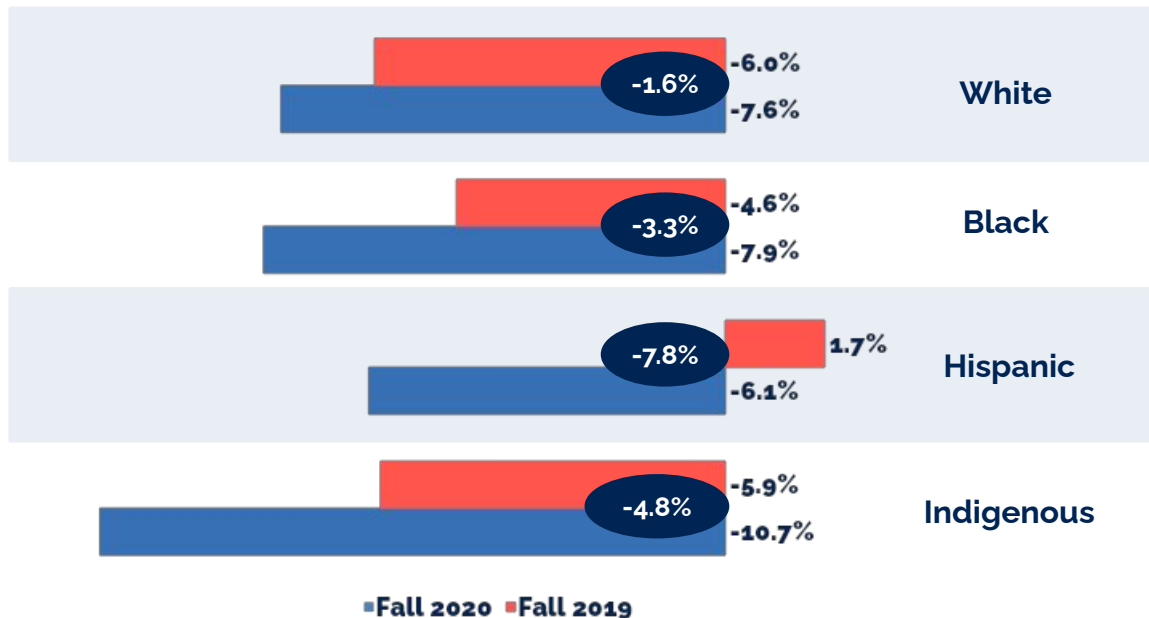
**decline in FAFSA completion rates for high school seniors compared to this time last year**

*Source: National College Attainment Network (March 5, 2021)*



# Racial equity gaps are widening

## Year-to-Year Change in Undergraduate Enrollment

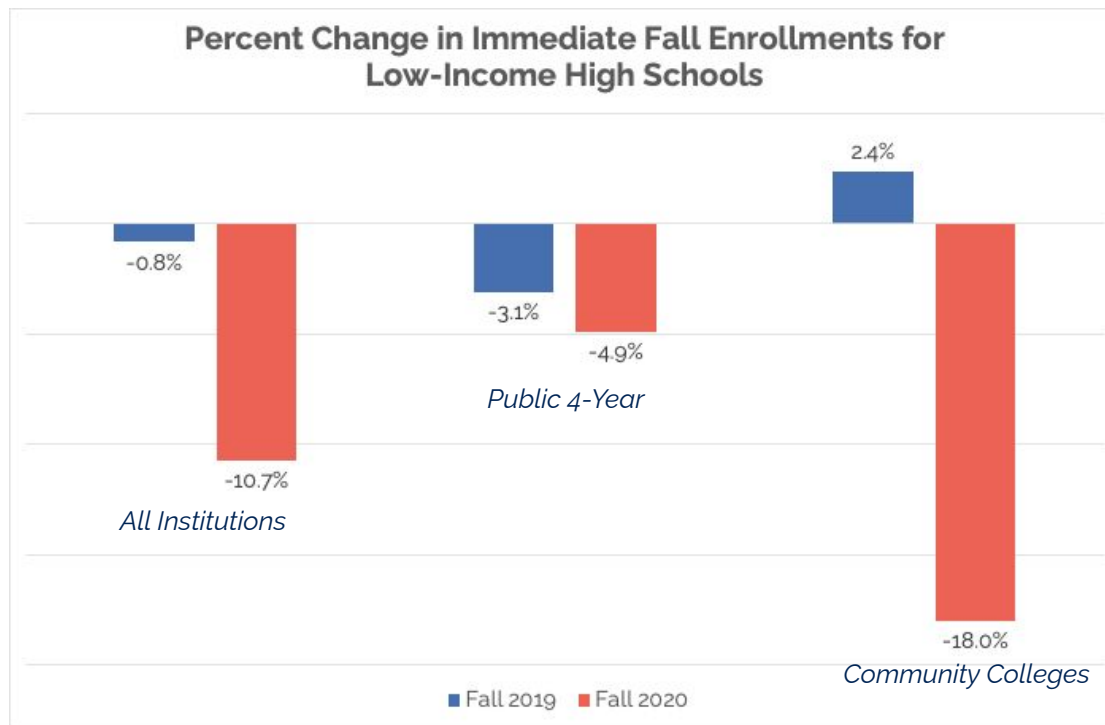


When compared to White students, the year-to-year decline in undergraduate enrollment last fall was:

- **2X** as high for **Black** students
- **3X** as high for **Indigenous** students
- **5X** as high for **Hispanic** students

Source: National Student Clearinghouse (September 2020)

# Income equity gaps are widening



Source: National Student Clearinghouse (March 2021)

# Drops in postsecondary enrollment perpetuate the skills gap

Large *drops in community college enrollment* in recent months mean that many jobs in skilled trades are *going unfilled*.

**510,394**

**Projected shortage of nurses  
by 2030**

*Source: National Library of Medicine*

**54%**

**Percentage of construction  
companies who report having  
difficulty finding qualified  
workers**

*Source: Associated General Contractors of  
America*

**48**

**Number of cybersecurity  
experts produced for every  
100 jobs**

*Source: Emsi*

# Students are facing a myriad of challenges

- Inconsistent quality of **virtual instruction**
- Lack of **access to broadband**
- **Social isolation** from peers
- **Health issues** (both physical and mental)
- **Caring for siblings** and other family members
- Balancing school with **work** (particularly if family members have lost jobs)
- **Uncertainty** about what college will look like
- Concerns about **moving away from home**
- Concerns about **affording a postsecondary education** (and whether it's worth the cost)



The new American Rescue Plan presents tremendous opportunity

**\$110 billion**

For K-12 districts

**\$12 billion**

For State Education Agencies

**\$39.5 billion**

For higher education institutions

# Requirements and opportunities in the American Rescue Plan

- At the **district level**:
  - **\$22 billion** to address learning loss
- At the **state level**:
  - **\$6 billion** to address learning loss
  - **\$1 billion** for summer enrichment
- For **higher education institutions**:
  - **\$20 billion** for financial aid





# The Building Blocks of Support

3



Addressing Academic Readiness



Increasing College Enrollment



Tackling Summer Melt

TARGETED INTERVENTIONS

2

Building Awareness of Postsecondary Options



Expanding Networks of Student Support



SYSTEMIC SUPPORTS

1



Harnessing Data to Target Supports

DATA-DRIVEN APPROACHES











## Harnessing Data to Target Supports

- ✓ Conduct an **equity audit** of Fall 2020 National Student Clearinghouse data to better understand gaps in direct enrollment by ethnicity, income, geography, etc.
- ✓ Review current high school Seniors and Juniors completion of **postsecondary preparation milestones** (e.g. FAFSA completion, college applications) and academic gaps.
- ✓ Leverage **“coin flip high schools” analysis** to identify schools that are either beating the odds or failing students of color.
- ✓ Prioritize the **most predictive measures of postsecondary success** in data collection, reporting, and accountability.

# Postsecondary Transition Momentum Metrics

Collectively, the Momentum Metrics represent the most predictive indicators of **postsecondary preparation, enrollment, and retention.**

PREPARING	 <p>9th-Grade GPA</p>	 <p>Potential for Advanced Coursework</p>	 <p>High-Quality Pathway Participation</p>
APPLYING	 <p>College Application</p>	 <p>FAFSA Completion</p>	 <p>College Match</p>
ENROLLING	 <p>Seamless Enrollment</p>	 <p>Gateway Course Completion</p>	



# Summer Bridge Programs



Students enroll in courses in Math and/or ELA to **place directly into credit-bearing coursework** upon enrolling in postsecondary without the need for remediation.



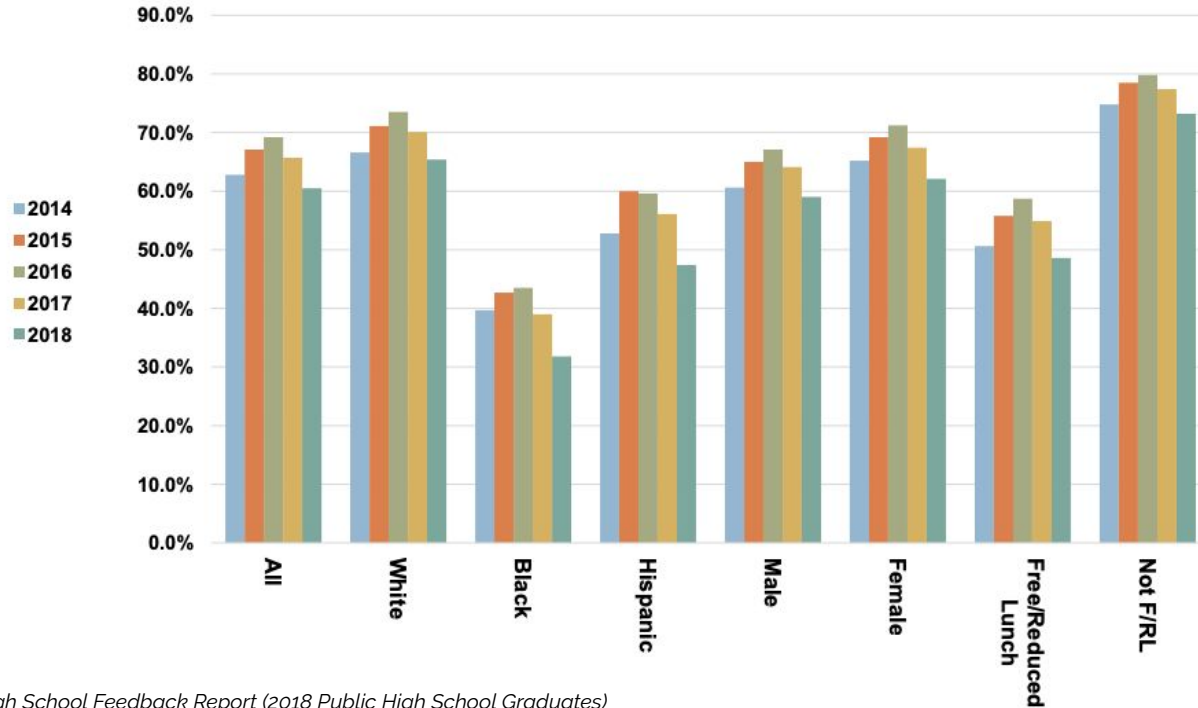
Advisors provide additional **social-emotional and navigational supports** to help students navigate the transition to postsecondary.



Can offer **financial incentives** to students, instructors, and/or advisors for meeting college-ready benchmarks and successfully enrolling in postsecondary.



# College Readiness of KY High School Graduates



Source: KYSTATS High School Feedback Report (2018 Public High School Graduates)



# Tutoring Corps



**Recruit and train a cadre of tutors** to provide academic support in Math and/or ELA to students to address learning loss.



**Staffing models** may be based on near-peers, teachers and paraprofessionals, or other community volunteers.



In addition to stimulus funding, can also leverage existing **GEAR UP, TRIO, and Americorps** tutoring programs.



# Building capacity through Americorps

- The American Rescue Plan (ARP) dedicates **\$1 billion** to expand Americorps programs.
- **Serve Kentucky** has several Americorps programs across the state that provide **tutoring, mentorship, and advising** supports to students, including:
  - ATEAM
  - Kentucky College Coaches
  - Morehead State University Corps
  - Partners for Education
  - Teach Kentucky





## Dual Credit



Offer **free dual credit courses** to high school seniors in gateway courses to build early momentum for students' postsecondary credit accrual.



Provide additional **equity grants** to low-income students to cover the costs of fees, books, food, and transportation.



Link with state or institutional **summer bridge programs** to provide additional navigational supports.

# NOVA

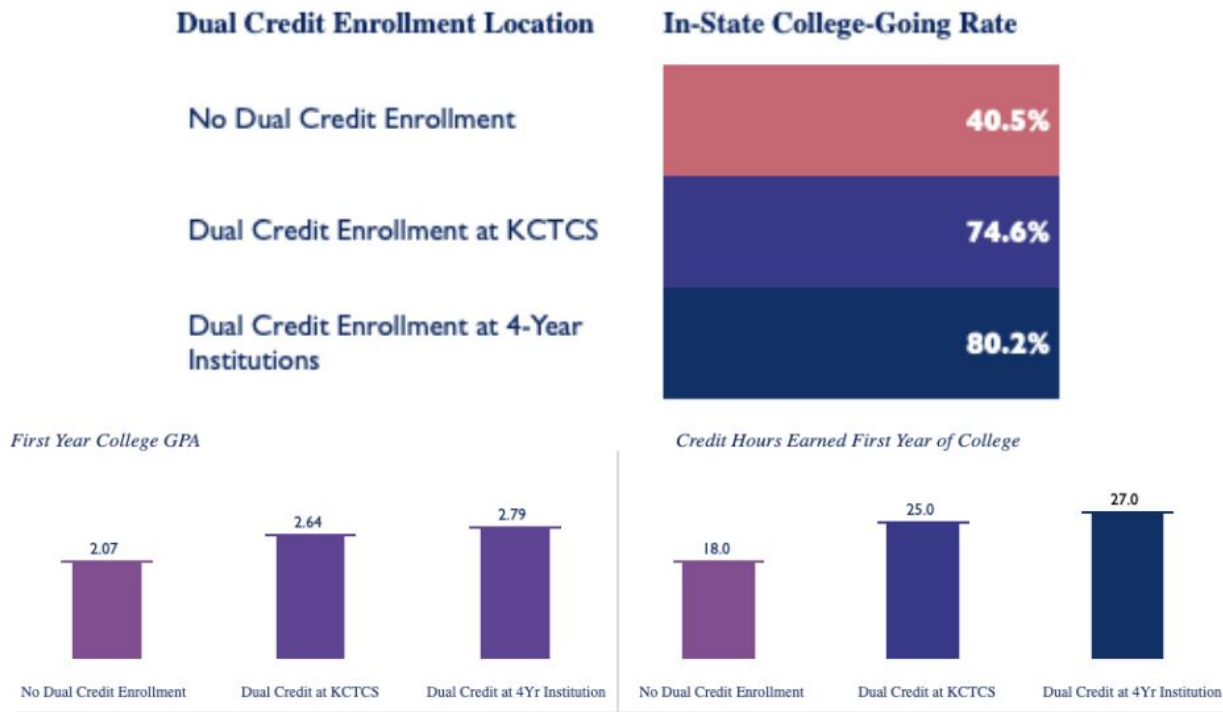
Northern Virginia  
Community College



COMMUNITY AND  
TECHNICAL COLLEGES  
*Washington State Board*



# Dual Credit Improves Postsecondary Outcomes



Source: KYSTATS Dual Credit Feedback Report (2020)



# Advising



Build a **statewide postsecondary advising corps** of either recent graduates or counseling professionals.



Establish **college and career academies** to provide professional development and certifications for high school counselors around postsecondary access and success.



Launch a statewide **FAFSA completion campaign** to target outreach and support to students and families.



This challenge is to "encourage high school principals and superintendents in Kentucky to get creative and post videos on the popular social media app - all to help educate students about the FAFSA process and urge them to apply... CPE and Gear Up will award banners to the three high school principals and one superintendent whose videos earn the most "hearts"."  
So STUDENTS get your principals involved and upload your own videos for a chance to win prizes through Talent Search

Talent Search will award the top student videos  
WINNERS ANNOUNCED MAR 31 2021

# FAFSA completion is a critical component to meeting statewide attainment goals

## Enrollment

**90 percent of students who complete the FAFSA enroll directly in college after high school, compared to just 55 percent of non-completers.**

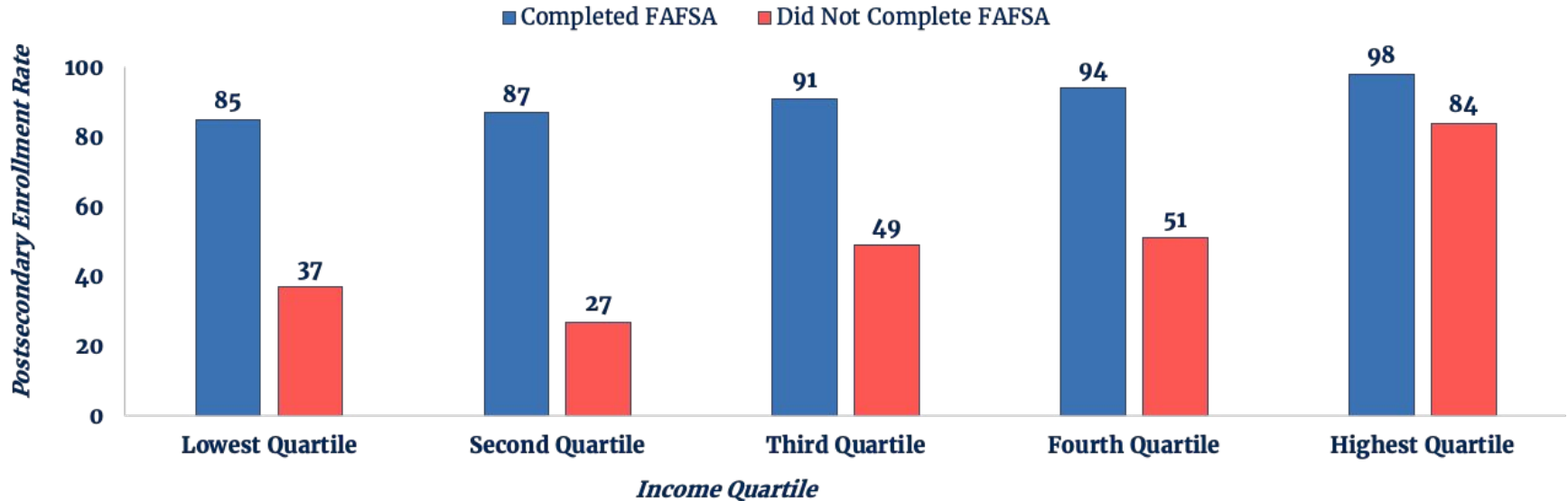
## Persistence

**For every \$1,000 in financial aid a student receives, the rate at which they persist in their coursework increases, on average, by four percentage points.**

## Attainment

# FAFSA completion is particularly important for low-income students

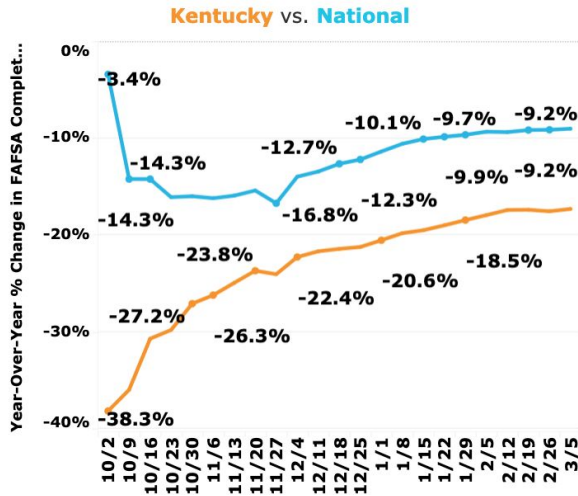
## Postsecondary Enrollment Rates by FAFSA Completion and Income Quartile



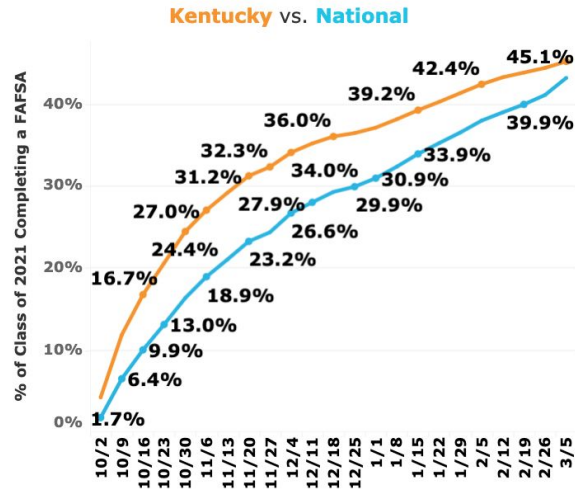
Source: High School Longitudinal Study, National Center for Education Statistics (NCES)

# FAFSA completion rates are down in KY

Year-Over-Year % Change in FAFSA Completions



Estimated Percent of Seniors Completing a FAFSA



17%

year-to-year decrease in FAFSA completion rates for high school seniors in Kentucky

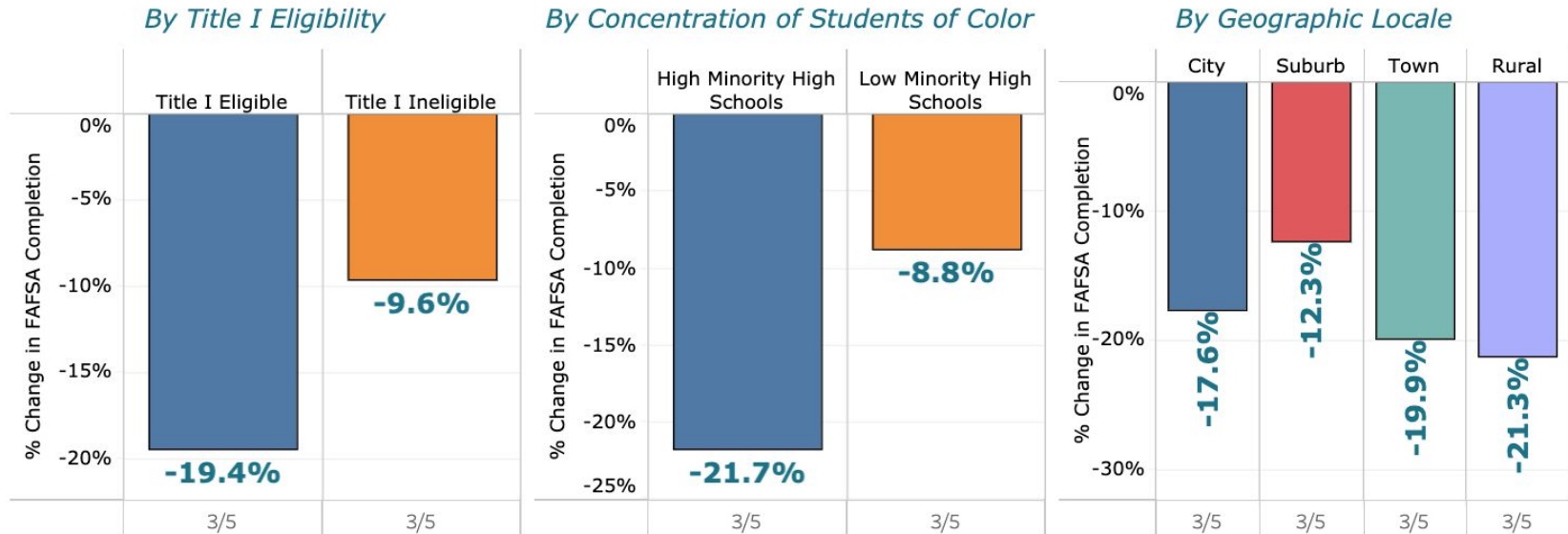
20,695

fewer high school seniors in Kentucky have completed the FAFSA compared to this time last year

Source: NCAN Form Your Future FAFSA Tracker (as of 3-5-2021)

# FAFSA completion is an equity issue

## % Change in FAFSA Completion Year-Over-Year by Selected Characteristics (Kentucky)



Source: NCAN Form Your Future FAFSA Tracker (as of 3-5-2021)



# Emergency Grants



Provide **emergency financial assistance** for incoming and current undergraduate students.



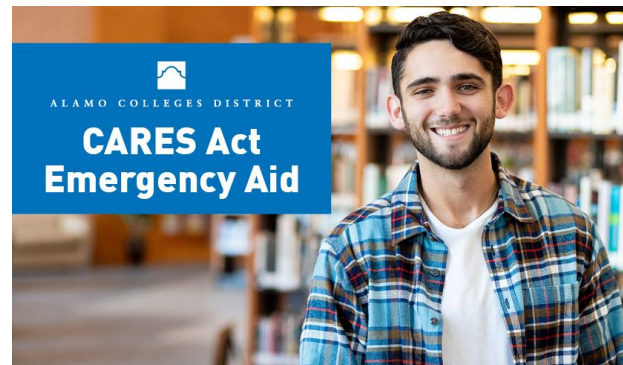
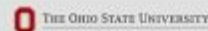
**Prioritize aid** for low-income students, students of color, and other student populations who have faced additional barriers due to the pandemic.



Leverage assistance as an opportunity to **re-engage adult learners** and encourage students with high credit hours to re-enroll.

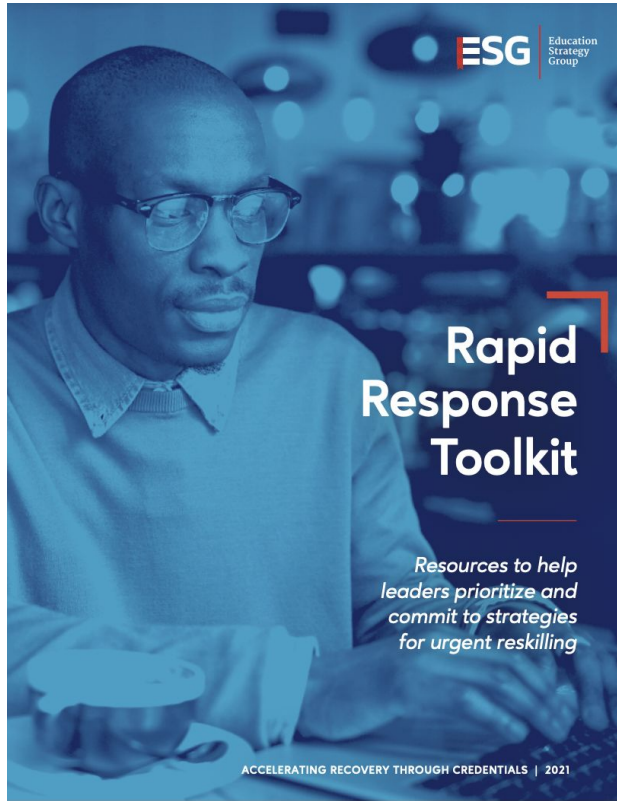
## Together As Buckeyes

The Together As Buckeyes emergency grants program is funded primarily by the CARES Act and available to all students — undergraduate, graduate and professional — through the Student Financial Aid office.





# Prioritizing adult learners



Resources for institutional and state higher education leaders to develop a *Rapid Response Action Plan* to serve the needs of displaced workers as learners, including focusing on:

- Making higher education **financially possible**
- Redesigning programs of study to **meet students where they are**
- Promoting reskilling through **outreach**
- **Onboarding** for purpose and acceleration
- Supporting students **holistically**



# Key Questions to Ask



## Owning the Handoff

- How can we create incentives (financial, accountability, etc.) for cross-sector alignment to support students' transitions?
- How are we prioritizing a robust set of high-quality pathways to a postsecondary credential with labor market value?



## Smoothing Transitions

- What is our strategy for using federal stimulus \$ to provide postsecondary advising and transition support, alongside academic recovery?



## Expanding Capacity

- How are we ensuring the federal stimulus \$ supports students and communities most impacted by the pandemic?

# The Opportunity in Kentucky



## Commonwealth Education Continuum

1

Providing more and better information on planning and paying for college

2

Improving access to dual-credit and other college preparatory programs for all students

3

Diversifying the teacher workforce by recruiting more men and people of color

# Contact Us

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