WASHINGTON STUDENT ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS

917 Lakeridge Way Southwest
Olympia, Washington 98504
360.753.7800
wsac.wa.gov

Title	2016 Strategic Action Plan Development
Staff lead	Maddy Thompson
Position	Director of Policy and Government Relations
Email	maddyt@wsac.wa.gov
Phone	360.753.7635
Synopsis	One of WSAC's key statutory charges is to conduct strategic action planning each year to increase Washington's educational attainment. In 2016, WSAC must update the Strategic Action Plan to make progress towards meeting our state's educational attainment goals. This plan is due in December 2016 to inform legislative decisions on higher education policy and the biennial budget. At this meeting, WSAC staff will present a menu of strategies that address challenges outlined in the *2015 Roadmap Update: Measuring Our Progress*: 1. Closing the opportunity gap 2. Re-engaging adults in postsecondary education 3. Improving access and affordability Following the presentation, Council members and stakeholders will participate in a facilitated discussion. The discussion objectives are to: • Gain familiarity with the strategies. • Identify anything that is missing. • Continue developing strategies that have a statewide focus and will make the greatest impact on addressing the challenges.
Guiding questions	1. How can these strategies overcome our challenges? 2. Which strategies need to be further developed? 3. Are any strategies missing? Note: At the next Council meeting: Council members will prioritize the strategies for inclusion in the strategic action plan and provide direction on policy and budget requests.
Possible council action	☒Information/Discussion ☐Approve/Adopt ☐Other
Documents and attachments	☒Brief/Report ☒PowerPoint ☐Third-party materials ☒Other

WASHINGTON STUDENT ACHIEVEMENT COUNCIL

EDUCATION · OPPORTUNITY · RESULTS

Developing the 2016 Strategic Action Plan

to advance educational attainment

June 2, 2016 Council Meeting

Maddy Thompson
Director of Policy & Government Relations

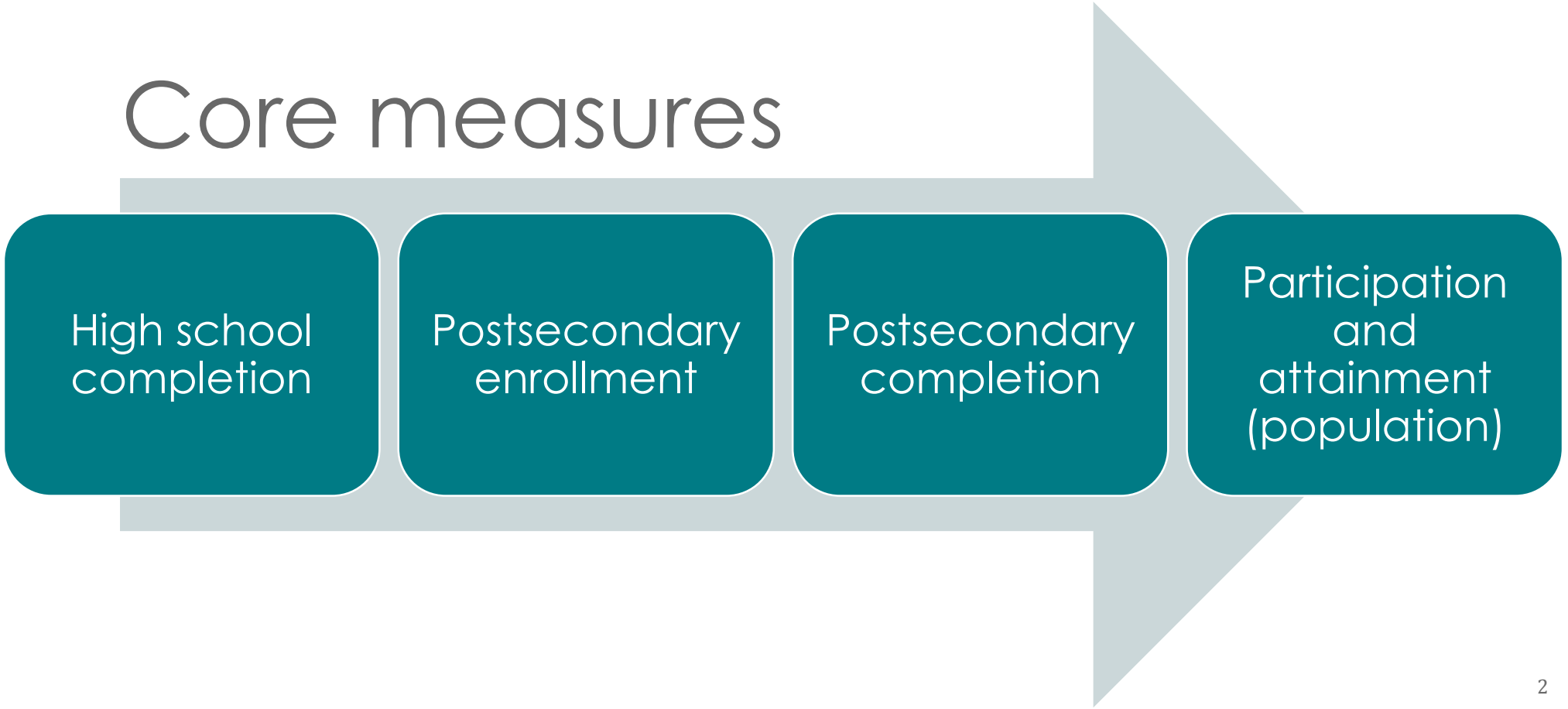
Rachelle Sharpe
Deputy Director

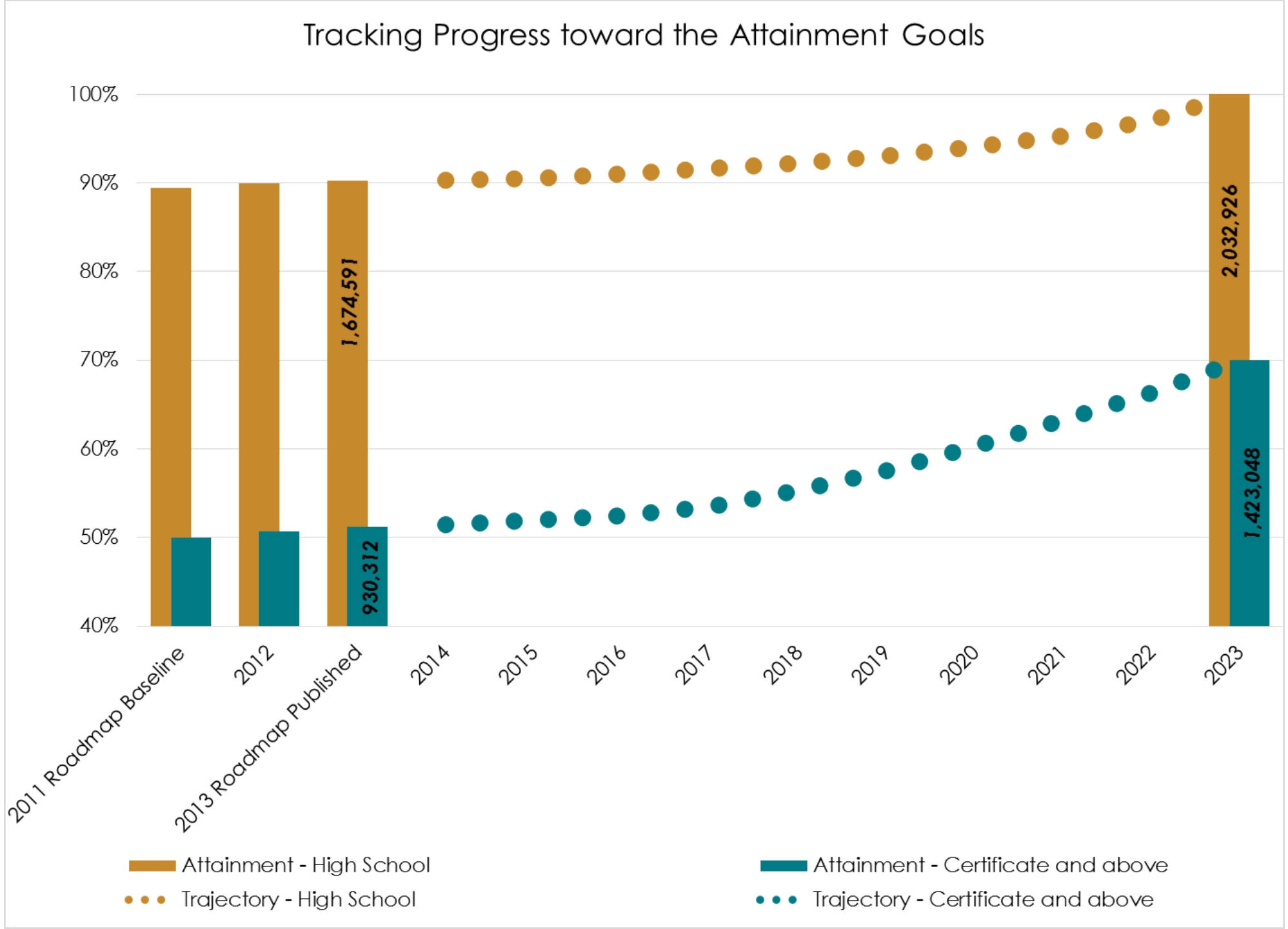
Randy Spaulding
Director of Academic Affairs & Policy

Marc Webster
Senior Fiscal Policy Advisor

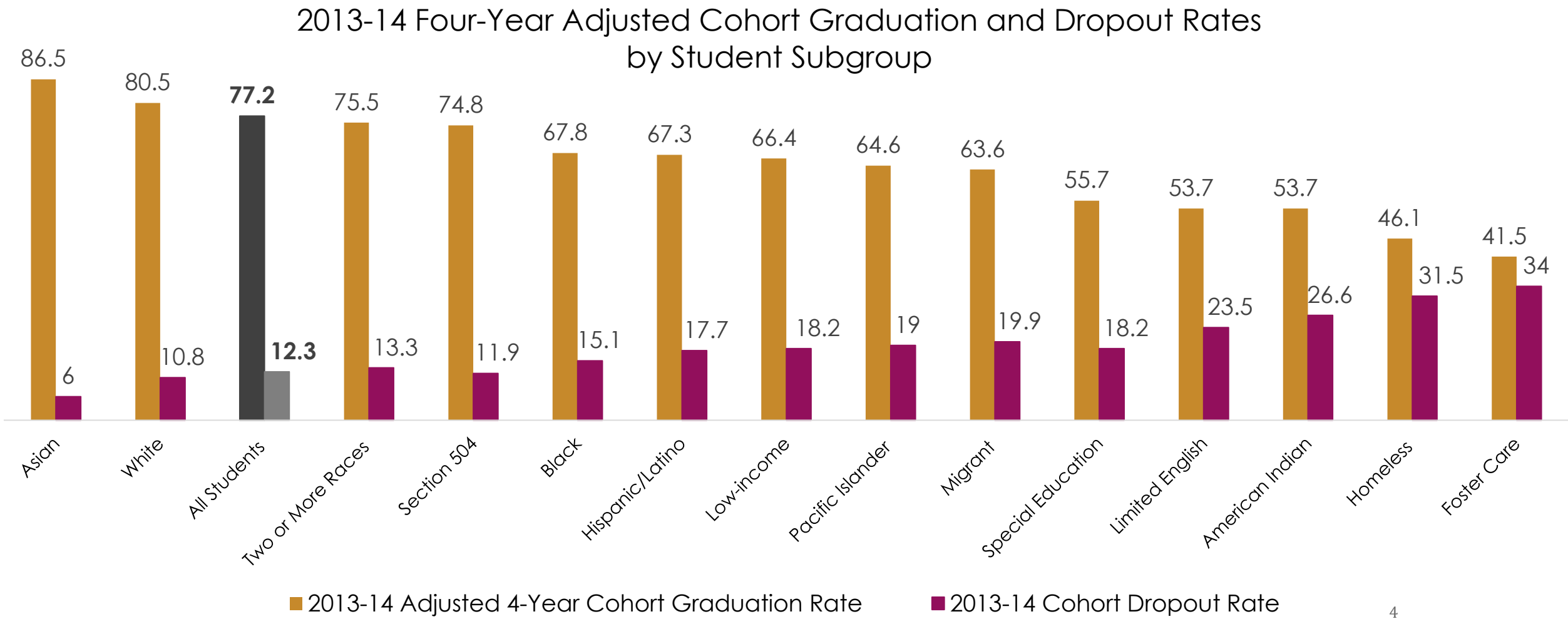
Roadmap 2015: Measuring our progress

Core measures

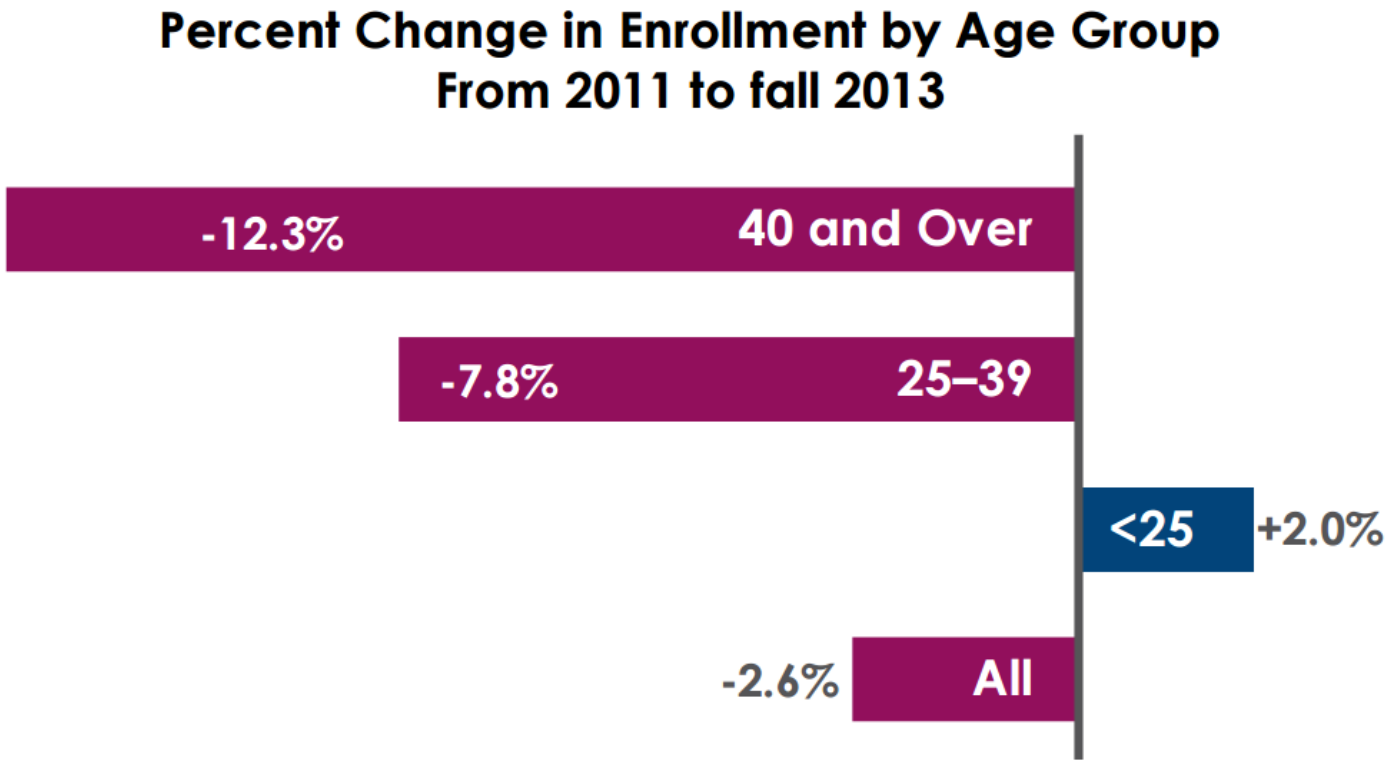



Tracking Progress toward the Attainment Goals
100%
90%
80%
70%
60%
50%
40%
1,674,591
930,312
2,032,926
1,423,048
2011 Roadmap Baseline
2012
2013 Roadmap Published
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
Attainment - High School
Attainment - Certificate and above
Trajectory - High School
Trajectory - Certificate and above

Challenges to completion for many groups



Decline in enrollments among adults 25+



Source: Washington Student Achievement Council

Not enough progress to reach our 2023 goals

Challenges to address

High school completion and postsecondary access and completion for historically underserved and underrepresented populations.

Postsecondary recruitment, retention, and completion for working-age adults.

2016 Production timeline

March 30

Committee meetings

- Broad strategies

April 13

Council meeting

- Process approved

June 2

Council Meeting

- Inviting Feedback on menu of strategies

July 6

Committee meetings

- Refine recommendations from June 2 Council meeting

August 17

Council meeting

- Council prioritizes recommendations
- Agency-request legislation and budget proposals

September 14

Committee meetings

- Feedback on first draft plan
- Endorse other proposals

October 12

Council meeting

- Feedback on 2nd draft plan

November 9

Council meeting

- Adopt final Strategic Action Plan

December

- Submit plan to the Governor and Legislature

Menu of strategies for strategic action plan

- Identify successful interventions that provide system wide support approaches.
- Ensure proposals support under-represented students.
- Offer recommendations that support students at critical stages.
- Develop approaches that engage cross-sector and community partners.

Strategies to increase educational attainment

Student Success Strategies

- Information & Awareness
- Community & Business Engagement
- Institution Innovations
- Bridge Programs

Access & Affordability

- Need-Based Aid
- Work-Based Learning
- Child Care

Adult Reengagement

- Clearinghouse
- Marketing
- Identification
- Support

Work session: proposal review and input

Session 1

- What do we need to do to **reengage adults** and ensure they complete a postsecondary credential?

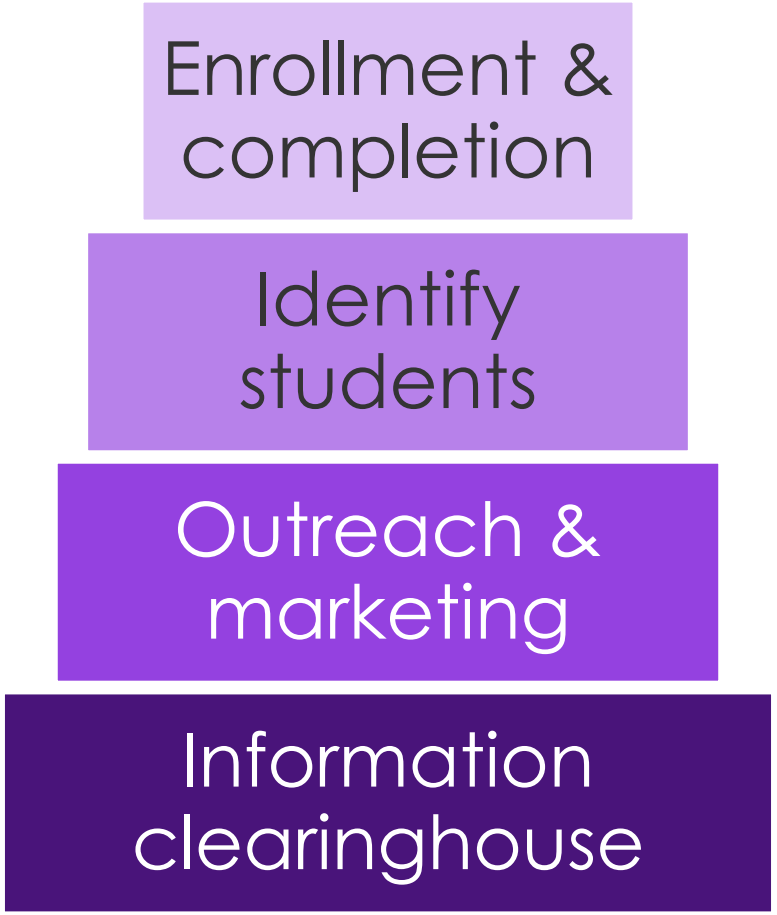
Session 2

- What do we need to do to increase **student success**, close opportunity gaps and increase postsecondary completion?

Session 3

- What do we need to do to improve college **access and affordability**?

Support adult reengagement and completion



Information clearinghouse

Proposal

- Information tailored to returning adults that includes: program information, admissions requirements, and financial resources.

Design

- Self assessment tools to connect potential students to programs that match their interests, career goals, and past academic achievements.
- Opportunities to learn about programs and connect with institutions.

Outcomes

- Adult students have ready access to information tailored to their needs.

Outreach and marketing

Proposal

- Develop a statewide marketing and information campaign to encourage adult students with some college and no credential to complete their studies.

Design

- Develop a campaign to drive traffic to information resources targeted to adults interested in returning to college.
- Coordinate with local efforts, and private sector initiatives.

Outcomes

- Increase awareness and interest in options to return to postsecondary education.

Identify students

Proposal

- Identify and reach out to students who are near completion.

Design

- Use student data to target communication about educational pathways.
- Help students assess whether prior academic credit or experience apply toward a credential.

Outcomes

- Efficient communication with students who have high potential to re-engage.
- Better information for students to choose the best educational pathway.

Support enrollment and completion

Proposal

- Support students prior to enrollment and smoothly transition as students re-enter and complete their program of choice.

Design

- Help students understand their options to re-engage and navigate financial issues, past academic coursework, prior learning, and other issues that may otherwise prevent them from enrolling.

Outcomes

- Students will be encouraged and have better information to make a plan to return and complete their degree or credential.

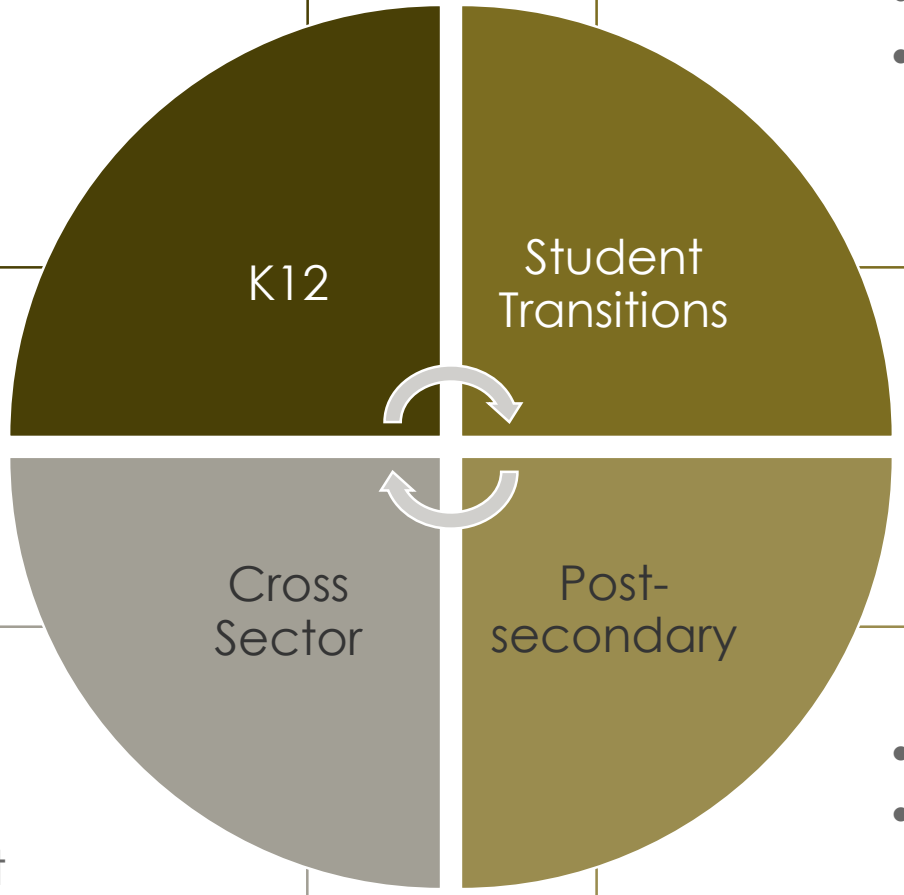
Key questions: Adult reengagement & completion

1. If not constrained by resources, what innovations would this proposal include (best-case scenario)?
2. What elements of this proposal are essential for success?
3. How should this proposal use existing efforts or programs?

Student success

- **Early awareness**
- Enhanced guidance
- Preparation

- **Summer melt**
- **Senior bridge**



- **Community & Business Engagement**
- College Bound support

- Completion supports
- **Academic initiatives**

Information & awareness

Proposal

- Overhaul *Ready, Set, Grad* to ensure current and prospective students receive timely, accurate and reliable information.

Design

- The remodel should consider: responsiveness, client inclusiveness, sustainability, management, responsiveness, and scope.

Outcomes

- Students will be encouraged and have better information to make plan to return and complete their degree or credential.

Community & business engagement

Proposal

- Incentivize community and business leaders to coordinate educational efforts, gather and share best practices, and sustain regional partnerships.

Design

- Cultivate and create the five conditions of collective impact practices: common agenda, shared measurement, mutually reinforcing activities, continuous communication, and backbone support.

Outcomes

- More communities develop a support network and shared vision for improved educational attainment.

Institutional innovations

Proposal

- Encourage innovation and customize efforts to campus needs.

Design

- Target intensive support services to address barriers to completion.
- Flexible application model that builds on existing supports.
- Share successful practices across sectors of institutions.

Outcomes

- Increase completion for underrepresented students.

Bridge programs

Proposal

- Increase the number of bridge programs that prepare students for college life with assistance navigating systems and developing academic skills.

Design

- Target low-income, first-generation, and disadvantaged student populations.
- Target high school graduates with summer orientations.

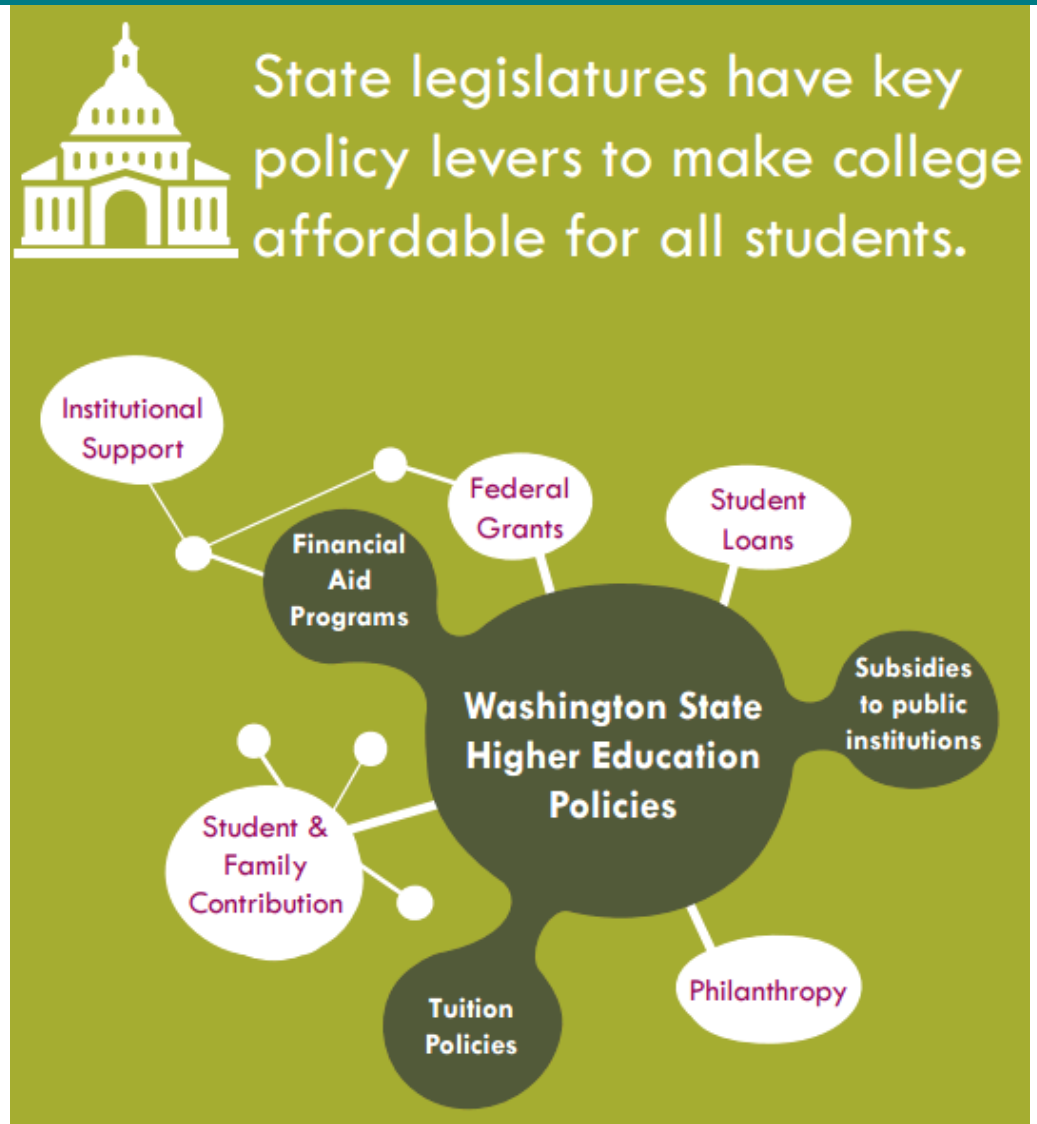
Outcomes

- Increase postsecondary participation by underserved groups.

Key questions: Student success

1. If not constrained by resources, what innovations would this proposal include (best-case scenario)?
2. What elements of this proposal are essential for success?
3. How should this proposal use existing efforts or programs?

Access and affordability



Need-based aid

Proposal

- Fully fund State Need Grant.
  - Coordinated messaging and informed advocacy.
  - Connection to K12 priorities.

Design

- Serve eligible, but unserved students throughout the system.
  - Funding levels make current program unpredictable.

Outcomes

- Increase postsecondary participation for underserved groups.

Work-based learning

Proposal

- Reinvest in State Work Study. 95% of participating employers report SWS made their org. more productive. It's the only state aid program available to graduate students and eligibility stretches into middle class

Design

- Expand funding to serve additional students.
- Target funding for high demand fields.

Outcomes

- 66% of SWS employers have hired former SWS employees.
- Lower debt for various students (lower-income; graduate students).
- Better post-graduation employment outcomes.

Child care assistance

Proposal

- Expand availability and affordability of child care for student parents.

Design

- Enhance funding for child care programs by expanding existing child care matching grant, or by creating a pool for emergency child care grants.

Outcomes

- Improved persistence and graduation rates for students with children.
- Increased enrollment for students aged 24 and older.

Key questions: Access and affordability

1. If not constrained by resources, what innovations would this proposal include (best-case scenario)?
2. What elements of this proposal are essential for success?
3. How should this proposal use existing efforts or programs?