

Title	Adult Reengagement – Panel Discussion
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Synopsis	<p>Reconnecting adult learners is critical to reaching the state’s attainment goals. The statewide framework builds on innovative practices in regions and on individual campuses.</p> <p>A panel of representatives from institutions will share examples of efforts underway that support adult learners and how they connect to each institution’s goals and the objectives of the statewide framework.</p>
Guiding Questions	How can individual campus efforts support the statewide framework to reengage adults at scale?
Possible Council Action	<input checked="" type="checkbox"/> Information/Discussion <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other
Documents and Attachments	<input type="checkbox"/> Brief/Report <input type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input checked="" type="checkbox"/> Other



PANEL DISCUSSION: ADULT REENGAGEMENT

November 7, 2018



WASHINGTON STUDENT
ACHIEVEMENT COUNCIL
EDUCATION · OPPORTUNITY · RESULTS



ADULT REENGAGEMENT FRAMEWORK DEVELOPMENT



Communication

Student identification, outreach, program and career match, enrollment navigator



Cost

Microgrant, financial aid, childcare financial assistance



Completion

Technical assistance to campuses, employer and regional partners, student support



ENGAGING CAMPUS LEADERS & PARTNERS

Adult Reengagement Summit

SAVE THE DATE

November 28, 2018

University of Washington, Seattle
Husky Union Building

How can Washington meet the challenge of reengaging adult learners in postsecondary achievement?

Join leaders from Washington and around the country for the **Washington Adult Reengagement Summit** focused around the following objectives:

- Understand the critical need to increase educational attainment among adult learners in Washington.
- Explore strategies by Washington institutions and national experts to address systemic and policy barriers facing adult learners.
- Expand partnerships to support adult learners in reaching their academic and career goals.

Adult Reengagement Summit Agenda

November 28, 2018



8:30 - 10:20 AM

Welcome and Morning Keynote Series

State and regional perspectives

- Mary Laphen, Tennessee Reconnect
- Alisha Benson, Greater Minds Initiative of Greater Spokane, Inc.

Institutional Perspectives

- Dr. Christine Johnson, Chancellor, Spokane College District
- Dr. Sheila Edwards Lange, President, Seattle Central College
- Dr. Mel Netzhammer, Chancellor, WSU Vancouver
- Dr. Roy Heynderickx, President, Saint Martin's University

10:30 - 11:35 AM

Focus Session 1: Supporting adult student success

- Project Finish Line
- Tennessee Reconnect
- Greater Minds Initiative
- UW Continuum College and Inside Track

11:45 AM - 12:45 PM

Lunch Keynote

- Joel Simon, Council on Adult and Experiential Learning

12:45 - 1:50 PM

Focus Session 2: Serving adults through effective policies

- Council on Adult and Experiential Learning
- State Board for Community and Technical Colleges
- The Evergreen State College
- Seattle University

2:00 - 3:05 PM

Focus Session 3: A broader approach to affordability

- United Way of King County
- Washington State University
- Seattle Colleges
- Washington Student Achievement Council

3:05 - 3:30 PM

Lessons learned and next steps

- Rachelle Sharpe, Washington Student Achievement Council



ADULT REENGAGEMENT SUPPORTS – PANEL DISCUSSION



The Challenge: Recruiting and supporting returning adult students through completion.

Dr. Craig Parks, Associate Vice Provost, Washington State University

Dr. Trish Henley, Associate Dean of the School of New and Continuing Studies, Seattle University

Kristin Economo, Director of the Center for Working Adults in Seattle Colleges, Seattle Community College District

SEATTLEU

Designing Programs for Adult Students

Dr. Trish Thomas Henley, Associate Dean


→ Vision for Program Portfolio Design

- All programs, including technical programs, are designed with a low bar to entry
- Stackable, hard skills certificates that can either stand alone or double as elective credit for B.A.s
- All certificates and programs include both soft and hard skills (T-shaped)
- All programs include skills needed in the Seattle job market
- All certificates and programs include project-based learning and professional portfolios
- All certificates and programs are backward designed from program learning outcomes
- All course learning outcomes align with program learning outcomes
- Program learning outcomes are introduced and reinforced throughout the program of study

Trends · Change

#GoodBehavior

Watch the series premiere of TNT's drama TONIGHT at 9/8c.

 Promoted by Good Behavior

Christine Michael

8,195 Tweets

CMike

Ben Carson

Ben Carson does not plan to join Trump's cabinet

#TrumpNarrateTheFacts

26.9K Tweets

Tony Romo

Tony Romo says Dak Prescott 'ear starting QB job

#BeforeAFirstDate

9,135 Tweets

#SDLive900

22.1K Tweets


#TheFlash


15.9K Tweets

TRENDING




 **Illinois License Plates**
1.5K people talking about this


 **Snapchat**
1M people talking about this


 **Spirited Away**
21K people talking about this

 **Tinder**
1.5K people talking about this

 **North Mall**
1K people talking about this

 **Barbara Boxer**
25K people talking about this

 **Bernie Mac**
23K people talking about this

 **Minecraft**
96K people talking about this

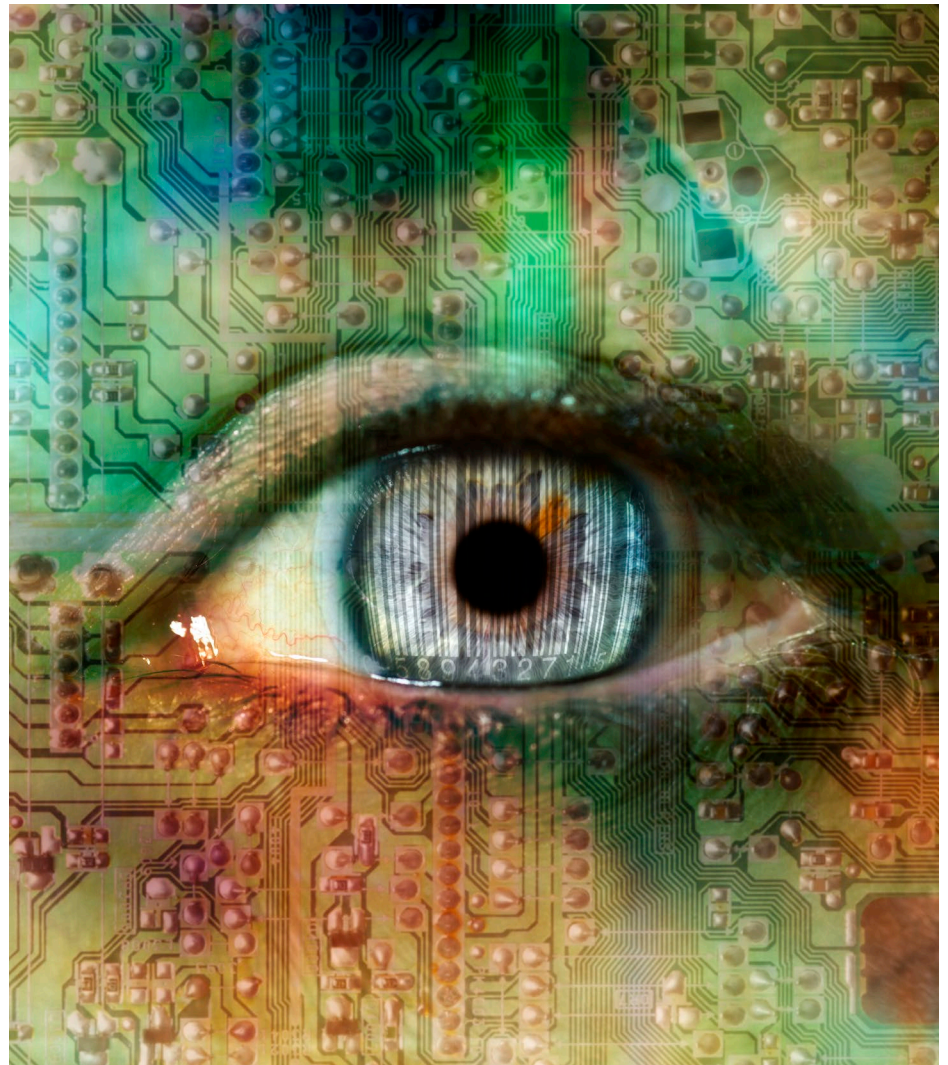
 **Steve Irwin Day**
11K people talking about this

DIGITAL TECHNOLOGIES AND CULTURES



DIGITAL TECHNOLOGY & CULTURES CURRICULUM

- DICE 3000 Intro. to Digital Cultures
- DICE 3010 Key Concepts in Computing
- DICE 3020 History of Text Technologies
- DICE 3030 Foundations of Digital Rhetoric
- DICE 3050 Digital Cultures: Theory & Practice
- DICE 4000 Everyday Coding
- DICE 4010 Digital Identities
- DICE 4020 Global Digital Cultures
- DICE 4030 Multimodal Composition
- DICE 4040 Social Justice & Digital Media
- DICE 4900 Senior Synthesis Capstone





Digital Skills and Technologies

- Understand key concepts in computing (algorithmic thinking; how code works; history of computing)
- Multi-modal composition skills (text; video; infographics; digital rhetoric)
- Render data into visual representations
- Tableau, Python, CSS, UI/UX, Adobe CS, WordPress
- Digital content creation and management
- Social Media Management and Marketing
- When taken with the web development certificate: CSS, HTML, JavaScript, Bootstrap, Wireframing



TEACHERS WITH DIGITAL COMPETENCIES





WSAC's Adult Reengagement Initiative

- Connecting Students to Programs (Stealth Applicants)
- Connecting Students to External Funding Opportunities
- Identifying Prospective Adult Students
- Sharing Institutional Best Practice and Collaborating on Removing Barriers



SEATTLE COLLEGES

Central · North · South · SVI

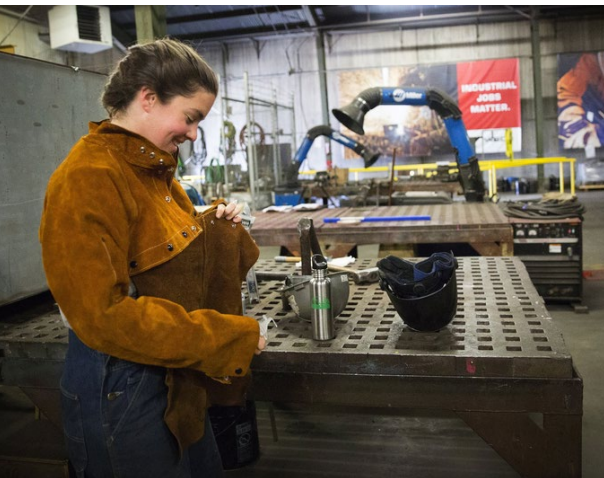
Center for Working Adults

**WASHINGTON STUDENT ACHIEVEMENT COUNCIL MEETING
KRISTIN ECONOMO**

Seattle needs to prepare more people, from more backgrounds, to enter and excel in living wage careers

Center for Working Adults focuses on connecting entry-level workers to college and career pathways

To do this, we partner with campuses, government, employers, and community-based organizations





SEATTLE COLLEGES

Central · North · South · SVI

Seattle Colleges
~50,000 students



Certificates
Associates
Bachelors

North Seattle
South Seattle
Seattle Central
Maritime
Woodtech
SVI

Center for Working Adults

A new initiative of the Seattle Colleges in partnership with the City of Seattle

CWA addresses key issues in Seattle:

- Employers want to recruit, retain, and develop talent
- Low/middle-wage workers need credentials to advance
- Colleges are invested in enrollment and persistence



We support adult reengagement through:

- Employer partnerships
- Outreach & enrollment
- Worker-friendly programs



And focus on skills for long-term career success:

- Career coaching & exposure
- Financial capability
- People skills
- Health and wellness



Employer Partnerships

Kaiser Permanente MA Career Launch Scholarship

- Providing 60+ scholarships to Seattle Central's MA Program
- One cohort per year for three years, selected with KP
- Quarterly professional development workshops by KP Mentors
- Wrap-around support in partnership with CBOs
- Students will complete externships at a variety of employers



City of Seattle On-Site College Workshops

- Quarterly college 101 workshops for City of Seattle employees
- Tuition reimbursement information presented by HR staff
- On-site navigation office hours after the session



Employer Partnership Tools

- New district-wide employer webpage to launch 2019
- Employer newsletter
- Employer database



Outreach & Enrollment

District-wide industry focused navigators go directly to workers

- Healthcare Pathways Navigator (HEET Navigator)
- Early Childhood Navigator (Forthcoming)

Collaboration with community partners

- Seattle Jobs Initiative
- SEIU 1199NW Multi-Employer Training Fund
- Airport Jobs
- Juma Ventures
- TRAC Associates
- And others

Web tools support outreach & enrollment

- Website/CRM referrals go directly to navigators
- Start Next Quarter – workforce funding eligibility



Worker Friendly Programs

Worker friendly program inventory

- Common definition among workforce Dean's
- Baseline program and enrollment data
- Ongoing program transitions (Ex. Medical Assistant, International Business)

CWA Fellows

- New fellowship opportunity for working students
- Community needs assessment to voice student needs
- Americorps VISTA project

District-wide IT collaborative

- Program and curriculum alignment
- Employer engagement
- Outreach materials



Lessons Learned for Adult Reengagement

1) Employer partnerships and system innovation requires significant bandwidth

2) Now is the time: there are shared goals among sectors and a need for adult reengagement

3) Technology can be leveraged in powerful ways but must be supported by people power

Thank you!