



# Making the Case for Adult Learners:

Lessons from the Nontraditional No More Project  
& the Adult College Completion Network

May 3, 2016

Boulder, Colorado

# Session Overview

- Introduction
- Considering your Audience
- Strategies for Building Buy-in
- Q & A

# Western Interstate Commission for Higher Education – “WICHE”

- Promotes access and excellence in higher education for all citizens of the West



# Non-traditional No More: Policy Solutions for Adult Learners

- Funded by Lumina Foundation for Education
- To stimulate and guide state and institutional policy and practice changes so that adults with prior college credit can earn college degrees

# Adult College Completion Network

*Mission: Share promising policies and practices among all stakeholders to increase degree and certificate completion by adults with prior college credit.*

- Unites diverse organizations and agencies working to increase college completion by adults with prior college credits but no degree in a collaborative learning network
- National in scope
- Funded by Lumina Foundation

# Adult College Completion Network

## Connections

- Listserv
- In-person meetings

## News & Research

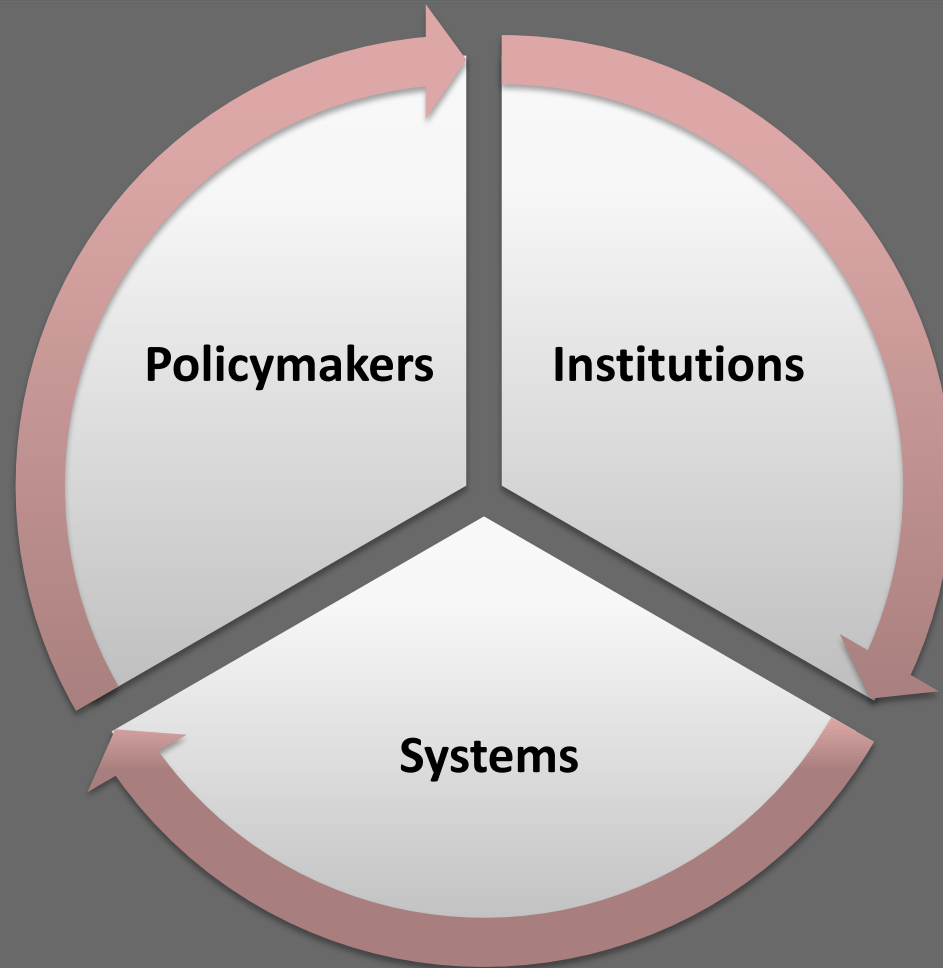
- Website
- Twitter
- Blog

## Resources

- Policy Briefs
- Webinars
- Shared resources

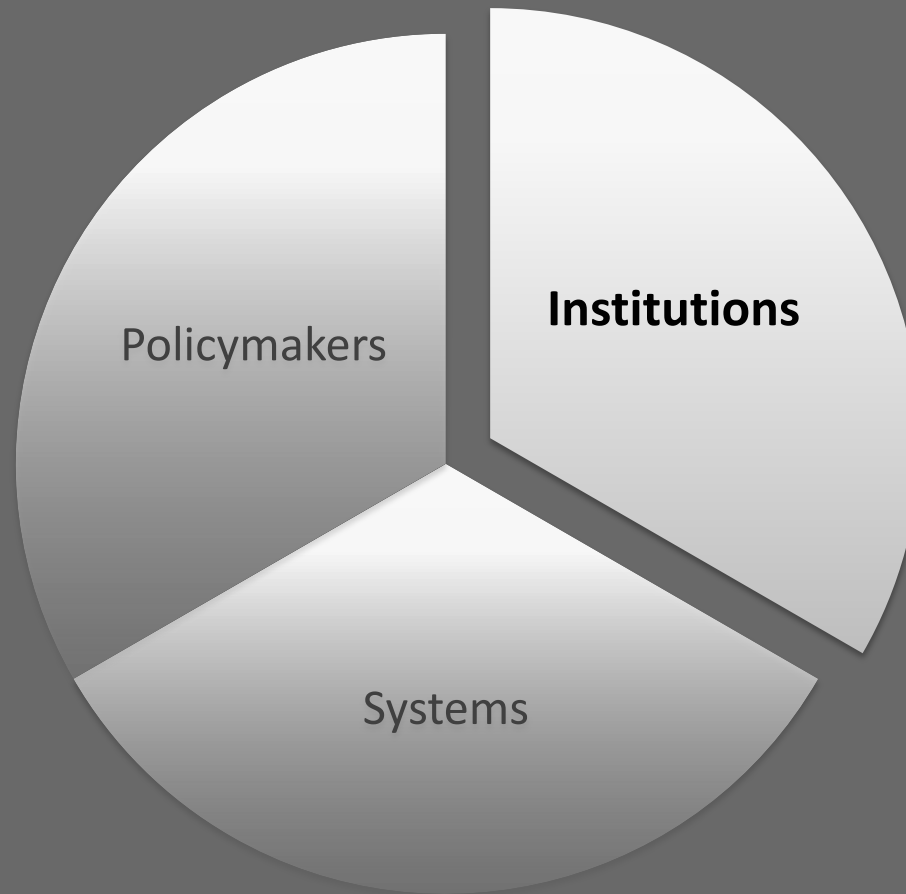
# Considering Your Audience

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# Strategies for Building Buy-In

# 1. Understand where you are



## 2. Gather data

- See what your data really tell you
  - Who are these students?
  - Why did they leave?
  - Where are they now?
  - What were there majors?
  - What prevents them from coming back?
- Don't make assumptions

# Example: South Dakota

- Academic Performance
  - 90% in Good Academic Standing
  - 98% Have Passed the Collegiate Assessment of Academic Proficiency (CAAP)
- “Life Happens”
  - Cumulative GPA – 2.72
  - Final Term GPA – 1.68
  - 35% - 0.00 in Final Term
  - 31% - 3.00 or Higher in Final Term

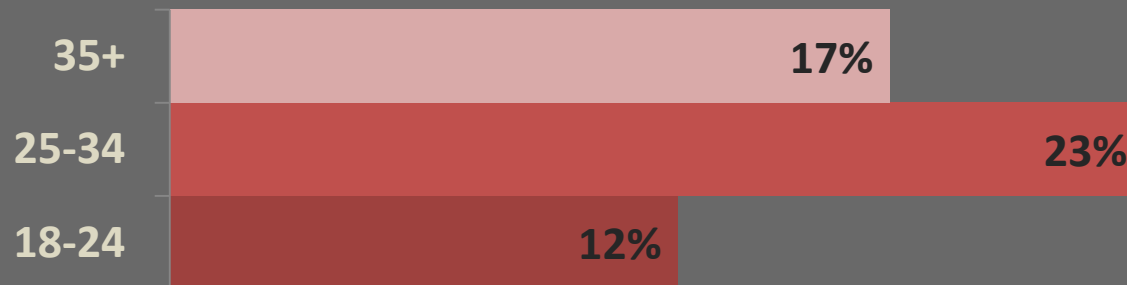
# 3. Explore trends

- Economic imperative

- Virtually **all job growth** in the U.S. since 2007 is in jobs requiring **some form of postsecondary education.**

- Enrollment projections

Projected % Enrollment Increases by Age Group (2012-2023)



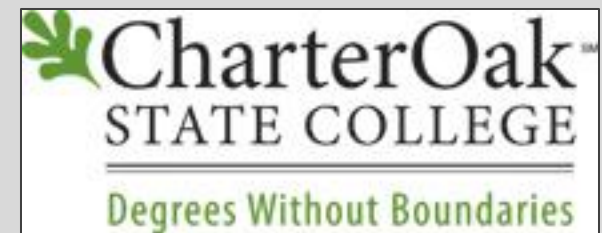
Sources: Lumina Foundation *A Stronger Nation 2016*, NCES *Projections of Education Statistics to 2023 Forty-second Edition*

# 3. Explore trends

- Perspectives from survey research
  - **70%** of Americans say it will be more important in the future to have a degree or professional certificate beyond high school to get a good job
  - **53%** of those who attended college but did not complete a degree say they would like to complete it someday
  - **76%** of adults without a degree feel that “even with financial aid, college is still too expensive for most people to afford”

Sources: 2015 Gallup-Lumina Foundation Poll on Higher Education; American Enterprise Institute *High Costs, Uncertain Benefits*

# 4. Identify champions & leverage experts

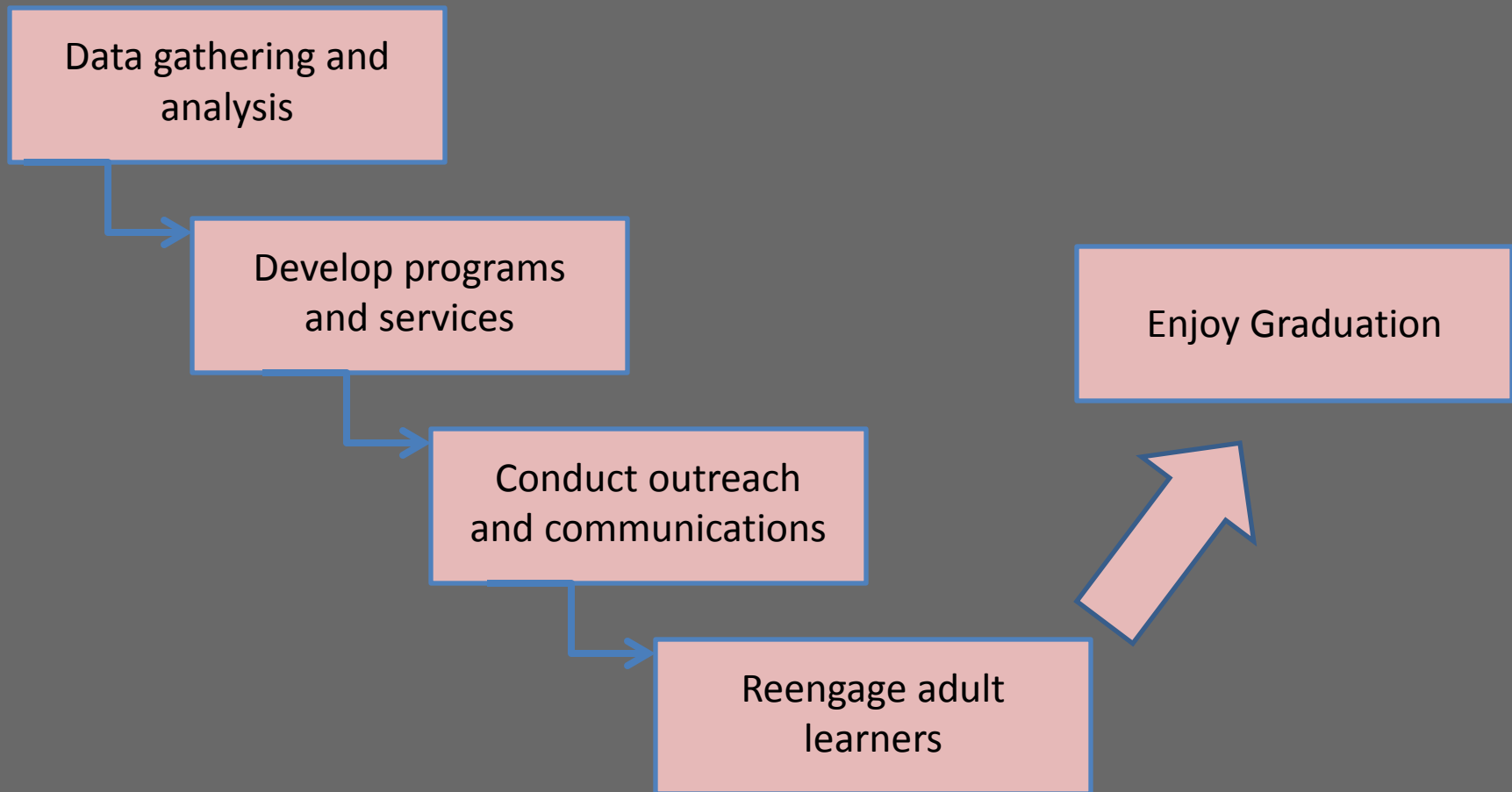




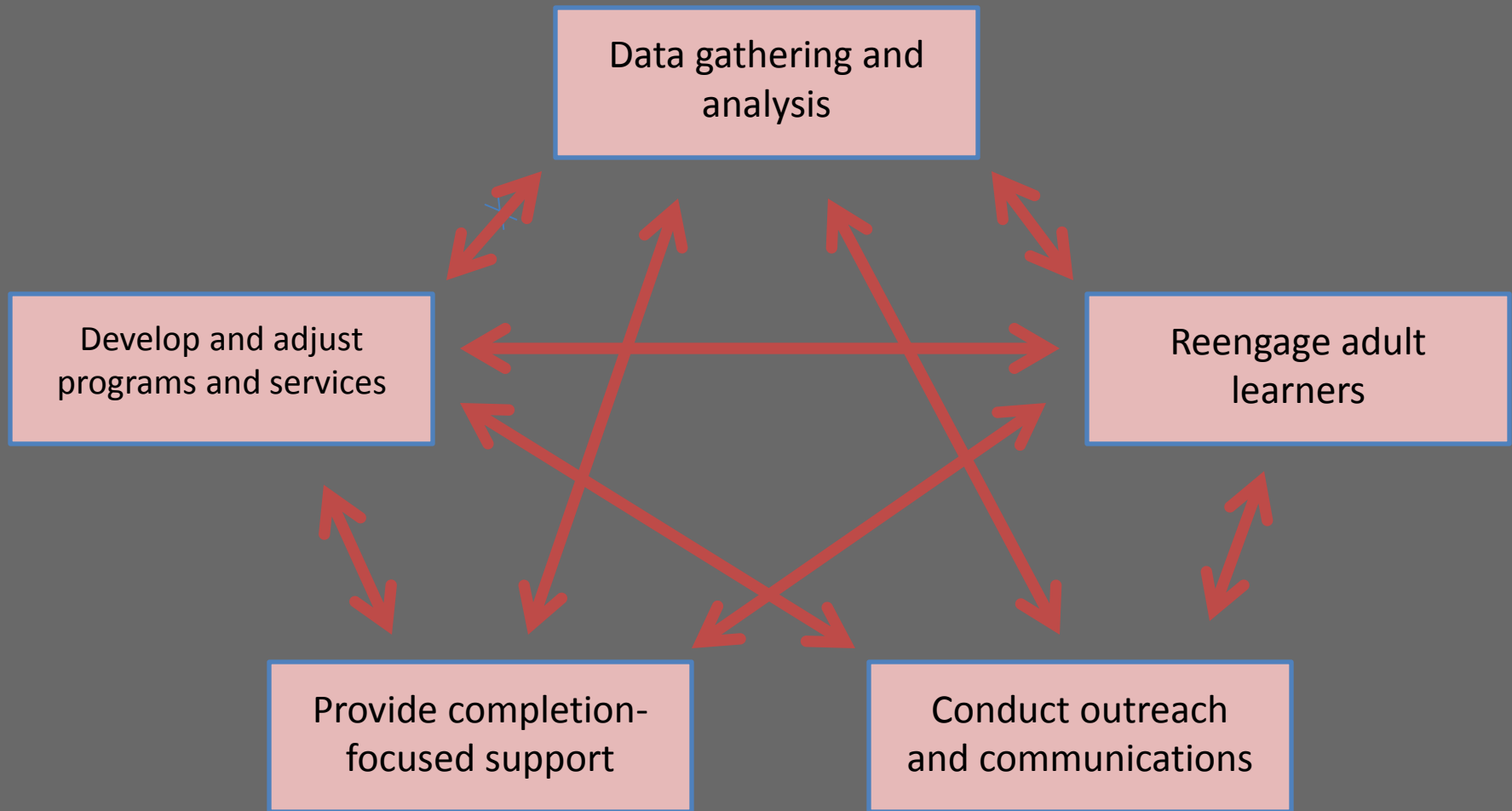
# 5. Employ incentives

- Enhanced institutional results
  - Performance funding
  - Completion numbers
- State-supported outreach
  - Offer institutions enrollment leads
    - Ex. Indiana, Tennessee, Connecticut

# 6. Commit for the long term



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# Questions?

# Contact Information

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