



John M Belk
Endowment

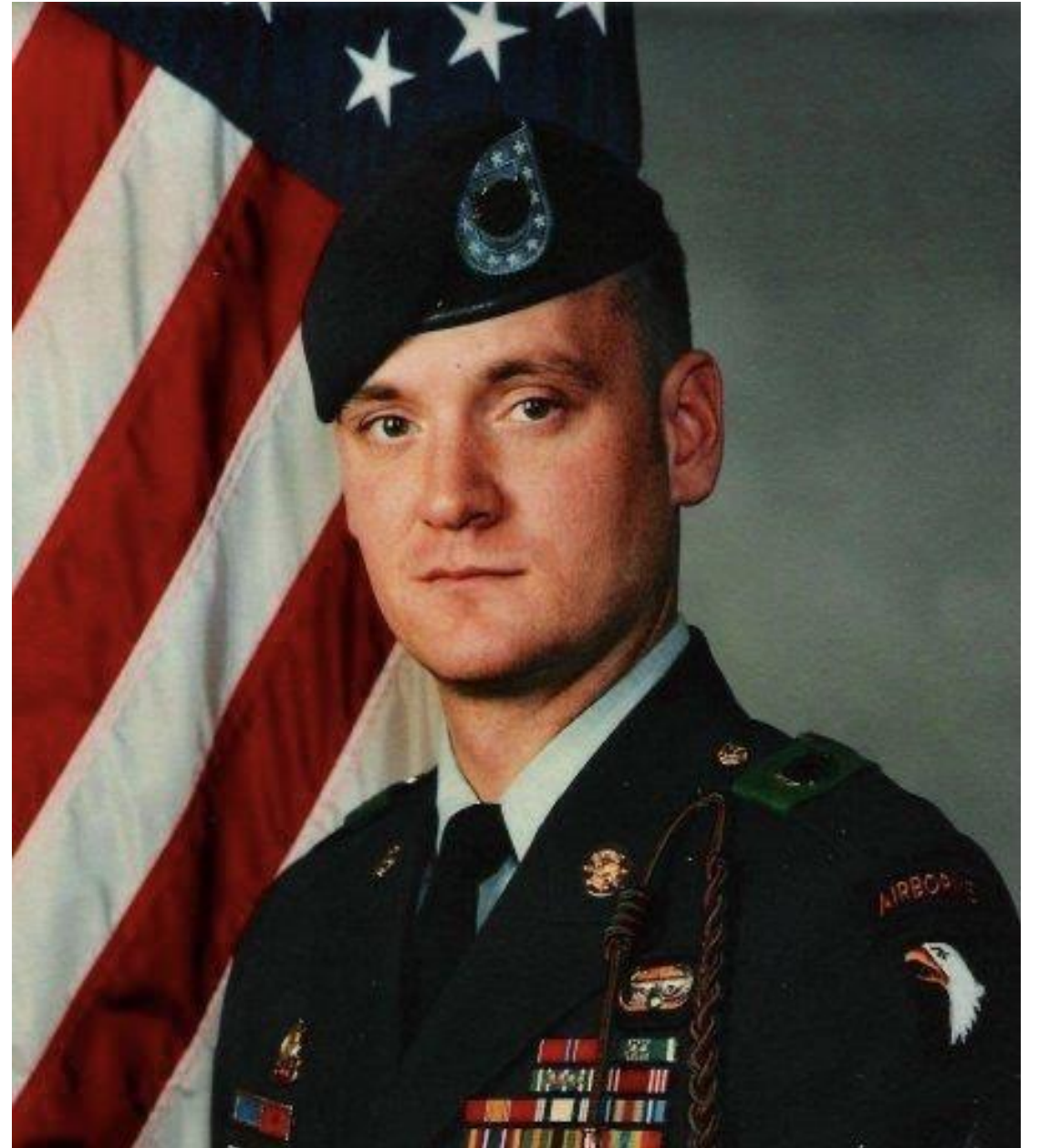
Lessons from Michigan and North Carolina: A two-state approach to advancing equity through postsecondary attainment goals

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Our why....



Why increasing educational attainment is critical for Michigan's and North Carolina's economic future





MiLEAP
Michigan Department of Lifelong
Education, Advancement, and Potential



The Office of Sixty by 30 was created to coordinate State efforts to meet the goal Governor Whitmer set in her 2019 State of the State address: that by 2030, sixty percent of Michigan's working-age adults would have a postsecondary degree or credential.



Our Why:

Students of color and students from low-income households are more likely to stop out due to external factors and a history of inequitable policies beyond their control.

Michigan 50 Hot Jobs

HIGHLIGHT: 37 of 50 hot jobs typical education level will require a bachelor's degree or higher

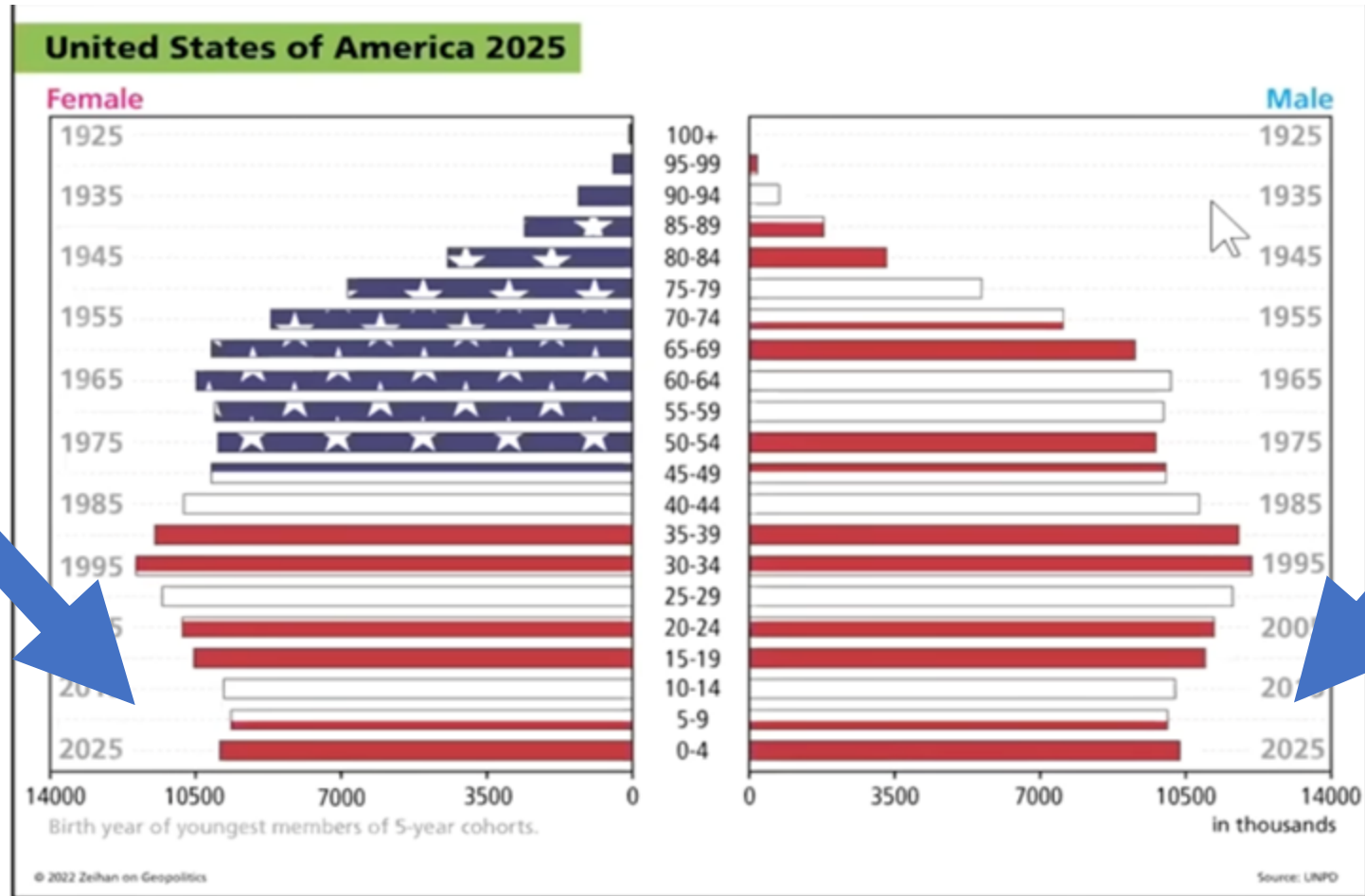
HIGHLIGHT: 7 of 50 hot jobs typical education level will require an associate degree or professional certificate

HIGHLIGHT: Unemployment rates for those with only a high school diploma are 2.7 times higher than those with a bachelor's degree.

Michiganders think a degree is somewhat important but not worth the money



America's demographic curve has shifted

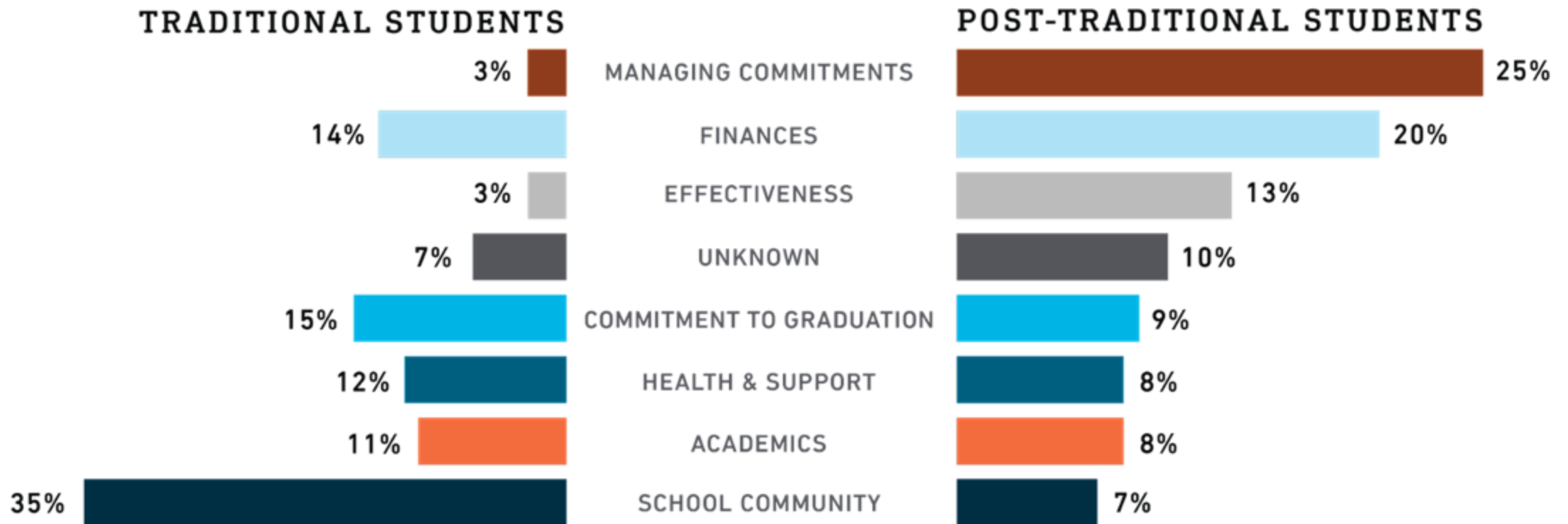


Adult learners are the linchpin in the attainment equation



North Carolina needs 444,000 more college graduates

....yet higher education is ill-suited for adult learners



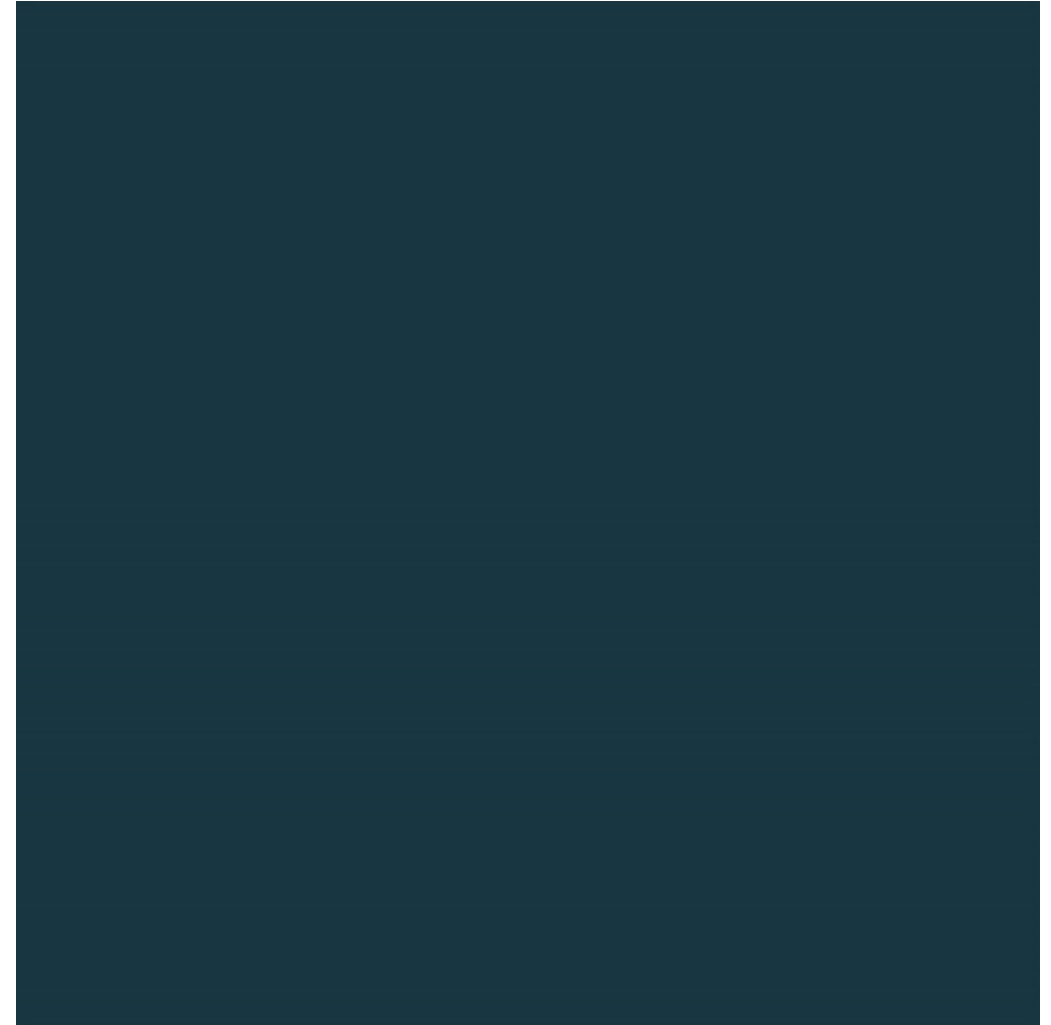
**Post-secondary ACCESS and
post-secondary SUCCESS
require distinct interventions.**





Goals & Purpose

- Part of a vision of post-secondary for all
- Increase adult education attainment to meet state's 60X30 goal
- Close Michigan's skills gap
- Provide individual opportunities for Michiganders to follow dreams find better jobs
- Increase community college enrollment in pandemic



Financial Aid Programs



- 85,000+ accepted applicants
- 27,000+ enrolled
- 5,200+ credentials awarded

MICHIGAN
ACHIEVEMENT
SKILLS SCHOLARSHIP



- Launched October 2023
- +278 eligible applications



- 153,000+ applicants
- 32,000+ enrolled
- 4,400+ credentials awarded



- Launched December 2023
- 15,924+ applications



Addressing cost is an essential Reconnect strategy

YOU'RE INVITED

I'M NEXT!

Next Fest
June
4pm-7pm

- APPLY
- FILE FAFSA
- REGISTER
- CONNECT

ROBESON
COMMUNITY COLLEGE

QUALIFIED STUDENTS WILL RECEIVE

\$3000

IF YOU ARE ELIGIBLE FOR IN-STATE TUITION AND FROM A HOUSEHOLD MAKING \$80,000 OR LESS, THE NEXTNC SCHOLARSHIP COULD FULLY COVER TUITION AND FEES AT ROBESON COMMUNITY COLLEGE

NEXT NC
SCHOLARSHIP = **Free College**

Qualifying* students could receive \$3,000 or more to pay for college. Complete the FAFSA and claim your award!

LEARN MORE >>

Our Diamond Anniversary

YOUR TIME TO SHINE!

APPLY NOW >>>

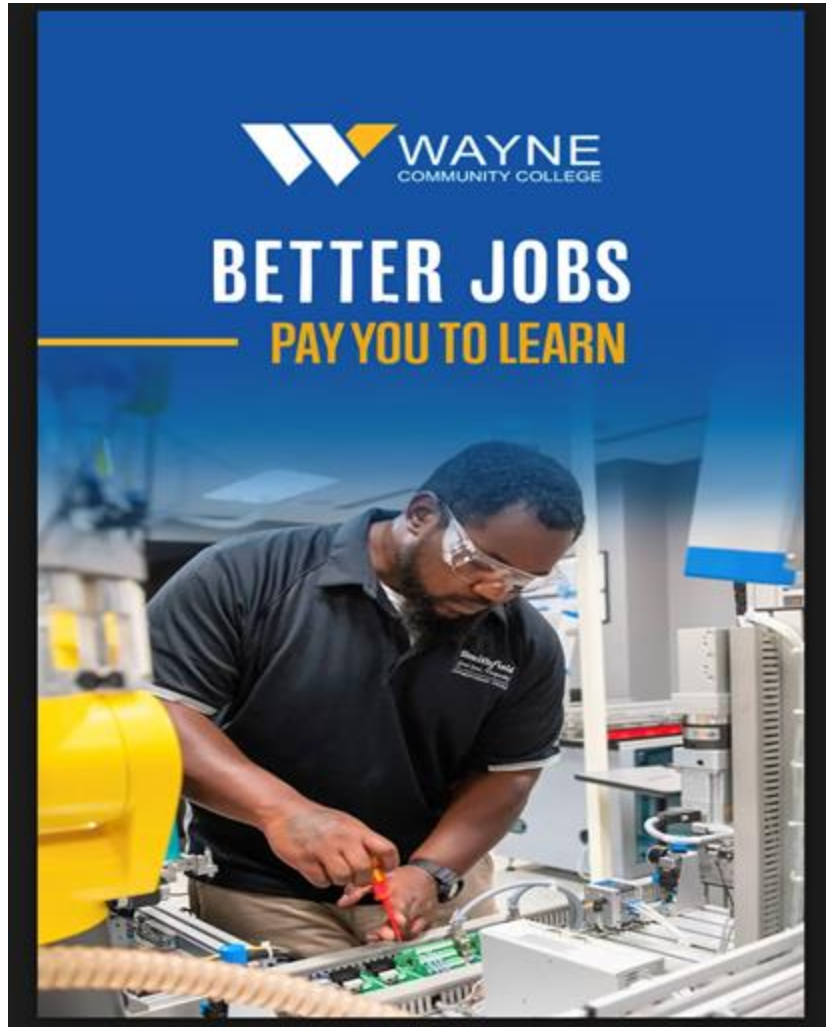
YOUR FUTURE
is even brighter with

Free College.

Blue Ridge Community College now enrolling for FREE College



Earn and Learn is the future



LEAP: Learn & Earn Apprenticeship Program



Earn while you Learn!

Making headway in Postsecondary Achievement

Michigan has gained 6% since the statewide goal was set in 2019

DC 75.4%	CO 62.9%	MA 62.0%	UT 61.5%	MN 60.6%	VT 59.2%	VA 59.0%	NJ 58.9%	WA 58.8%	CT 58.7%
MD 58.4%	NH 57.9%	IL 57.1%	ND 57.0%	RI 56.7%	KS 56.4%	WI 56.1%	PR 55.9%	NY 55.8%	NE 55.6%
CA 55.4%	IA 55.3%	SD 55.3%	ME 55.1%	AZ 55.0%	FL 54.5%	NC 54.4%	WY 54.0%	PA 53.6%	IN 53.3%
MT 53.0%	GA 52.8%	HI 52.8%	OR 52.4%	OH 52.3%	ID 52.0%	MI 51.1%	NM 51.0%	MO 50.5%	TX 50.5%
DE 50.5%	OK 50.3%	SC 50.1%	KY 50.0%	AK 48.4%	LA 48.3%	TN 47.9%	MS 47.6%	AL 46.9%	AR 46.2%
WV 45.4%	NV 42.7%								

Everyone has a role to play

**Strategies to mobilize support
staff and community partners
to boost student success**



Prioritized local attainment strategies:

There's a wide variation in attainment across Michigan's landscape

county-by-county attainment comparisons by population

Wayne	Oakland	Macomb	Kent	Genesee	Washt...	Ottawa	Ingham	Kalam...	Livings...	Saginaw	Muske...
36.5%	61.4%	40.5%	50.2%	35.2%	66.3%	49.2%	51.8%	51.5%	51.4%	37.5%	33.6%
St. Clair	Jackson	Monroe	Berrien	Calhoun	Allegan	Eaton	Bay	Lenawee	Grand ...	Lapeer	Midland
34.2%	33.8%	37.6%	41.6%	32.5%	34.0%	43.4%	34.7%	33.6%	51.0%	32.0%	50.4%
Clinton	Van Bu...	Ionia	Montc...	Shiaw...	Barry	Marqu...	St. Jos...	Isabella	Tuscola	Cass	Newaygo
48.9%	32.6%	28.9%	24.5%	33.6%	34.0%	48.0%	27.5%	41.4%	28.0%	32.6%	28.2%
Branch	Hillsdale	Gratiot	Sanilac	Chippe...	Mecosta	Delta	Emmet	Wexford	Clare	Hough...	Huron
25.8%	30.1%	28.4%	27.6%	31.9%	32.6%	37.7%	48.9%	30.8%	22.9%	46.2%	31.2%
Alpena	Mason	Oceana	Dickins...	Charle...	Chebo...	Otsego	Manistee	Gladwin	Iosco	Meno...	Antrim
33.5%	36.2%	27.6%	41.2%	42.5%	32.9%	37.1%	33.3%	26.8%	29.1%	30.9%	40.2%
Osceola	Rosco...	Leelanau	Ogemaw	Kalkaska	Benzie	Missau...	Arenac	Gogebic	Crawford	Lake	Presqu...
27.7%	32.1%	54.4%	28.3%	27.5%	40.4%	31.1%	27.5%	41.4%	31.9%	17.5%	34.7%
Iron	Mackinac	Alcona	Montm...	Baraga	Alger	School...	Oscoda	Luce	Onton...	Kewee...	
30.6%	30.2%	28.5%	27.9%	26.9%	30.2%	31.4%	24.2%	29.2%	29.0%	47.3%	

We've pulled together **partner-led** and **vendor-led** initiatives to increase:

- Applications
- Enrollment
- Persistence



ReUp Stop-Out
Recruitment and
Persistence
Coaching

Traditional
Marketing
(vendor-led)

TA on Student
Persistence
(MCACS and
MCCA)

FA Office
Support to CCs

Marketing \$ to
CCs

REFS FAFSA
support (MCAN)

Expansion
Navigator
Outreach

Employer-Led
Recruitment with
Michigan Works!
agencies

Digital Marketing
by CollegeApp
(MCACS)

Community-
based Outreach
led by MCAN

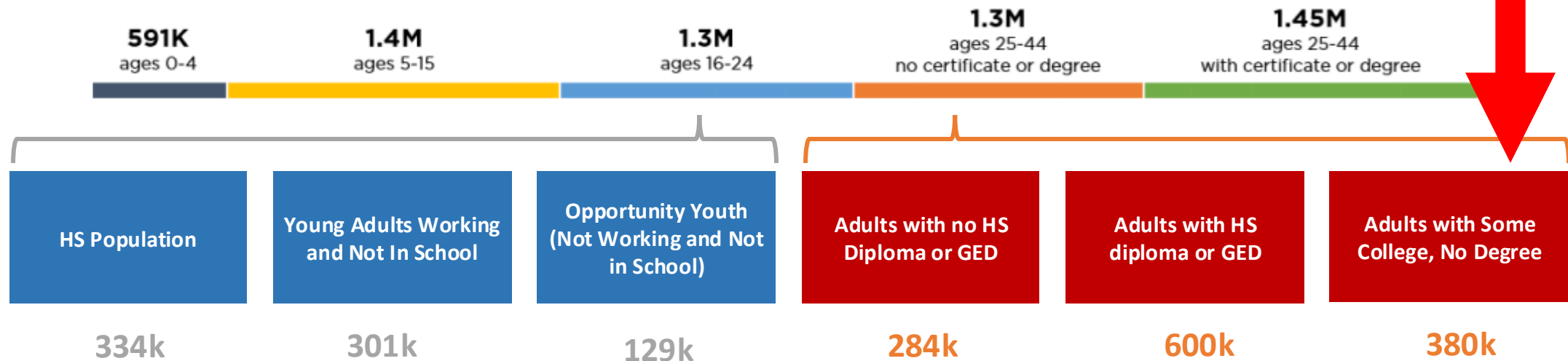
"Prospects"
Calling
Campaign
(CCs+vendor)

Targeted
Nudges to
Current
Students (CCs)

NC Reconnect: A Focus on Near-completers

Target Population

2019 North Carolina Population by Educational Attainment
[ages 0-44]



** +513k young adults who are enrolled in college or have completed a credential

5 Elements to a coaching conversation



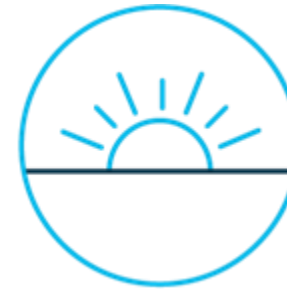
Building Relationships



Assessing



Advancing



Building Motivation



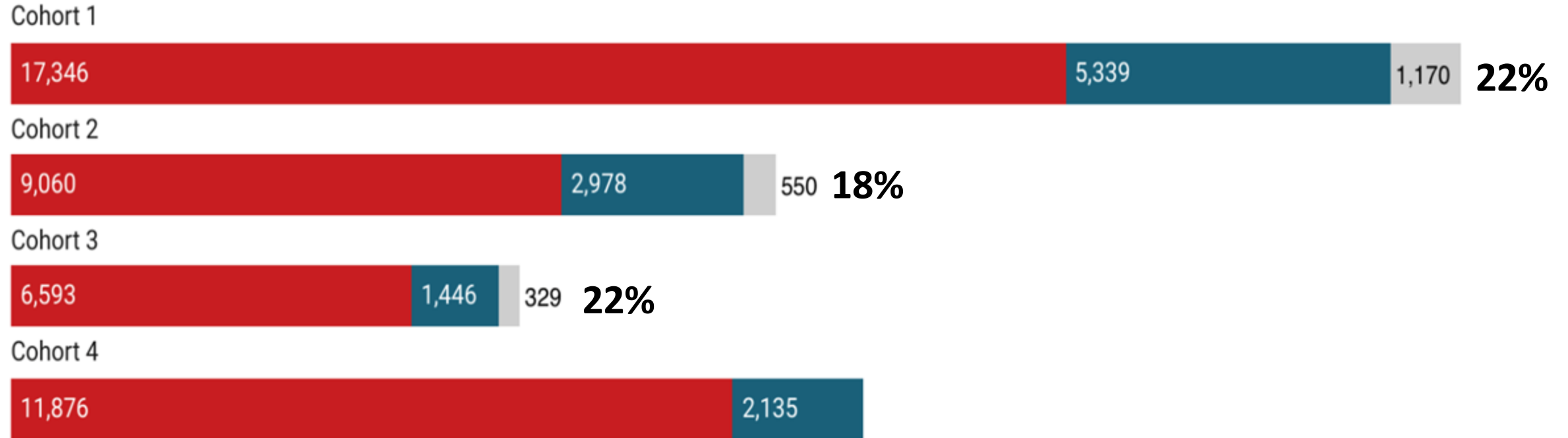
Strategizing



NC Reconnect Cohorts 1-4

Cohorts 1-4 Outreached / Contacted / Enrolled

■ Outreached ■ Contacted ■ Enrolled



**Support, scale and
spread innovation
within our education
ecosystem**





Realign focus to address and implement best practices

*The Task Force, Hope Center and 60x30 will develop a report that identifies a set of best **practices**, policy recommendations and action items to support student enrollment and graduation*

rates

Launched student basic
needs task force

- 1 Create an action plan**
Steps higher ed institutions colleges can take to support students
- 2 Identify solutions**
Change bureaucratic process in government; streamline services
- 3 Build momentum**
Establish a network of champions who connect students to services

2-yr +
4-yr

\$45+ million in new grants to improve retention and completion rates



7,000+ graduates and counting...



TODAY WE
CONGRATULATE
THOSE WHO
CHOOSE TO
RECONNECT

Morgan Erwin



Sixty by 30 seeks to build a better Michigan for all



Sixtyby30.org

Increasing prosperity

- ✓ **For families**
- ✓ **For business**
- ✓ **For communities**



Jobs that require a post-secondary education are increasing

We must:

1. Accelerate attainment growth to stay competitive
2. Add success strategies to our access strategies
3. Add strategic and authentic activation of communities not traditionally well-served
4. Understand that success requires equity strategies



What's Next....

- **Following NC Reconnect cohorts through to award + outcomes**
- **Latine adult student success**
- **Military connected adult learners**



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Hello, new friends!
Let's connect.



John M Belk
Endowment