



# Reengage Adult Students

Nearly 400,000 adults have some college but no degree

## 2017-19 Strategic Action Plan Recommendation

### Develop strategies to reengage adult students

Collaborate with partners to develop a statewide framework to recruit and retain adult students, with an emphasis on those with some college credit but no credential. The framework would address a range of issues related to communication and information resources, student identification and outreach, affordability, targeted student support, and program delivery.

## The Imperative

### Washington jobs increasingly require a postsecondary credential

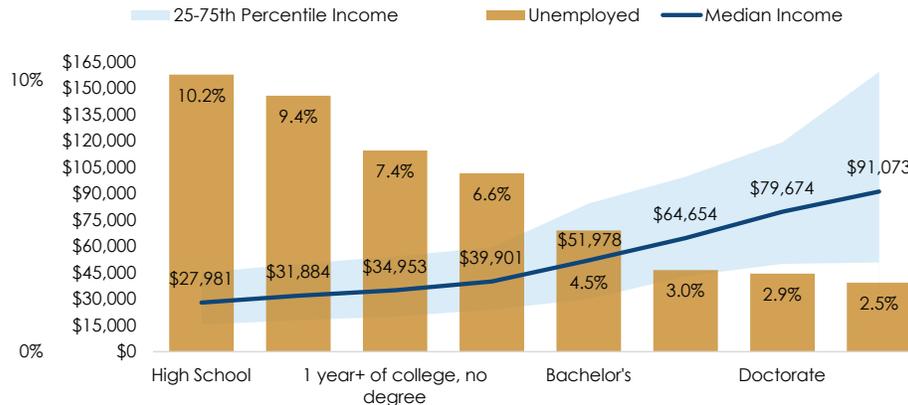
Reaching the state's educational attainment goals will require a renewed commitment to serve students who must overcome a variety of barriers to attend school and complete a degree or certificate. In Washington, nearly 400,000 adults ages 25-44 have some college credit but have not completed a degree. Encouraging and supporting these students as they complete their education will help them secure living-wage employment and achieve their career and educational goals.

## Context

### Identifying opportunities to reengage with adult learners

College students who withdraw from or postpone their education most often cite family obligations or a need to work and earn money as the reason they dropped out. In a survey of 45,000 students, only seven percent indicated they were dropping out for academic reasons. The same work-life considerations that cause students to leave also prevent them from returning.

Income and unemployment by educational attainment



Source: ACS 2009-2013 Employed and "Not Attending" Washington residents (September 2015).

Colleges have implemented a number of strategies to reach former students. Successful programs redefine institutional relationships with adult learners, focusing on program delivery and support services. In Washington, creating a successful statewide program would require a sustainable effort to reach adult learners, leveraging and expanding on the excellent work that is already taking place on campuses and online.

## Quick Facts:

400,000 adults have some college credit but no degree.

In nine counties—Adams, Klickitat, Lewis, Mason, Okanogan, Pacific, Pend Oreille, Wahkiakum, and Yakima—fewer than 30 percent of adults have at least an associate degree.

King County has the highest percentage of adults with an associate degree (58 percent).

Students ages 25 and older with prior credit take 2.8 years to complete a four-year degree.

## Outcomes and Measures

### Plan for 2018-19 to reengage and support adults

In collaboration with colleges and community partners, WSAC will create a plan to reengage and support adult students. The plan should be implemented in the 2018-19 fiscal year and result in increased rates of college participation, retention, and completion for adult students. The framework would build on national best practices and leverage existing strengths of our system to provide the information and support students need to successfully return to college and complete a certificate or degree.