



SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

Strategies to Serve Adult Students – Designing Non-Traditional Promise Programs

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About SHEEO

The State Higher Education Executive Officers is the national association of the chief executives of statewide governing, policy, and coordinating boards of postsecondary education. Founded in 1954, SHEEO serves its members as an advocate for state policy leadership, as a liaison between states and the federal government, as a vehicle for learning from and collaborating with peers, and as a source of information and analysis on educational and public policy issues.

Original concept of Adult Promise Pilot Program

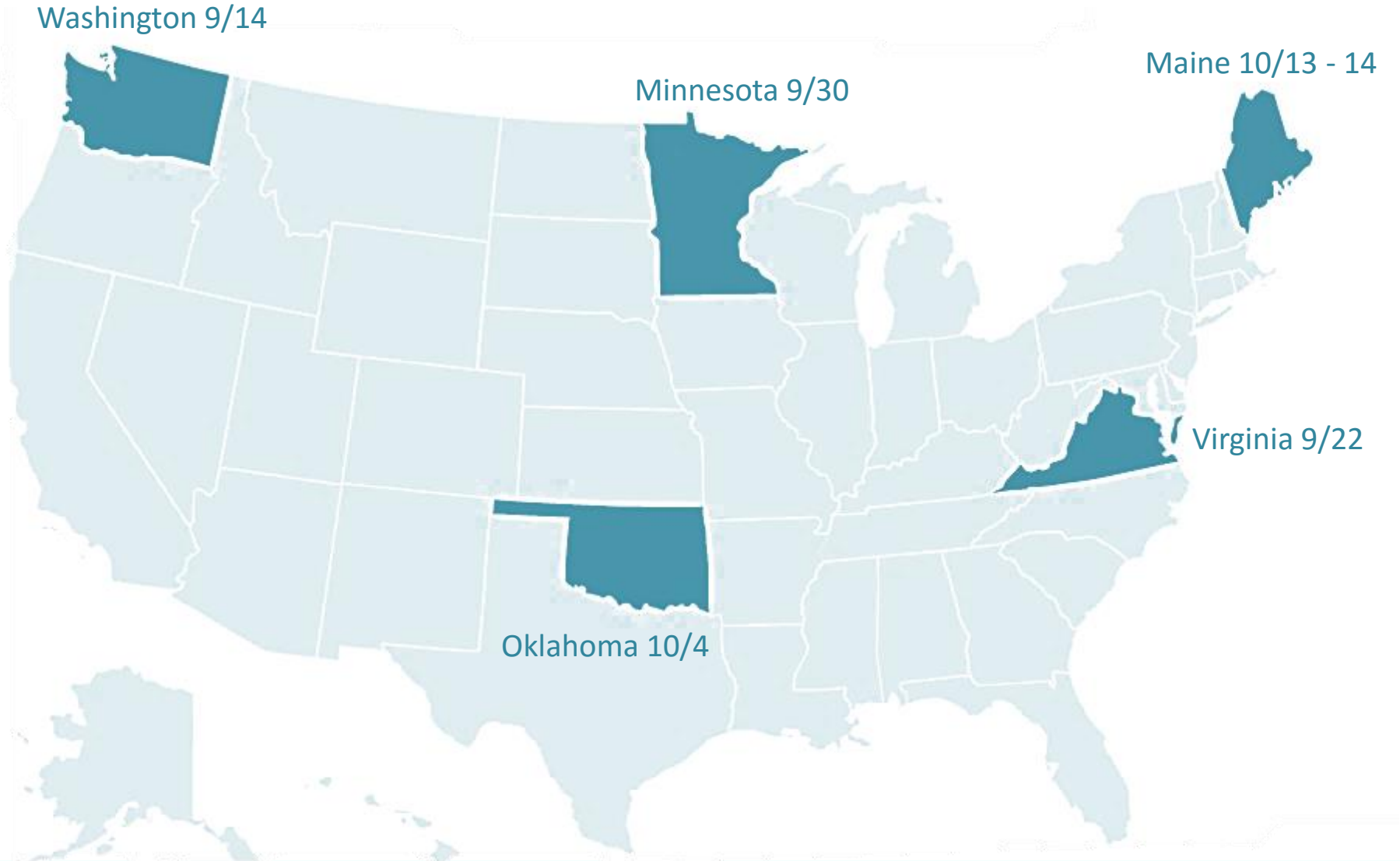
The purpose of this project is to develop a proof of concept and design documents for a “promise” type financial aid program geared towards adult students

- *Generally, “promise” type means promising free tuition and fees for eligible students (see TN program)*
- *Does such a program make sense for non-traditional, adult students?*
- *Is the “promise” free tuition for adult students? Supports and services? All of the above?*

About the project

- Grant period – January through October 2016
- May 2016
 - Design Convening
 - Produced *design template* document for states looking to implement Adult Promise programs
- September and October 2016
 - Site visits to five selected states
 - Washington
 - Virginia
 - Minnesota
 - Oklahoma
 - Maine
 - Produce a customized *program implementation plan* for each state

Participating States



Main takeaways from May convening

- The “promise” of free tuition and fees became an afterthought. Convening discussion focused on the challenges adult students face and the necessary supports to improve their ultimate success to completion
- Pilot states are focused on this key demographic
- States should build on past or existing programs

The disconnect

Need to serve adult students to reach attainment goals



Current and proposed promise-type programs

Reasons for the focus on traditional students

- Exhausted aid eligibility is a non-issue for students who have never attempted postsecondary education
- High school students are a captive audience during outreach and enrollment process
- Misunderstanding about today's typical college student
 - 40% are actually 25 and older

Outlining the challenges to an adult promise program

- Schedule conflicts
- Work obligations
- Family obligations
- Outstanding debt
- Frustration from prior attempt
- Outreach challenges
- Remediation
- Unsure how to navigate traditional postsecondary environment
- No acknowledgement of or credit for learning outside of classroom
- Exhausted aid eligibility may drive up costs to provide financial aid for students otherwise eligible
- Institutional buy-in
- Cost to tailor services to adult students or expand hours to meet adult student schedules

Addressing challenges and barriers

- Mentoring
- Prior learning assessment and awarding of credit
- Degree maps
- Structured schedules
- Year round enrollment
- Alternative instructional delivery
- Emergency aid fund
- On-campus child care or assistance
- Expanded hours of service
- Maximizing all sources of aid

The path to adult student success



OUTREACH, MARKETING, AND ENROLLMENT

- Data challenges
- Targeting messaging
- Focus groups
- Debt forgiveness



SUPPORTS FOR ADULT STUDENT SUCCESS

- Mentoring
- Credit for prior learning
- Degree maps
- Structured scheduling
- Alternative instructional delivery



RETENTION AND COMPLETION

- Emergency aid funding
- On-campus child care or child care vouchers
- Extended hours for support services



Cost estimates for pilot

- Ways to limit
 - Sector
 - Degree type
 - Enrollment intensity
 - Prior credit
 - Income limitations
 - High-demand fields
- Cost of last dollar
- Cost of other program components

Minnesota example



How do you pilot a promise program when the broad message is a central component?

Questions?

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