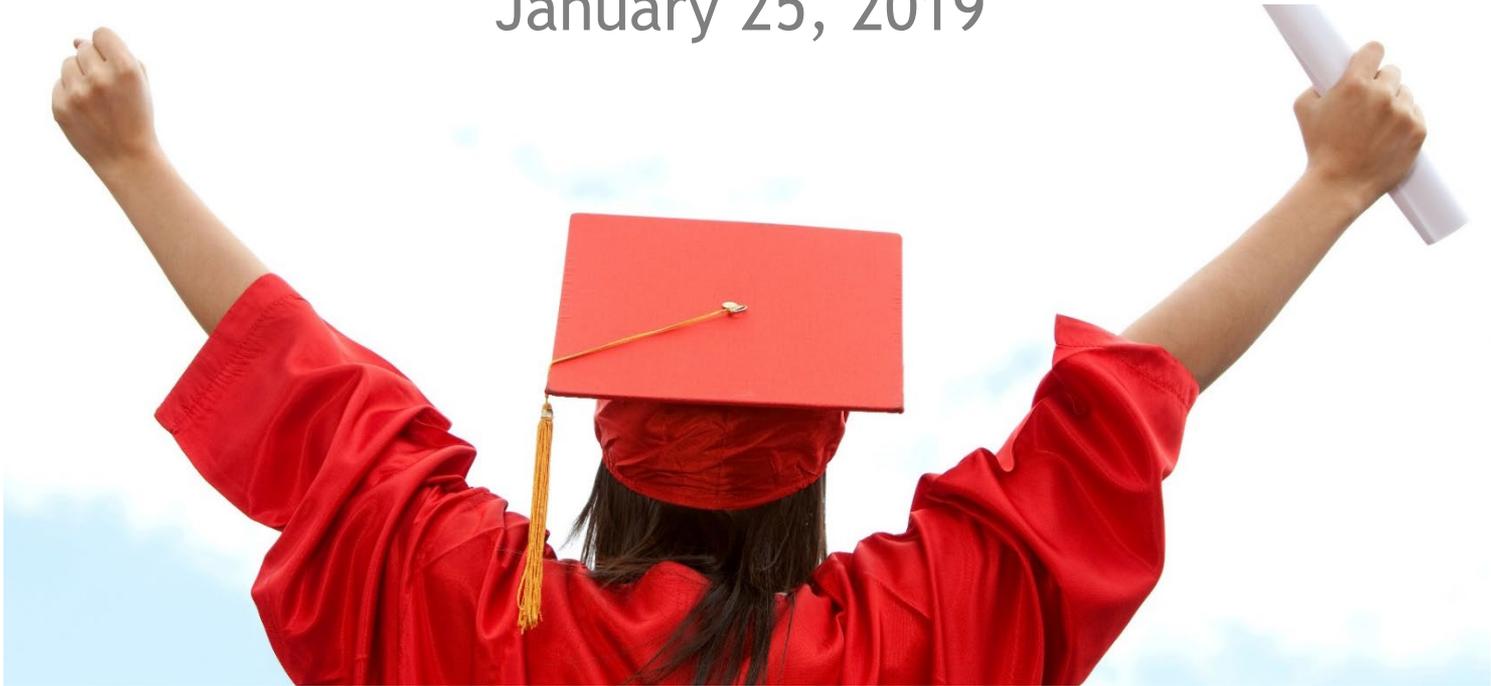


# ▣ Ten Principles for Effectively Serving Adults: National Trends and Best Practices

January 25, 2019



# The Winding Path to Adult Student Success



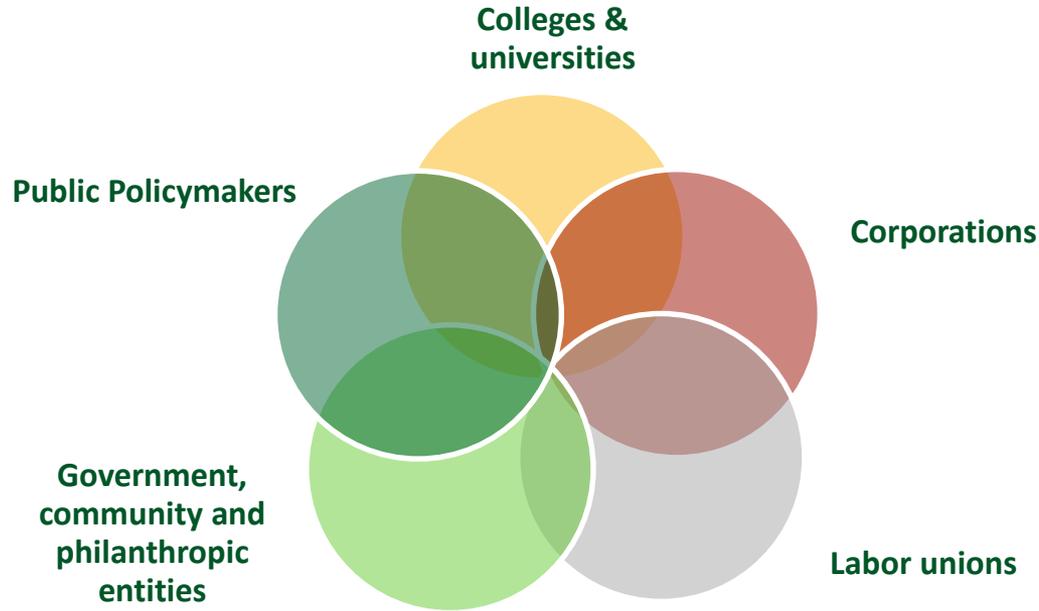
# Introduction to CAEL



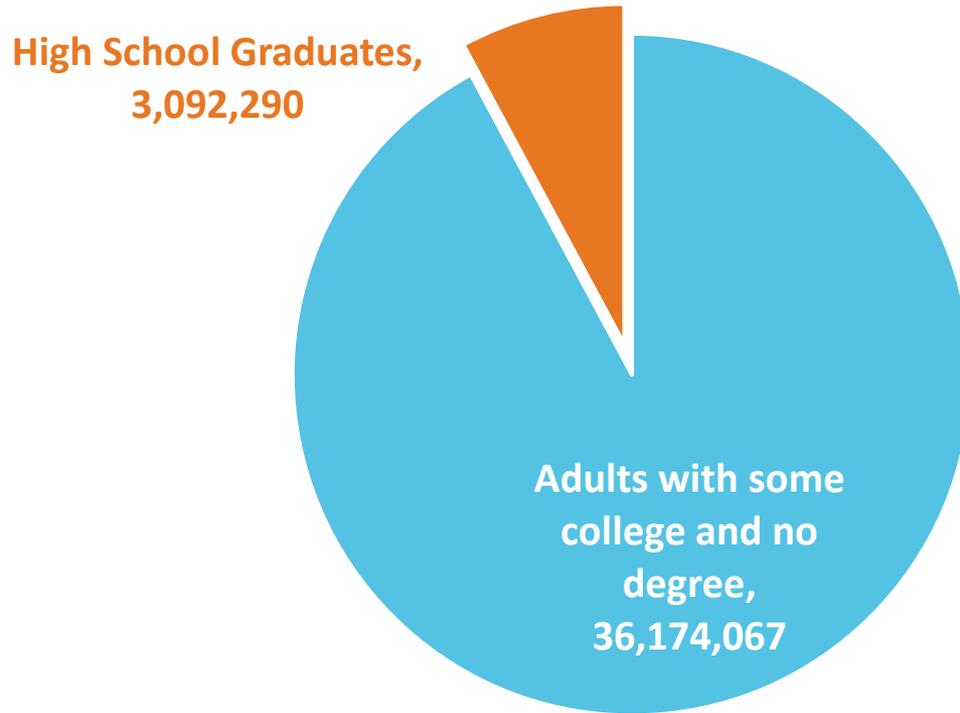
**CAEL**  
Linking Learning and Work

- Council for Adult and Experiential Learning
- A 501(c)(3) non-profit, international organization with nearly 44 years of lifelong learning experience
- National leader in PLA best practices, research, and writing
- Dedicated to removing barriers to adult learning
- Recognized by regional accrediting bodies

# CAEL's Unique Integrator Role



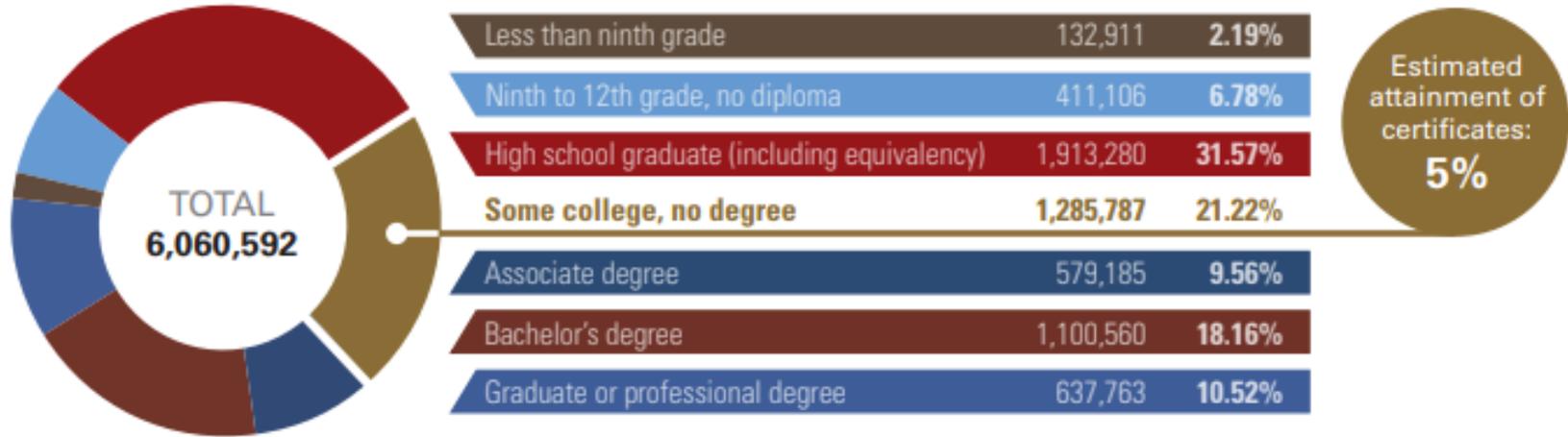
# Why Adults?



Currently, 46.9% of adults have a postsecondary credential – we need another 13.1% to reach our 60% goal.

<https://nces.ed.gov/programs/projections/projections2021/tables.asp>  
<http://strongernation.luminafoundation.org/report/>

## Levels of education for Ohio residents, ages 25-64



Source: U.S. Census Bureau, 2014 American Community Survey

[https://www.luminafoundation.org/files/publications/stronger\\_nation/2016/ohio-brief-2016.pdf](https://www.luminafoundation.org/files/publications/stronger_nation/2016/ohio-brief-2016.pdf)

# CAEL Works to Reverse the Trend

Adults must overcome unique challenges. It is no surprise that fewer than 40% of adult learners meet their academic completion goals.

The average student loan debt is **\$28,400**

for students who must take out loans to pay for their education.<sup>1</sup>

<sup>1</sup> The Institute for College Access & Success

Only **1/3**

of non-first-time students who reenroll in a postsecondary degree program **successfully completed their degree.**<sup>2</sup>

<sup>2</sup> National Student Clearinghouse

Approximately



of U.S. undergraduate students **fail to persist to degree completion.**<sup>3</sup>

<sup>3</sup> Lumina Foundation

# Demographics Are Shifting

## BALANCING MULTIPLE RESPONSIBILITIES



## OLDER AND MORE RACIALLY DIVERSE



THE VISION THAT MOST OF US HAVE OF COLLEGE STUDENTS – 18- TO 21-YEAR-OLDS WHO ATTEND SCHOOL FULL-TIME – ONLY MAKE UP ABOUT A THIRD OF THE COLLEGE POPULATION.



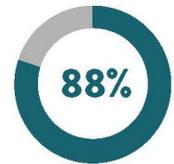
AND THOSE TRENDS ARE EXPECTED TO CONTINUE THROUGH 2021, WITH BLACK ENROLLMENT PROJECTED TO GROW BY 25 PERCENT, HISPANIC STUDENTS PROJECTED TO INCREASE BY 42 PERCENT, AND ONLY A 4 PERCENT INCREASE IN WHITE STUDENTS FORECASTED.

## FINANCIALLY SUPPORT THEMSELVES... AND OFTEN STRUGGLE TO MAKE ENDS MEET



ALMOST HALF OF  
**TODAY'S STUDENTS**  
ARE ON THEIR OWN FINANCIALLY. HALF OF THOSE STUDENTS (25%) HAVE FINANCIAL DEPENDENTS OF THEIR OWN.

**4.8 MILLION**  
POSTSECONDARY STUDENTS ARE PARENTS, AND OF THOSE, **61 PERCENT** HAVE NO MONEY TO CONTRIBUTE TO THE COST OF COLLEGE.



**88 PERCENT**  
OF SINGLE STUDENT-PARENTS HAVE INCOMES **BELOW 200 PERCENT** OF THE POVERTY LINE.

## LESS LIKELY TO GRADUATE



STUDENTS WITH ADDITIONAL FINANCIAL, WORK AND FAMILY OBLIGATIONS ARE **TWICE AS LIKELY TO DROP OUT OF SCHOOL** IN THEIR FIRST YEAR AS STUDENTS FRESH OUT OF HIGH SCHOOL – **38 PERCENT COMPARED TO 16 PERCENT.**



NO MORE THAN **A QUARTER OF PART-TIME STUDENTS** MAKE IT TO GRADUATION, EVEN WHEN GIVEN TWICE AS LONG TO COMPLETE.

# MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

## OVERWHELMED...

Number of times online every day  
early days of the Internet **5** | today **27**

**41%** of time workers spend on things that offer little personal satisfaction and do not help them get work done.

## DISTRACTED...

Most learners won't watch videos longer than **4 minutes**

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.



People unlock their smartphones up to **9 times** every hour

**2/3**

of knowledge workers actually complain that they don't have time to do their jobs

## IMPATIENT...

Online, designers now have between **5 and 10 seconds** to grab someone's attention before they click away

**5 minutes**—ironically, often by work applications and collaboration tools

**1%**  
of a typical workweek  
is all that employees  
have to focus on  
training and  
development

Sources:  
 "The Overwhelmed Employee: Simplify the Work Environment" *Deloitte University Press*  
 "The Knowledge Worker's Day" *Besse*  
 "Make Time For the Work that Matters" *Harvard Business Review*  
 "Collaboration & Social Tools Drain Business Productivity, Costing Millions in Work Interruptions" *harmon.ie*  
 "We're Creating a Culture of Distraction" *pskvr.com*  
 "Study Says We Unlock Our Phones a LOT Each Day" *TIME*  
 "Infobesity: Causes Distraction and Stress at Work" *Hill Magazine*  
 "IT Training Gets an Extreme Makeover" *Computerworld*  
 "Network Performance: Does It Really Matter To Users And By How Much?" *University of Massachusetts*  
 "Worldwide Mobile Worker Population 2011 - 2015" *IDC*  
 "Ambivalence Is Not a Strategy" *Flux Strategy Group*  
 "The Rise of the Extended Workforce" *Accenture*  
 "Engaging Disengaged Learners" *Towards Maturity*  
 "Face-to-Face Information Through Mobile Connections" *New Research*  
 "Here's a Google Perk Any Company Can Imitate: Remote-on Employees" *Small Business*

## UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

**37%**  
of the global workforce is expected to be "mobile" by the end of 2015

**30%**  
of full-time employees do most of their work somewhere other than the employer's location

**20%**  
of workforce comprised of temps, contractors, and freelancers

## ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



## COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

**~80%**  
of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are:  
 asking other people  
 sharing what they know

at Google,  
**55%**  
of training courses are delivered by an ecosystem of **2,000+** peer learners

## EMPOWERED

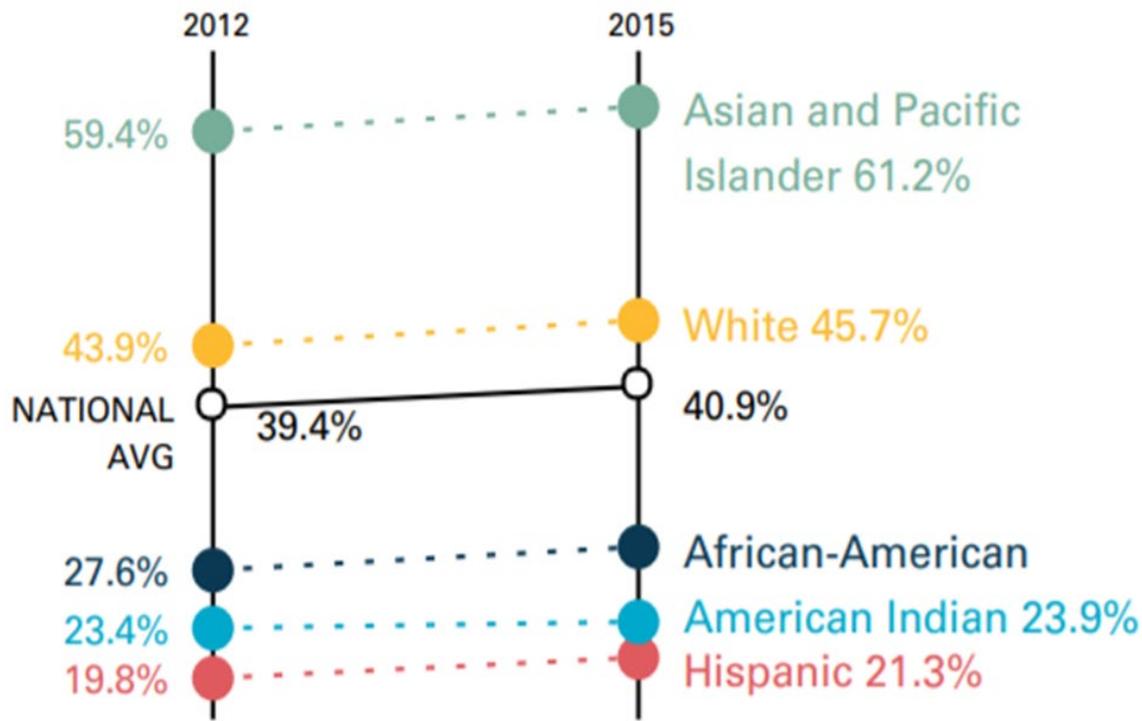
Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

**2 1/2 to 5**  
Half-life (in years) of many professional skills

**38%**  
of workers who say they have opportunities for learning and growth at their workplace

**62%**  
of IT professionals who report having paid for training out of their own pockets

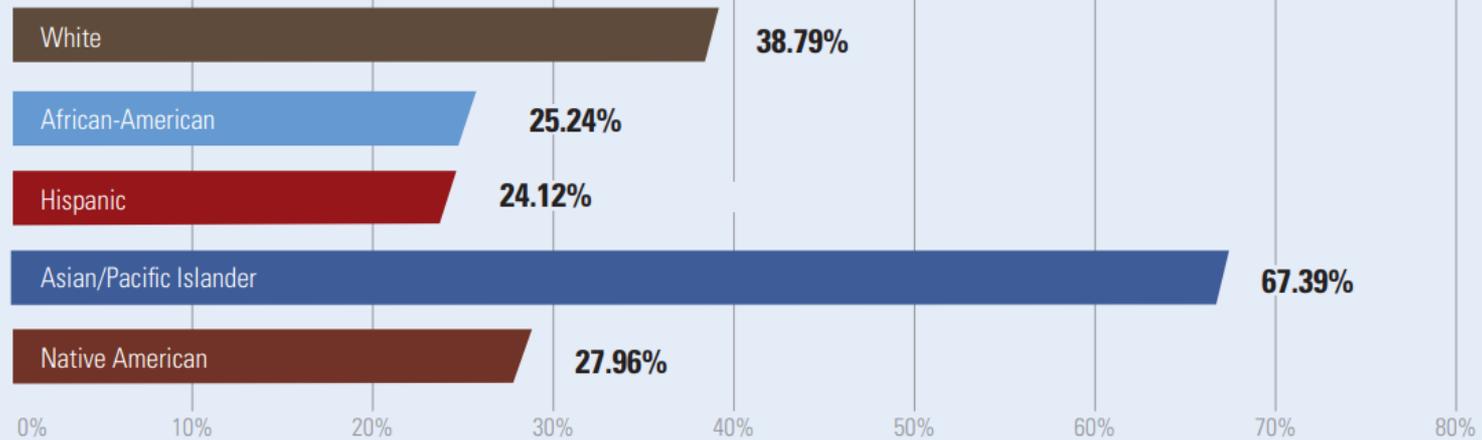
# Factoring in Race and Ethnicity



• “Even as the nation continues to make progress, education attainment levels are unequal across racial groups.”

Source: Lumina Foundation, National Report, 2017

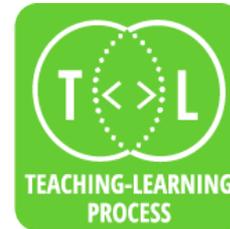
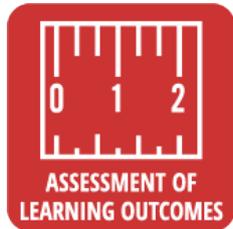
## Degree-attainment rates among Ohio residents (ages 25-64), by population group

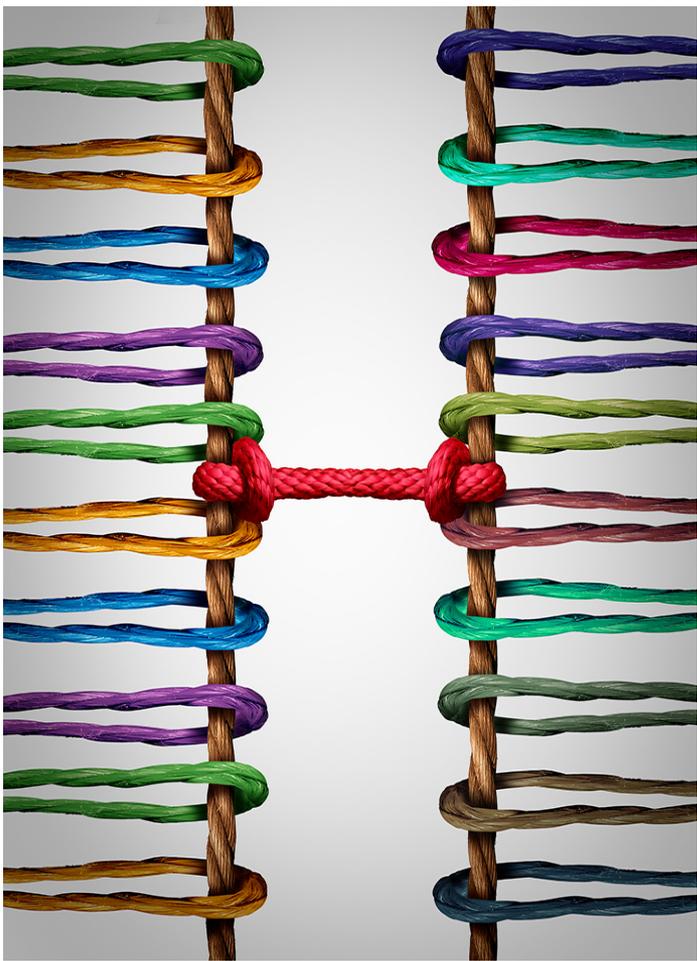


Source: U.S. Census Bureau, 2012, 2013, and 2014 American Community Survey One-Year PUMS Files

[https://www.luminafoundation.org/files/publications/stronger\\_nation/2016/ohio-brief-2016.pdf](https://www.luminafoundation.org/files/publications/stronger_nation/2016/ohio-brief-2016.pdf)

# Ten Principles for Effectively Serving Adults





# The Ten Principles are...

- Integrated—They work together
- Indivisible—They form a whole
- Imperative—Not just a “good idea”

NEW MINDSET



NEW RESULTS



Nevada System of Higher Education

# NEVADA PROMISE

SCHOLARSHIP



# A Bullseye for a Few...



...but 37 million adults in the U.S. have some college credits and no degree.

# Great Stories and Best Practices



# Mississippi's Completion Goals



- 127,000 adults in MS one semester from degree
- 32,000 adults in MS with enough credits for a degree
  
- How to impact these numbers?



# COMPLETE<sup>2</sup> COMPETE

One Degree Better



- Vigorous leadership from both community college and university boards
- Statewide marketing campaign
- Statewide participation
- “Reverse transfer” to provide credentials to adults



TRANSITIONS



OUTREACH

# COMPLETE<sup>2</sup> COMPETE

One Degree Better



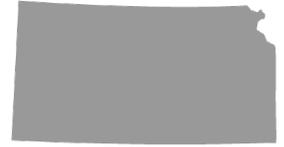
TECHNOLOGY



ADAPTIVITY

- Economic impact over time
- Socioeconomic impact over time
  - Consider generational impact
- Ease of transfer between state institutions
- Leveraging the Principles to address a critical challenge

# Kansas City's Completion Goals



- Similar to Mississippi: When faced with so many adults with some credits and no degree, how to reengage them?
- Dual problem: Serving a region that crosses state lines; political and economic implications



- Collaborate together to reengage adults
- Funding that crosses state lines for 17 institutions
- Concerted effort to address socioeconomic challenges
- Examining cross-generational impacts: reengaging parents when adult child goes to college or university



- In December 2018, a for-profit college in MO (Vatterott) suddenly closed its doors
- KC Degrees took leadership and provided transfer pathways for all affected adults
- Proactively reached out to these adults and media to spread the word





- Connecting Hispanic-Serving Institutions (HSIs) nationally to uncover best practices for serving adult Latino students



- Considering cultural frameworks as well: culture of serving adults? Latino students? Adult Latinos?



# Principle-Driven Best Practices

- Rio Solado College
  - 40 flexible start dates for courses
- Excelsior College—Accepts up to **117** transfer credits
  - How are you assessing prior learning for credit?
- Park University
  - Flexibility and affordability for active duty military & military-connected persons
- Kennesaw State University
  - Merger with Southern Polytechnic State University





**GRADUATE!**  
PHILADELPHIA



**College Now**  
*Greater Cleveland*  
Developing Tomorrow's Talent Today

# What is next for OH?



- Finish for your Future
  - Impact 1.2 million Ohioans with some college, no degree  
(2017, Lumina Foundation)
- Leverage Complete College OH and Credit When It's Due
  - Creative solutions for adults who don't qualify?
- Consider any best practices from College Now: Greater Cleveland