

EQUITY FIRST

**Building Toward a
Better Future and
Revitalizing Learning**

Rethinking Postsecondary to Ensure Adult Student Success

Dr. Gloria Gibson

President
Northeastern Illinois University

Faith LaShure

Dean for Admissions
Waubonsee Community College

Starr De Los Santos

Senior Coalition Manager
Women Employed

Christina Warden

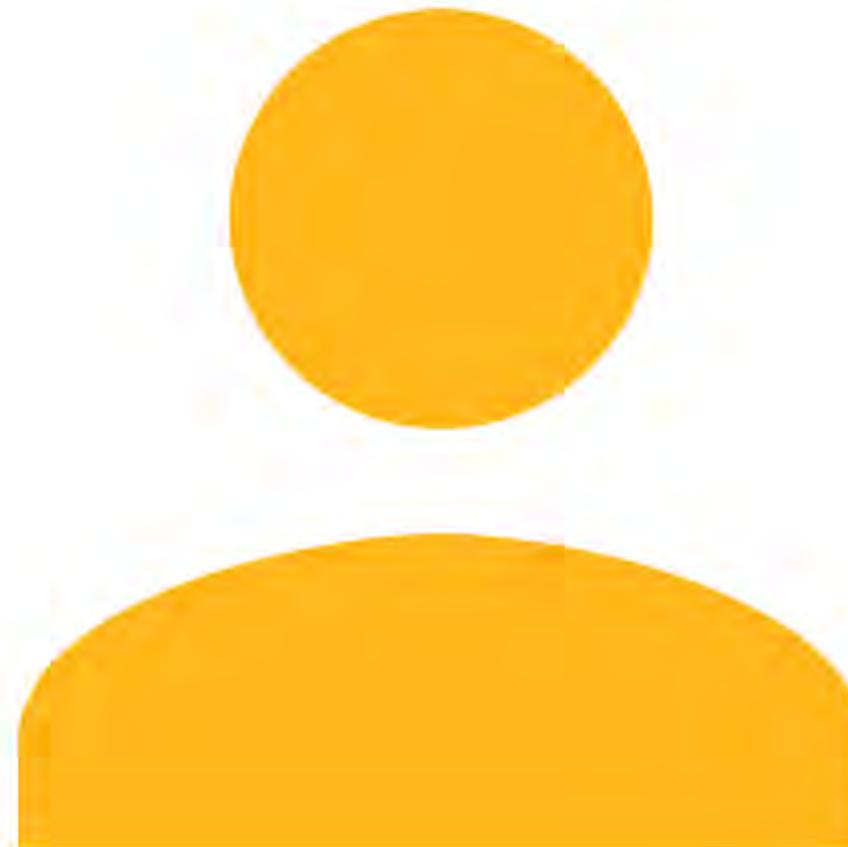
Director of Policy
Women Employed



Who Are Adult Students?



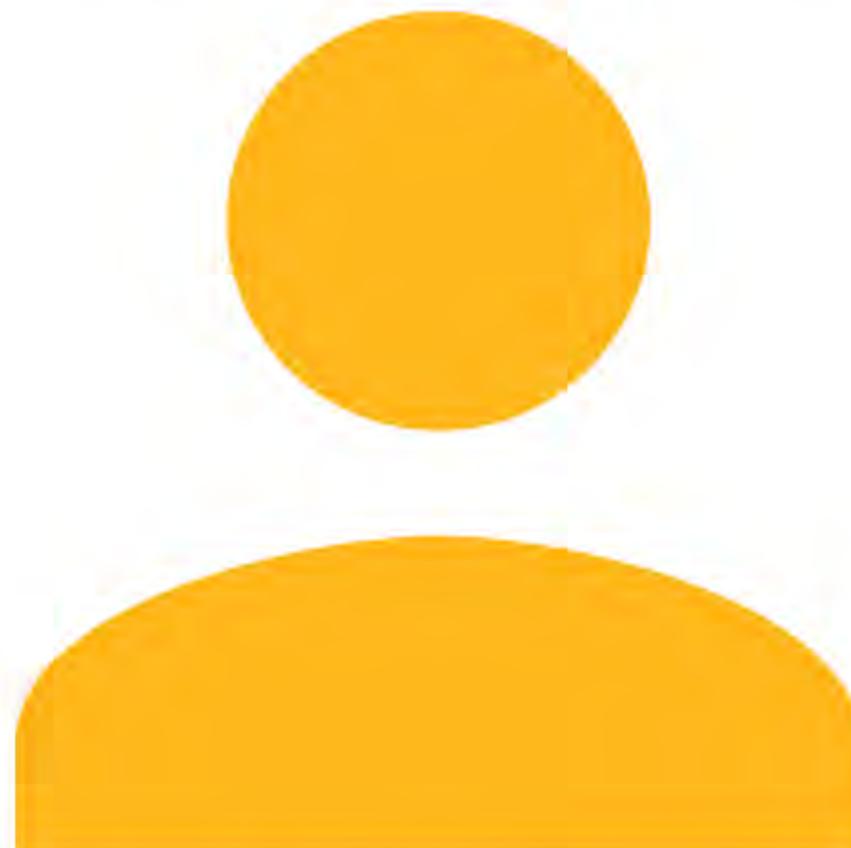
Over the age of 25



Who Are Adult Students?

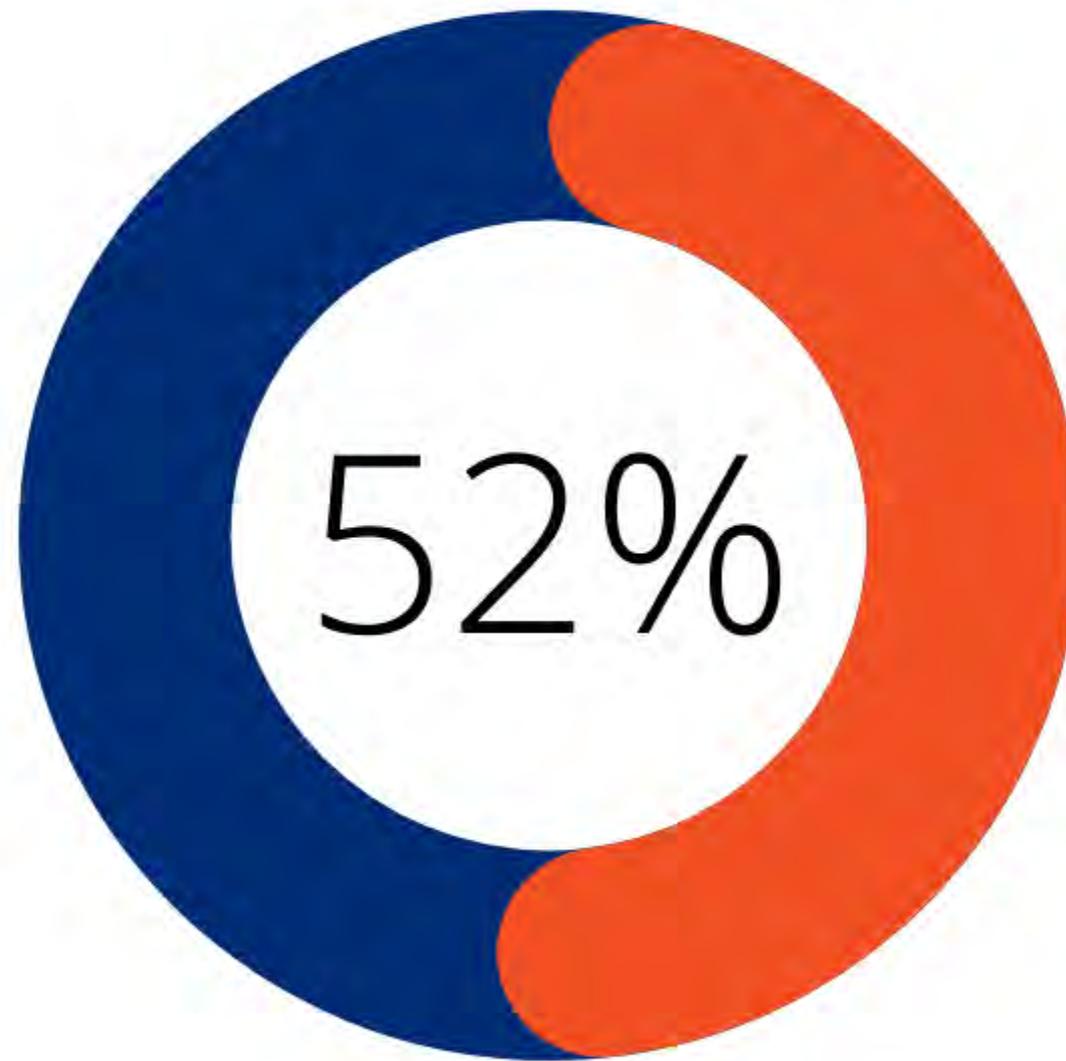


Over 1/3 of undergraduate students are adults



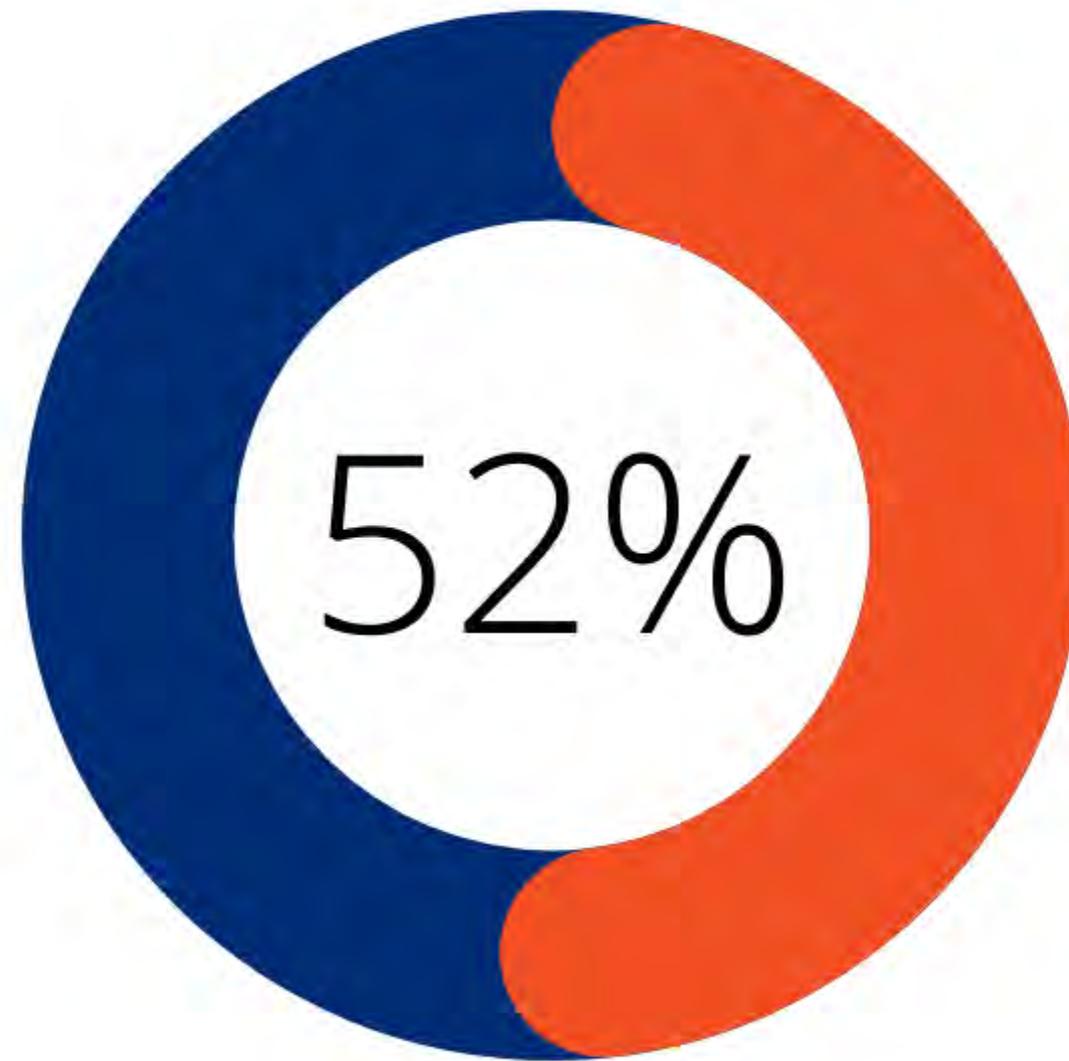
Black and African American; Native Hawaiian and Pacific Islander; American Indian and Native Alaskan undergraduate students enroll at higher rates as adults

Who Are Adult Students?



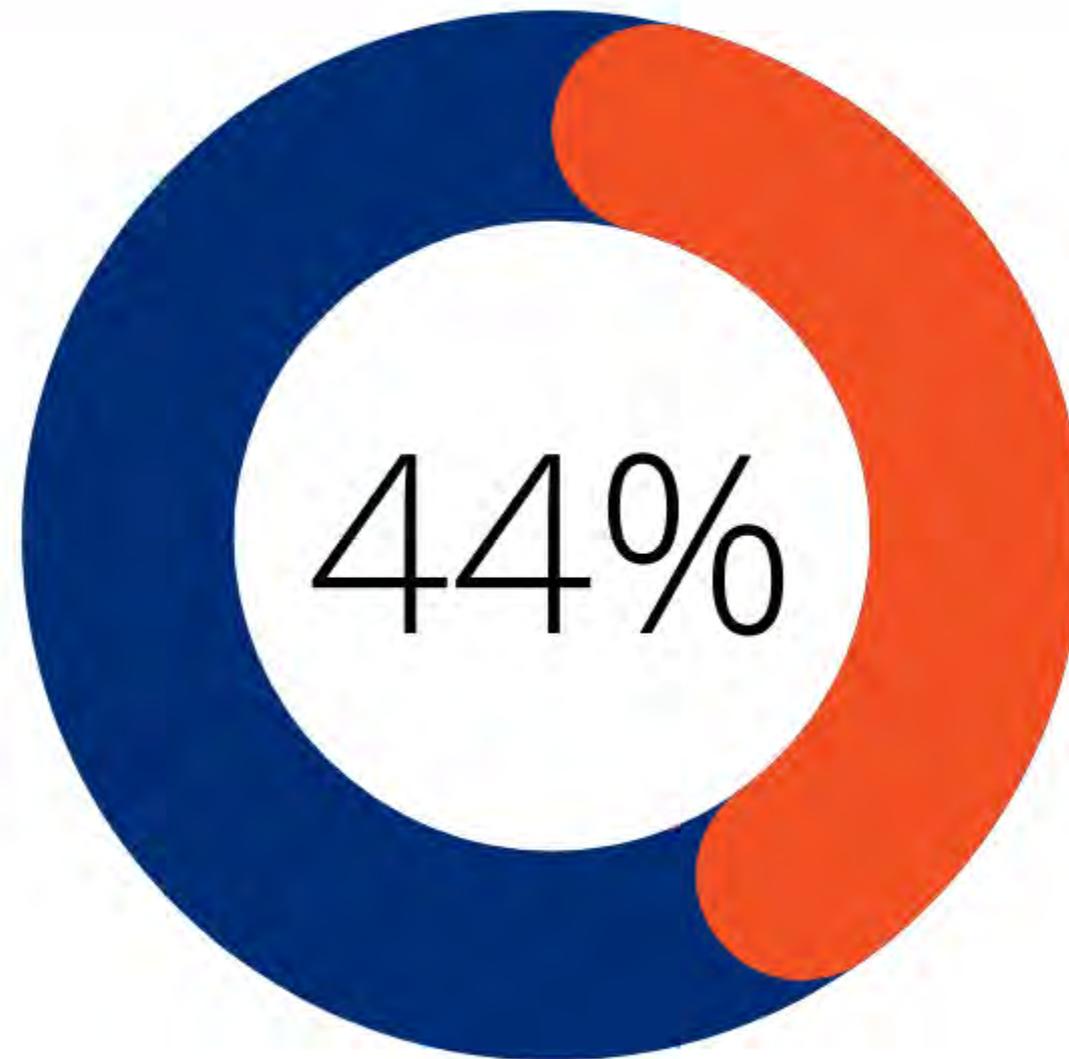
Enroll Part-Time

Who Are Adult Students?



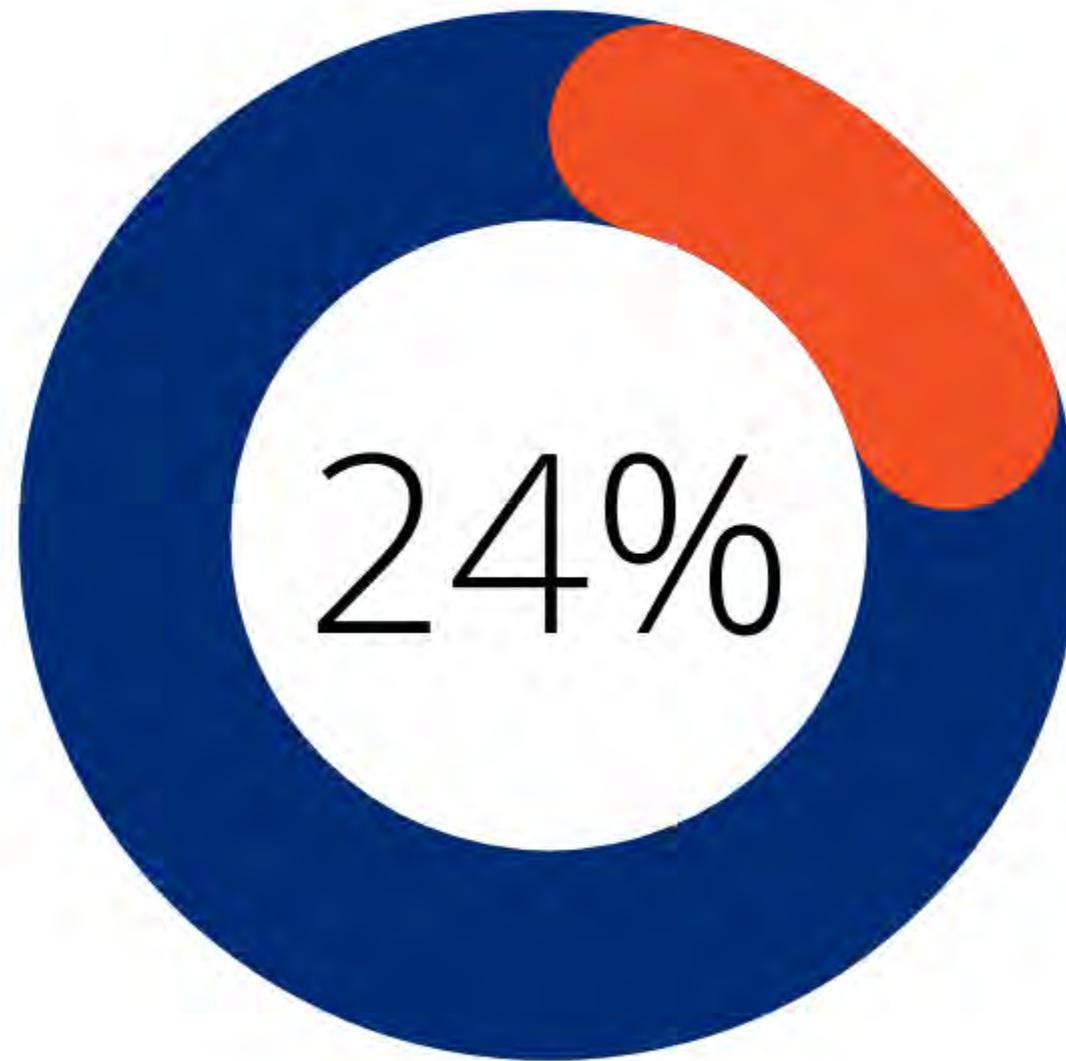
Attend Public 2-Year Institutions

Who Are Adult Students?



Work Full-Time

Who Are Adult Students?



Work Part-Time

Idea Sheet

Insert Questions, Thoughts, and Ideas

Starr De Los Santos (she/her)
Senior Coalition Manager
Women Employed



Sdelossantos@womenemployed.org

Barriers Facing Adult Students

Sense of Belonging

Accessibility

Sense of Belonging



- Past negative experience
- Self-doubting ability to succeed
- Lack of support

Accessibility



- Schedule flexibility
- Lack of financial resources
- Access/knowledge of resources

Impossible to Possible



In 2019, Bob Dwyer became the oldest graduate at Northeastern Illinois University

www.neiu.edu/90-year-old-graduate-bob-dwyer

President Gloria Gibson, Northeastern Illinois University



Waubonsee Community College Fast Facts

4 campus network

- Sugar Grove
- Aurora Downtown
- Aurora Fox Valley
- Plano

11,795 credit students

63% enrolled part-time

58% female/42% male

18:1 student/-faculty ratio



Career and Technical Degrees and Certificates

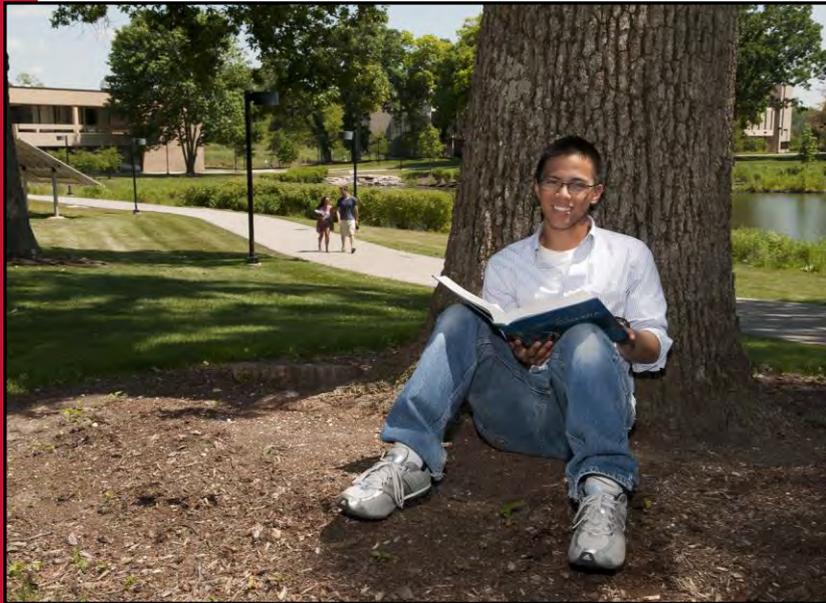
- Over 90 AAS and certificate programs and 16 short career certificates (6 courses or less).
- 80% of completers of long-term certificate or AAS programs at Waubonsee are employed in career jobs within 1 year of



Meeting the Needs of Adult Students

- ❑ SEM Plan Strategic Initiative
- ❑ Dedicated Resources:
Adult Outreach Admissions Advisor
- ❑ Recruitment to Retention

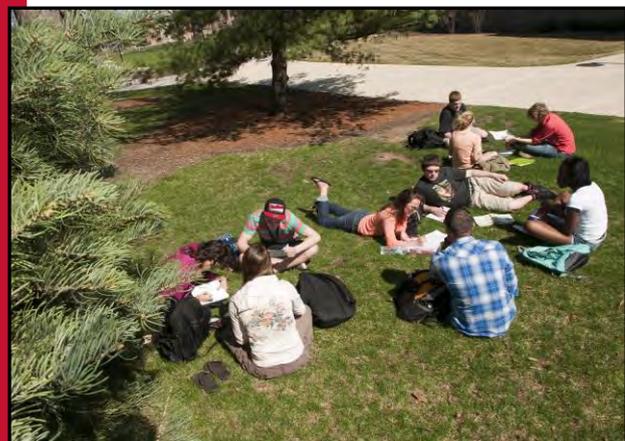




(SEM) Strategic Enrollment Management Plan Recruitment/Admissions Sub-Committee: The Charge

Establish clear enrollment goals for the purpose of achieving optimal enrollment

Incorporate identified institutional methods and tasks



SEM Plan Recruitment & Admissions: Strategic Imperatives

1. Clarify Target Goals

2. Refine Adult Recruitment Strategy

Using the new messaging categories. What events & collateral do we create with this new messaging

3. Refine Cross Segment Recruitment Strategies

(Hispanic/Latinx, Black/African American & First Generation)



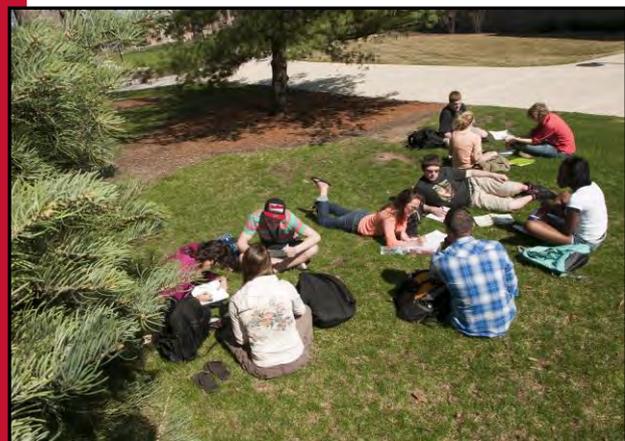
Clarify Target Goals (What Data do we need?)

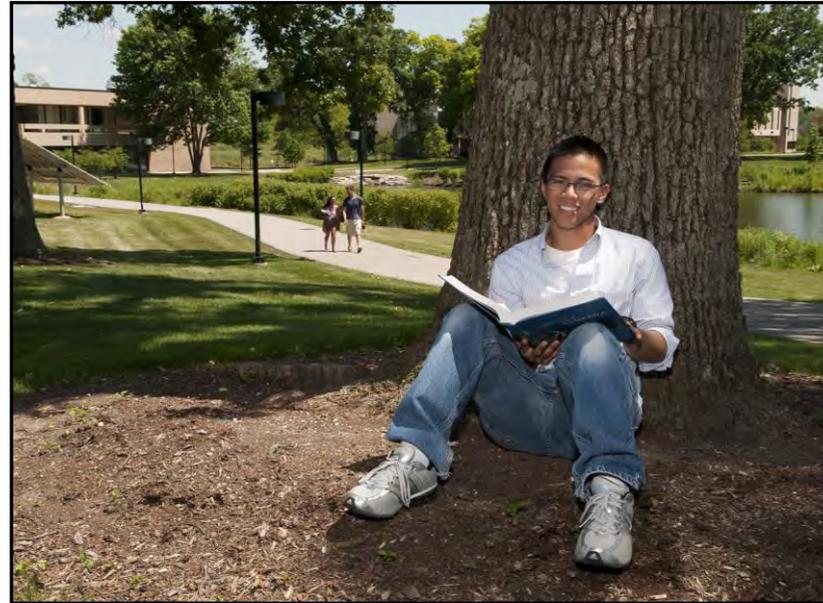
Market Segments (life-style)

Traditional
In-Betweeners
Non-Traditional

Adults

career changers
career enhancers
Career starters
Goals based on career vs. transfer





Clarify Target Goals – Update: Fall 2021 Data Request

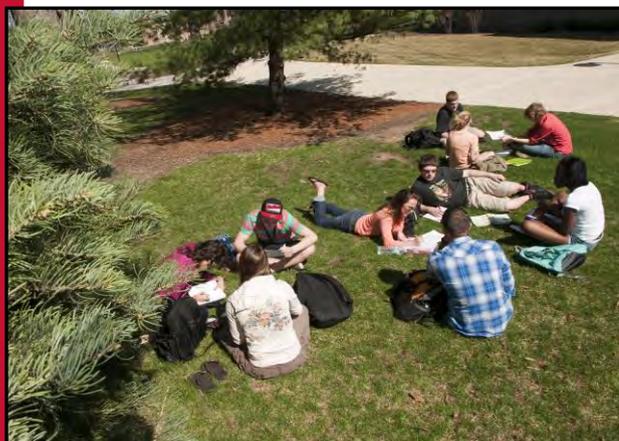
New Target Data Requests:

- First Generation
- Dual Credit Transition
- Home Schoolers
- Military Students
- **HSE/ELA/Workforce**

Adult Specific Data:

- ethnicity
- city
- zip code
- New vs. Transfer
- major
- Campus
- intent

Dedicated Resources: Admissions Adult Outreach Advisor Strategy





Admissions Adult Outreach Advisor Supports

Support, Engagement and Referral Services

- TriO/Student Support Services
- Access Center for Disability Resources
- Latinx Resource Center (The LRC)
- Student Life
- Academic Support – Tutoring, Library, Academic Coaches

Strong Advising Support

Admissions Advising

Career Coach Assessment – Regional Job Availability

Assigned Academic & Career Advisor Case Management

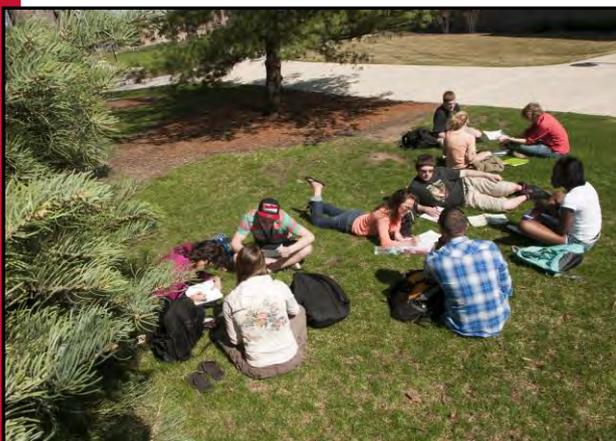
Recruitment to Retention: New Coaching Model with Adult & Latinx Focus

What are the real reasons students drop?

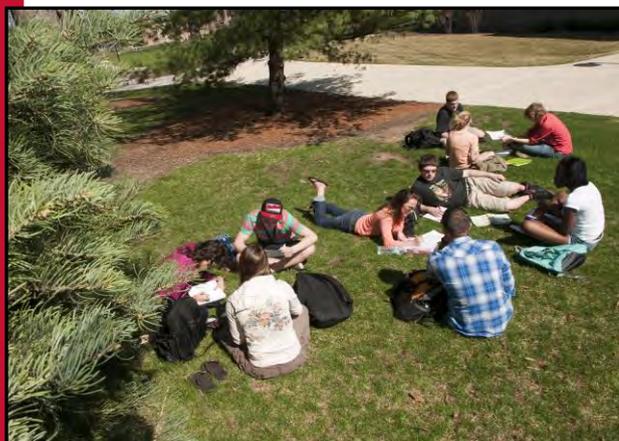


Source: InsideTrack primary research; N=117,018

insidetrack®



Recruitment to Retention: CAEL Adult Learner 360 Survey



Top Items: ALSQ

Principle	Assessment Question	Student Satisfaction	Student Median	Institutional Effectiveness
	1. Enrolling at this institution is easy.	4.67	4.42	3.09
	3. I can easily and conveniently register for courses.	4.61	4.32	3.32
	3. My institution consistently communicates with me via technological means.	4.60	4.47	3.70
	2. I can easily and conveniently get help from the admissions office	4.56	4.11	3.67

- Student Satisfaction Scores are based on a scale of 1-5, with 1 being Very unsatisfied and 5 being Very Satisfied.
- Institutional Effectiveness Scores are based on a scale of 1-5, with 1 indicating Poor and 5 indicating Excellent.

Recruitment to Retention: CAEL Adult Learner 360 Survey

Hispanic/Latino student lens

Highlights include Hispanic and/or Latino students being more satisfied with...

- Regular contact with a mentor or advisor
- Receipt of resources or referrals to providers of high-quality, affordable childcare
- Opportunities to network with WCC alumni
- An overall higher satisfaction with WCC's Adaptivity survey items including
 - WCC's responsiveness to their feedback
 - WCC's consultation of students when planning program course schedules
 - WCC's use of student course and program evaluations to make changes

cael.org





Questions?