Rethinking Postsecondary to Ensure Adult Student Success

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Who Are Adult Students?

Over the age of 25

Data Source: ACE’s analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study
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

Data Source: ACE’s analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study
Who Are Adult Students?

52%

Enroll Part-Time

Data Source: ACE's analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study.
Who Are Adult Students?

52% Attend Public 2-Year Institutions

Data Source: ACE’s analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study.
Who Are Adult Students?

44%

Work Full-Time

Data Source: ACE’s analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study.
Who Are Adult Students?

24%

Work Part-Time

Data Source: ACE's analysis of National Postsecondary Student Aid Study 2016 (NPSAS:16) data. Includes degree-granting and non-degree-granting institutions. Working while enrolled in college excludes work-study.
Idea Sheet

Insert Questions, Thoughts, and Ideas
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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 Northeasterm Illinois University
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 graduation.
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
• major
• city
• Campus
• zip code
• intent
• New vs. Transfer
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?

<table>
<thead>
<tr>
<th>Students Aged 16-24</th>
<th>Students Aged 25-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Commitments</td>
<td>3%</td>
</tr>
<tr>
<td>Finances</td>
<td>14%</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>7%</td>
</tr>
<tr>
<td>Commitment to Completion</td>
<td>15%</td>
</tr>
<tr>
<td>Health &amp; Support</td>
<td>12%</td>
</tr>
<tr>
<td>Academics</td>
<td>11%</td>
</tr>
<tr>
<td>School Community</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: InsideTrack primary research, N=117,018
Recruitment to Retention: CAEL Adult Learner 360 Survey

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

*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?