



Including Adults in College Promise Programs: Models and Strategies

PromiseNet 2019

Berkeley, California

Meeting the 2020 Workforce Demand



- **65% of all jobs require some postsecondary education (Carnevale, 2013)**
 - **30% of all jobs (16.4M) require middle-skill credentials**
- **To reach 60% post-secondary attainment, adults (age 25+) will need to earn 70% of the needed credentials (Lumina Foundation 2017)**
 - **11.6 M adult students**
 - **6.1M returning students, 5.5 M adults with no college**

Adults in College Promise Programs

- **37% of postsecondary students are 25 years old or older.** (*higher percentage in community colleges*)
- **Most are ineligible for College Promise programs**
 - Majority of programs include only recent graduates with no college credits

Why Not Include Adults?



Traditional-aged students are

- **A known quantity**
 - Not aware of # adult students and potential students in the workplace
- **Easier to reach**
 - Communication through K-12 system
- **Less expensive**
 - More likely to be eligible for other funding (state, federal, private)
 - Less existing debt

Four College Promise Programs that Include Adults

2 state-level programs

2 institution-based programs

- **Why and how they include adults, including**
 - Outreach strategies
 - Student support
 - Incorporate equity in their design
 - Advice

Oklahoma Reach Higher: Flex Finish and Direct Complete

An aspiring adult College Promise program that builds on extensive experience engaging adults and supporting them to identify reliable funding

Milwaukee Area Technical College (MATC) Promise for Adults

A privately-funded, need-based financial and student services College Promise program that prepares adults for jobs in high-demand occupations

Canyons Promise

An institution-based high school College Promise program that is creatively expanding to include adult students

Washington College Grant (College and Career Compass)

A state-based adult student support program that can be combined with financial support from recent state legislation.

Panelists



Debbie Blanke, Vice Chancellor for Academic Affairs at Oklahoma State Regents for Higher Education

Jonathon Feld, Associate Vice President, Student Services, MATC

Jasmine Ruys, Dean, Enrollment Services, College of the Canyons

Becky Thompson, Deputy Director at Washington Student Achievement Council



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Thank you!