Indiana’s Adult Engagement Campaigns

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Indiana’s Adult Population

• **1.4 million** Hoosier adults between the ages of 25 and 64 have a high school diploma or less

• **712,000** have some college credits, but no degree

• **More than half** (59.1%) of working-age adults do not have a high-quality certificate or degree
Adult Engagement Campaigns

**You Can. Go Back.** (2016)
- Adult Student Grant ($2,000)
- Need-based financial aid
- All post-secondary degree or credentials

**Next Level Jobs** (2017)
- Workforce Ready Grant (full tuition and fees)
- Not need-based financial aid
- Limited to certificates in high-demand areas
Strategy

• Targeted financial aid programs for adult students
• Clear communication and direct outreach
• Simplified application and college match process
• Coordinated support with campus partners
• Engagement with employers and community orgs
You Can. Go Back.

**Statewide campaign** aimed at helping the 700,000+ Hoosier adults with some college but no degree finish what they started.
Timeline

• **June 2014:** CHE adopted “Return and Complete”
• **Winter 2015:** Legislation passes (HEA 1001-2015)
• **Summer/Fall 2015:**
  • Convened Steering Team, Published Guidance
  • Determined Participating Schools and Incentives
  • Collected and Cleaned Student Record Data
  • Developed Online Portal/Dashboard
• **February 2016:** Campaign launches
Adult Student Grant
Adult Student Grant

- $1,000 grant for eligible students (now $2,000)
- **No application deadline**; awards created on rolling first-come, first-served basis.
- Must be **independent** student, enrolled at least half-time and complete at least 18 credits to **renew**
Marketing & Outreach
Understanding Our Audience

Why they don’t go back

- No Time, Family Commitments (70% have children)
- No Money, No Savings, Debt
- Impacted by Last Attempt

Why they want to go back

- Opportunities for Advancement, Greater Income
- Sense of Accomplishment, Make Family Proud
Direct Outreach

**Target Population:**
- Attended college within the last 10 years
- Earned 25% or more of the credits needed to graduate
- Had not earned any degree

**Targeted Outreach:**
- 125,000 postcards with individualized URLs
- 300,000 emails
- 32,000+ outbound calls
A lot has changed since you left college. LIKE YOUR REASONS FOR RETURNING.

LARGE INCOME BUMP
+$20K

LESS CHANCE OF BEING UNEMPLOYED
3X

MORE CAREER OPTIONS
60%

College Grads vs High School Grads
Bachelor's vs High School Degree
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Anthony.Smith
An Initiative of the Indiana Commission for Higher Education
A lot has changed since you left college. LIKE YOUR REASONS FOR RETURNING.

LARGE INCOME BUMP
+ $20K

College Grads vs High School Grads

LESS CHANCE OF BEING UNEMPLOYED
3x

Bachelor’s vs High School Degree

MORE CAREER OPTIONS
60%

Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Lavonne.Smith
An Initiative of the Indiana Commission for Higher Education
A lot has changed since you left college. LIKE YOUR REASONS FOR RETURNING.

LARGE INCOME BUMP
+$20K

LESS CHANCE OF BEING UNEMPLOYED
3x

MORE CAREER OPTIONS
60%

College Grads vs High School Grads
Bachelor's vs High School Degree
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives
An Initiative of the Indiana Commission for Higher Education
A lot has changed since you left college. LIKE THE COST OF NOT RETURNING.

- LARGE INCOME GAP: $20K
- GREATER CHANCE OF UNEMPLOYMENT: 3x
- FEWER CAREER OPTIONS: 60%

High School Grads vs College Grads
High School vs Bachelor's Degree
Jobs Requiring Education Beyond High School by 2018

Explore available programs and access your incentives

An Initiative of the Indiana Commission for Higher Education
Incentives for Returning Students.
The future starts now.

Anthony, Indiana colleges and universities are making it easier to finish your degree.

FLEXIBLE ONLINE, EVENING & WEEKEND CLASSES

$1,000 STATE GRANTS* First Come, First Serve

FORGIVENESS FOR DEBT/Grades*

Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.

Explore available programs and access your incentives.

Or call (844) GO-BACK-2 (844) 462-2252

www.YouCanGoBack.org/Anthony.Smith

* For eligible students

LEARN MORE

You Can. Go Back.

Indiana Commission for Higher Education
101 West Ohio Street #300, Indianapolis, IN 46204

ANTHONY SMITH
1234 ADDRESS DRIVE
APARTMENT 2B
ANYTOWN, IN XXXXX
A lot has changed since you left college. LIKE HOW WORK EXPERIENCE CAN COUNT.

Explore special programs and incentives for returning students.

CREDIT
For Work/Military Experience*

FLEXIBLE
Online, Evening & Weekend Classes

$1,000
State Grants*
First Come, First Serve

* for eligible students

VISIT
or call (844) GO-BACK-2
(844) 46 2 - 2252
Indiana colleges and universities are making it easier to finish your degree.
YouCanGoBack.org
ABOUT YOU

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1. ARE YOU AN INDIANA RESIDENT?
   - Yes
   - No

2. HAVE YOU COMPLETED SOME COLLEGE BUT HAVE NOT GRADUATED?
   - Yes
   - No

PROGRESS:

Next »
YOUR WISH LIST

3 WHAT'S YOUR DESIRED FIELD OF STUDY?

CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

- Arts & Communication
- Business & Economics
- Elementary / Special Education
- Health
- Social & Behavioral Sciences
- Science, Technology, Engineering & Mathematics
- Trades & Industry

Not Sure
YOUR WISH LIST

4 WHAT'S YOUR DESIRED DEGREE?

CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

- Certification
  2 years or less

- Associate Degree
  2 years

- Bachelor Degree
  4 years

- Not Sure
5 WHAT'S YOUR PREFERRED LEARNING STYLE?

**CHOOSE ONE:** CHECK BOX TO SELECT AND NEXT TO CONTINUE.

- [ ] In Classroom
- [ ] Online*
- [X] No Preference

*Not all degree options may be available online.

**PROGRESS**

BACK NEXT
These are the schools that match your wish list.

Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.
Hello,

Thank you for your response to the You Can. Go Back. program and interest in WGU Indiana.

WGU has programs that make it easy for you to re-enroll in college and succeed. They will review your case individually to match you with the right program and best incentives available.

The following programs and incentives are available to eligible returning students:

- Application waiver worth $65
- $100 tuition certificate
- Scholarship opportunities solely for You Can. Go Back. participants
- Flexible, competency-based, and completely online programs giving students the opportunity to graduate faster
- Free e-textbooks and learning materials
- Generous transfer policies

Next steps:
Jenny Merritt, from WGU Indiana, will call you in three business days. In the meantime, she can be reached at jenny.merritt@wgu.edu or 385-428-5899 ext. 5899.

Best of luck on your academic future!

Indiana Commission for Higher Education
Going back is a major step forward. You don’t have to be a traditional student to benefit from a great education. From getting your degree, to changing to an exciting new career, great opportunities open up once you start on the path back to school. Why wait? The next chapter of your life begins here.

Enacted by the 2015 General Assembly, You Can. Go Back. is a statewide campaign that aims to help the 750,000+ Hoosier adults with some college but no degree finish what they started. With $7.5 million in state grants available for adult students, the Indiana Commission for Higher Education (CHE) is reaching out to Hoosiers directly and connecting them with Indiana colleges that are committed to eliminating barriers for returning adults. Many colleges are offering special programs and incentives—including flexible class schedules and online courses, college credit for work and military experience, grade- and debt-forgiveness programs—as well as scholarships, tuition discounts and $1,000 in State grants on a first come, first serve basis for qualifying students.
Partner Engagement
Statewide Partnerships

• Governor’s Office, General Assembly
  • Included *You Can. Go Back.* in outreach/newsletters

• Department of Workforce Development
  • WorkOne Centers

• Family Social Services Administration

• State Personnel Department

• Mayors, Townships and Libraries

• Community Foundations
Employer Partnership Examples

• **Comcast Partnership**: Partnered with WGU Indiana, Ivy Tech Community College and Indiana Wesleyan University to offer employees *deferred tuition payment* plans

• **Cook Group Partnership**: Employees who dropped out of high school can complete high school equivalency and earn a specialized certificate or degree
The Response
The Response

• **19,000+** Adult Student Grant *applications* received in FY17 (increase from 3,500 in FY16)

• **12,000+** contacted *adults re-enrolled* as of fall 2017

• **30 public and private** institutions partnered to assist returning adults

• Gained a *better understanding of the barriers* facing this population
Next Steps
2017 Legislative Session

• **Flexibility for Satisfactory Academic Progress (SAP):** Provides access to the Adult Student Grant for returning adults who don’t meet Satisfactory Academic Progress

• **Financial Aid for PLA:** State aid will cover Prior Learning Assessment fees

• **Workforce Ready Grant:** New last-dollar aid program covers tuition and fees for high-value certificates
Next Level Jobs

- **Next Level Jobs** is the workforce training portion of Governor Holcomb’s Next Level agenda.

- Launched August 2017 with two grants:
  - **Workforce Ready Grant**, for students and employees
  - **Employer Training Grant**, for employers

You put in the work. We’ll pay for your training.

NextLevelJobs.org
Workforce Ready Grant
Workforce Ready Grant

Provides **free training** for working-age Hoosiers in the state’s highest demand jobs and industry sectors:

- Advanced Manufacturing
- Building & Construction
- Health & Life Sciences
- Information Technology & Business Services
- Transportation & Logistics
Take it to the next level!

For a stronger Indiana, we all want better jobs, higher wages and a more skilled workforce. Now, thanks to Indiana’s Workforce Ready grant, the training crucial to making this happen, could be paid for by the state.

Indiana’s Workforce Ready grants program, funded by the General Assembly as part of Governor Holcomb’s Next Level Indiana agenda can cover tuition costs for high-demand training programs in Advanced Manufacturing, Building and Construction, Health Sciences, IT & Business Services, Transportation & Logistics.

Click below to get started.

I'm a Next Level Job Seeker

I'm an Indiana Employer
ABOUT YOU

This program has been developed by the State of Indiana to help working-age Hoosiers find a path to a better job through education and training beyond high school.

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1. DO YOU LIVE IN INDIANA?
   - Yes
   - No

2. WHAT COUNTY DO YOU LIVE IN?
   --Please Select--

3. HIGHEST EDUCATION LEVEL COMPLETED?
   - I do not have a high school diploma.
   - I have a high school diploma or equivalent.
   - I have a certificate or industry certification.
   - I have college credits but no degree.
   - I have an associate degree.
   - I have a bachelor's degree or higher.
WHAT CAREER PATH ARE YOU INTERESTED IN?

CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

- Advanced Manufacturing
  Annual Job Openings:
  - 14,900 Statewide
  - 2,000 Regional

- IT & Business Services
  Annual Job Openings:
  - 11,400 Statewide
  - 4,500 Regional

- Building & Construction
  Annual Job Openings:
  - 3,800 Statewide
  - 1,200 Regional

- Health & Life Sciences
  Annual Job Openings:
  - 12,200 Statewide
  - 3,900 Regional

- Transportation & Logistics
  Annual Job Openings:
  - 3,600 Statewide
  - 1,800 Regional

- None of the above

Annual job demand data provided by the Indiana Department of Workforce Development.
YOUR CAREER PATH

WHAT CAREER PATH ARE YOU INTERESTED IN?

CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

CLICK NEXT TO CONTINUE

Advanced Manufacturing
POSSIBLE CAREERS: Welder, Machinist, Quality Manager, Robotics Technician

IT & Business Services
ANNUAL JOB OPENINGS
11,400 Statewide • 4,500 Regional

Building & Construction
ANNUAL JOB OPENINGS
3,800 Statewide • 1,200 Regional

Health & Life Sciences
ANNUAL JOB OPENINGS
12,200 Statewide • 3,900 Regional

Transportation & Logistics
ANNUAL JOB OPENINGS
3,600 Statewide • 1,800 Regional

None of the above

Annual job demand data provided by the Indiana Department of Workforce Development.

PROGRESS

Back Next
You will be instantly matched with education or training providers that meet your specifications and emailed next steps for each provider you select.

First Name
Last Name
Address
Address Line 2
City  IN - Indiana * Zip Code *
(Area Code) Telephone *
E-mail *

- YES, please share my information with employers in my area looking for employees in my field.
- YES, please share my information with community partners and local organizations that can help me reach my goals.
These are the training providers that meet your needs.

Select from the training providers below to get additional information on qualifying programs. Then, click NEXT to continue.

- IVY TECH COMMUNITY COLLEGE
  Locations available statewide
- VINCENNES UNIVERSITY
  Jasper, Indiana
- VINCENNES UNIVERSITY
  Vincennes, Indiana

Next
Thank you for your interest in the Next Level Jobs initiative! You have taken the first step toward taking your career to the Next Level, and the State of Indiana is ready to help. Please check your email for details on next steps.

Best of luck as you take your career—and Indiana—to the Next Level!

Governor Eric Holcomb
The Response
The Response... So Far

As of January 16, 2018...

• **294,000+** total visits to NextLevelJobs.org
• **179,000+** unique visitors
• **13,000+** Workforce Ready Grant applicant connected with Ivy Tech, Vincennes, WorkOnes, etc.
• Workforce Ready Grant applications received from all 92 Indiana counties
Workforce Ready Grant

Applicants By Industry Sector:

• 35% IT & Business Services
• 30% Health & Life Science
• 15% Advanced Manufacturing
• 8% Building & Construction
• 7% Transportation & Logistics

9% opted for broader You Can. Go Back. (Adult Student Grant-eligible) program options
Next Steps
2018 Legislative Session Proposals

• **Flexibility for SAP:** Provides access to the Workforce Ready Grant for returning adults

• **Expansion of WRG Eligibility:** Removes restrictions on previous degree-earners and FAFSA dependent students
Questions?

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