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Enrollment Support: Reaching the Hard-to-Reach Student

Presented by Dalanda Bond and Matthew Brown

May 4 be with you, 2021

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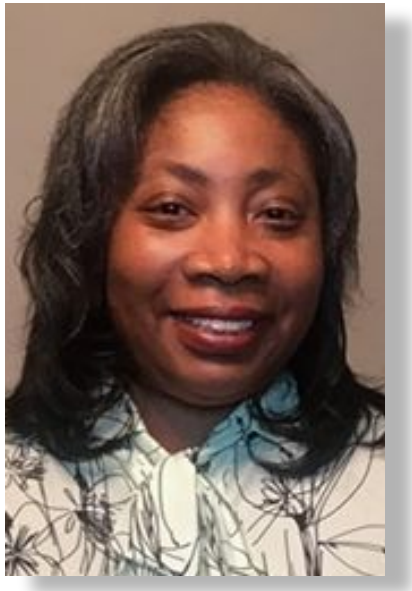
- Education Program Specialist, Performance & Partners
- Data & Performance Subject Matter Expert
- Edgecombe Community College Basic Skills team member for seven years.



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Overview

Current Recruitment and Enrollment

We will look at current and past numbers to determine strategies to increase enrollment

Approaching Enrollment with Retention in Mind

- use of case management framework
- emphasizes: defining targets/relationships, communicating with partners, sharing information, record management

Three Components of Enrollment

- Recruitment
- Admissions/ Enrollment
- Retention

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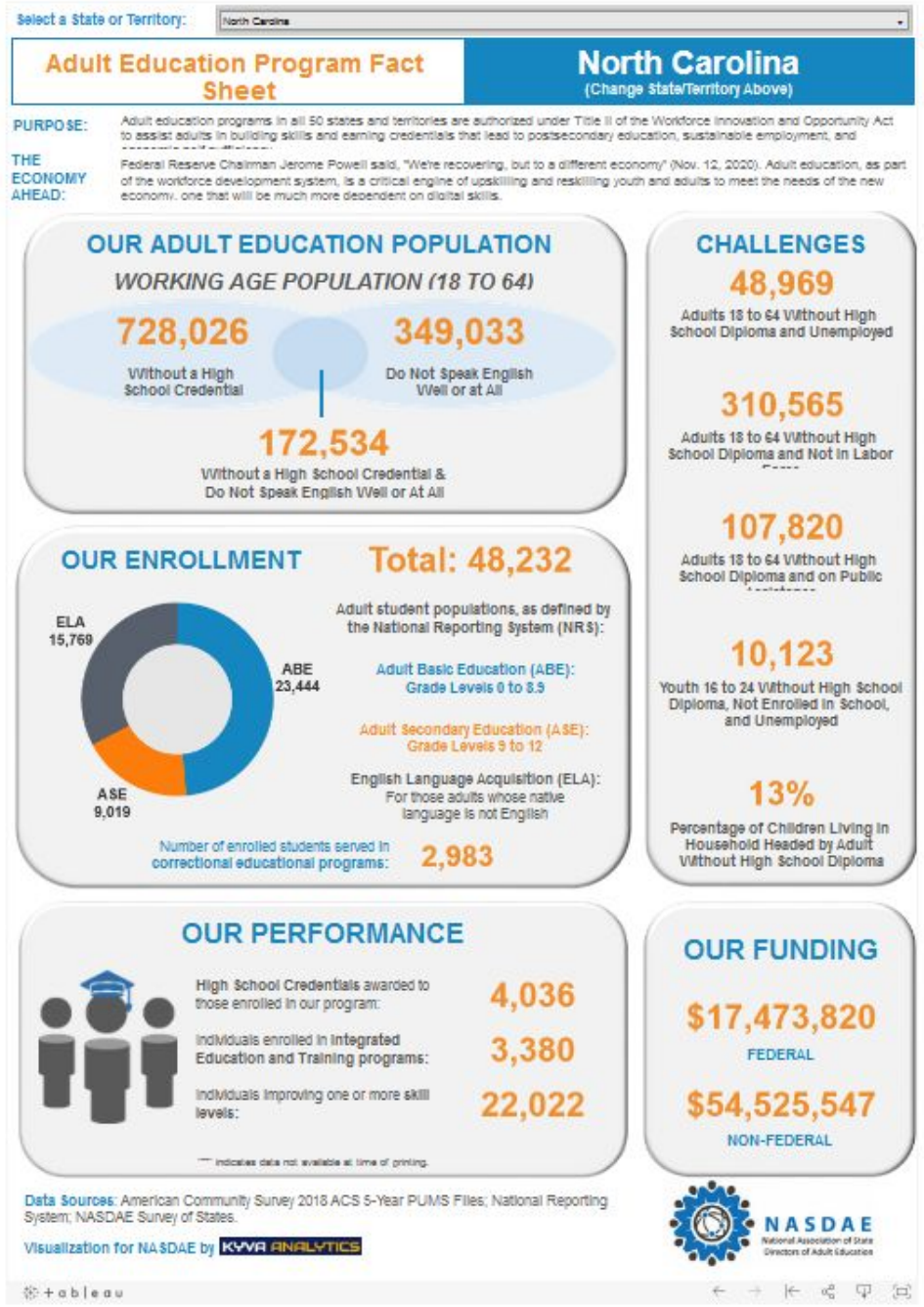
NASDAE
National Association of State Directors of Adult Education

Fact Sheet



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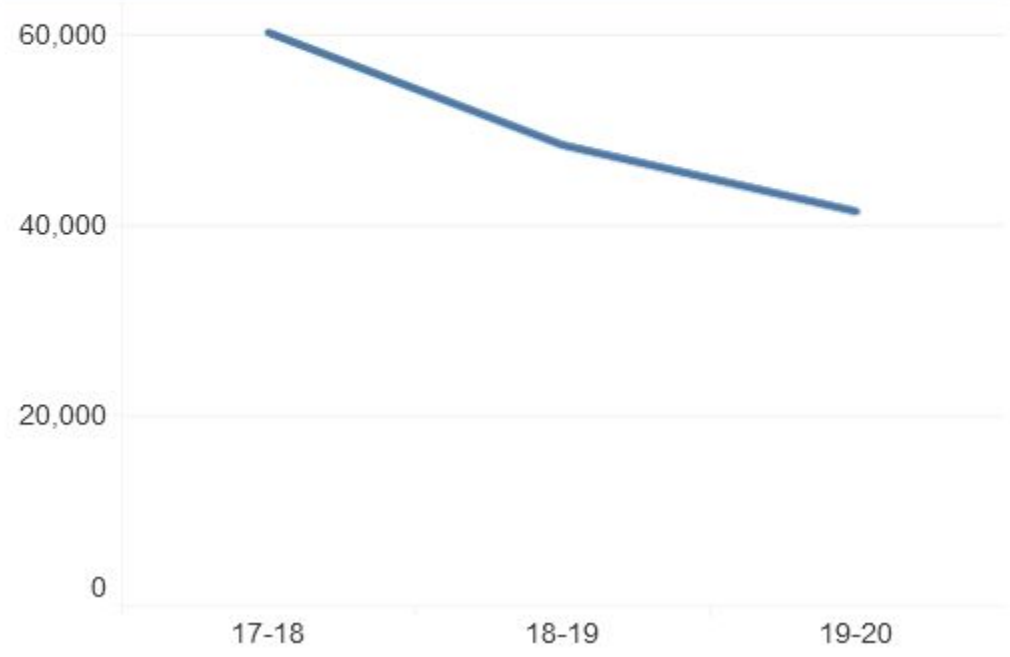
The Past Three Years in North Carolina

Basic Skills Participant Headcount

Participant headcount over time
Provider: ***Title II Providers***



Participant headcount over time
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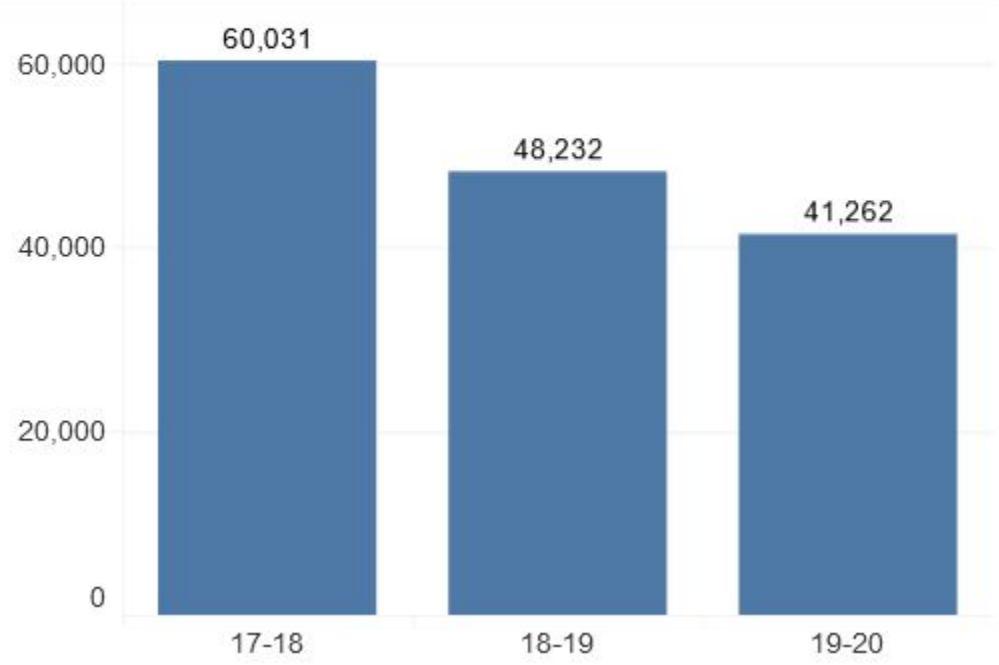

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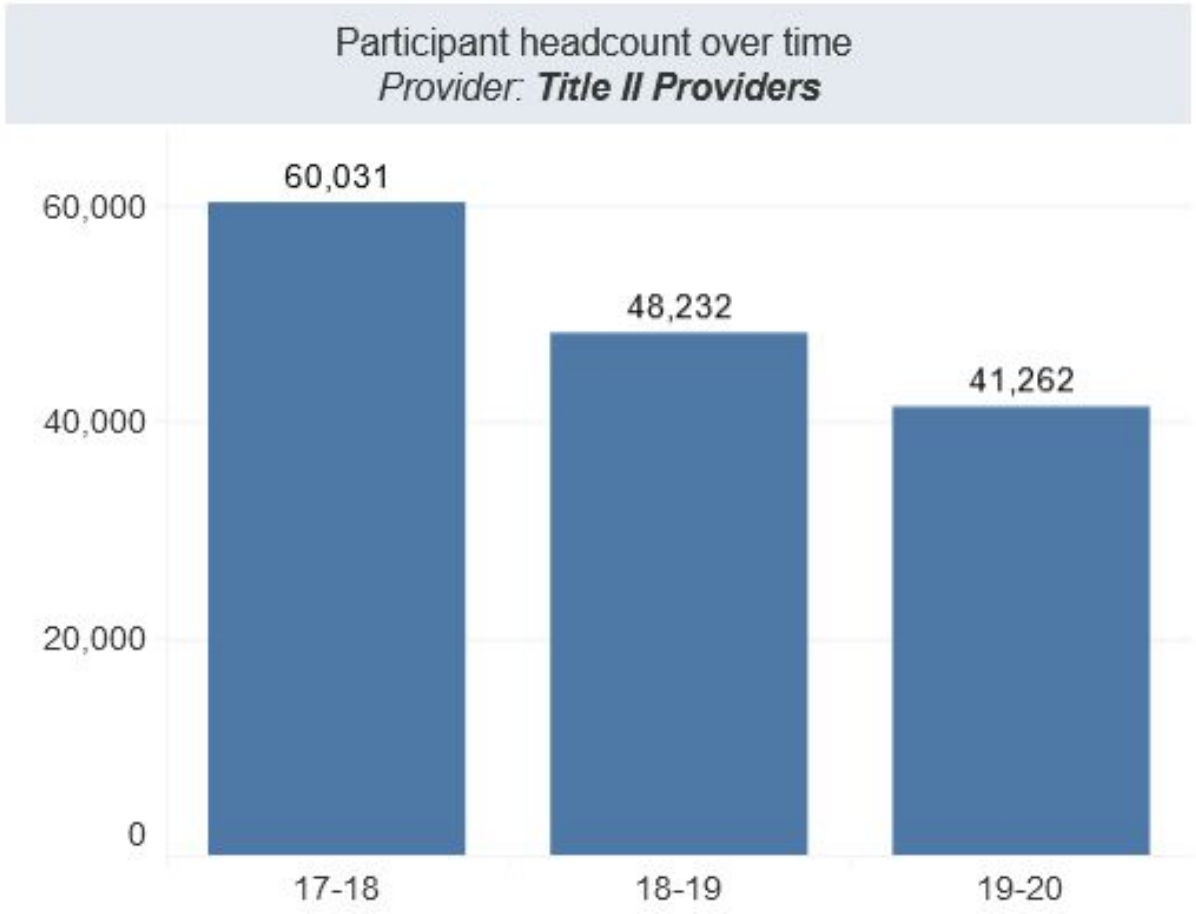
The Past Three Years in North Carolina

A loss of roughly

19,000

students



Where have all the students gone?

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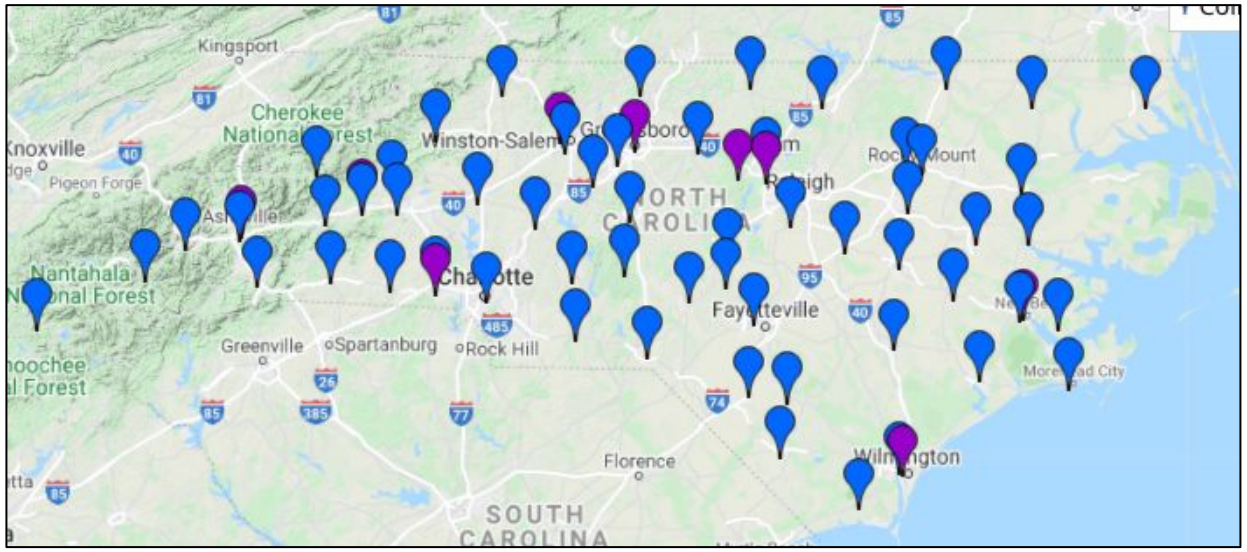
Population of North Carolina

The population of North Carolina is slightly larger than 10,000,000 people.

How many of those 10,000,000 people can be served by our programs?

What percentage of this group are we currently serving?

Where can I find these numbers?



Without an HSE : 16.7%

Persons in poverty: 19.0%

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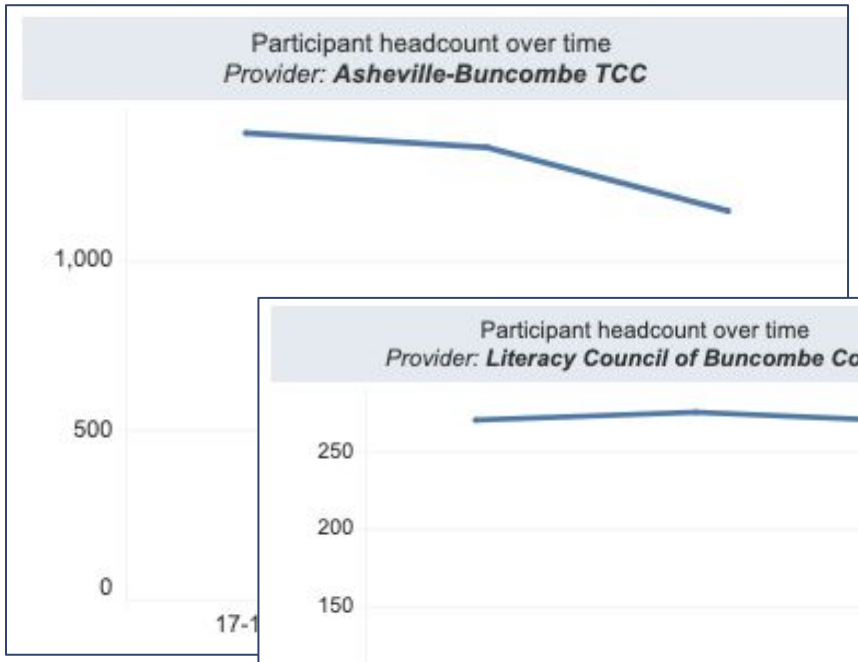
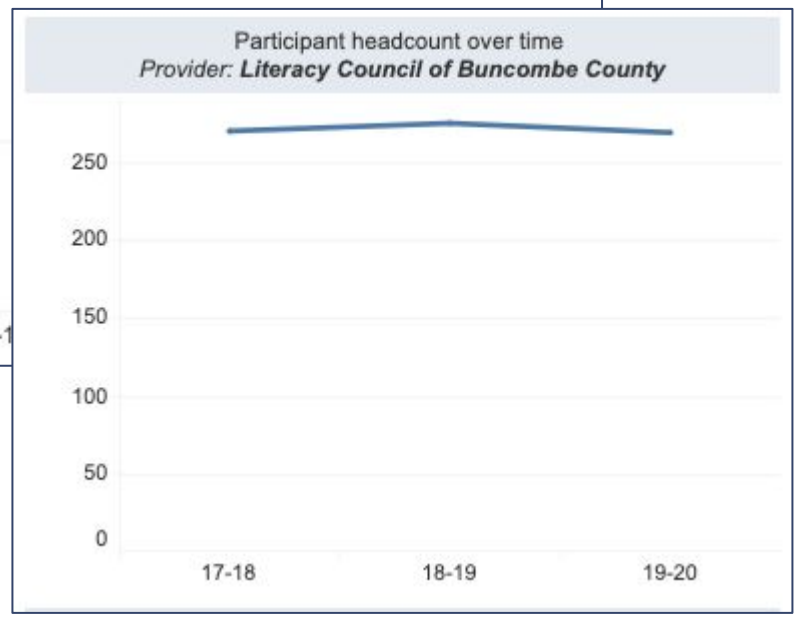
Census Data





Data from the Dashboard

EDUCATIONAL ATTAINMENT VIEW TABLE INFORMATION

Label	Asheville city, North Carolina Total Estimate
Population 25 years and over	66,935
Less than 9th grade	2,415
9th to 12th grade, no diploma	3,171
High school graduate (includes equivalency)	11,459
Some college, no degree	10,285
Associate's degree	6,868
Bachelor's degree	21,120
Graduate or professional degree	11,617
High school graduate or higher	61,349
Bachelor's degree or higher	32,737

Census Data for Asheville, NC

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Breakout Room Activity #1:

In groups, please introduce yourselves.
Who are you, Where are you from, What do you do?

What are your current methods of recruiting and enrolling students?

Are you addressing the concerns of prospective students with your marketing?

Breakout room will last 10 minutes, followed by a debriefing.

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Recruitment - Defining targets

1. Use data to identify student targets, data dashboards
2. Institutional Effectiveness/Institutional Research (IE/IR)
3. HSE testing data (Chief Examiners and Testing Analytics)

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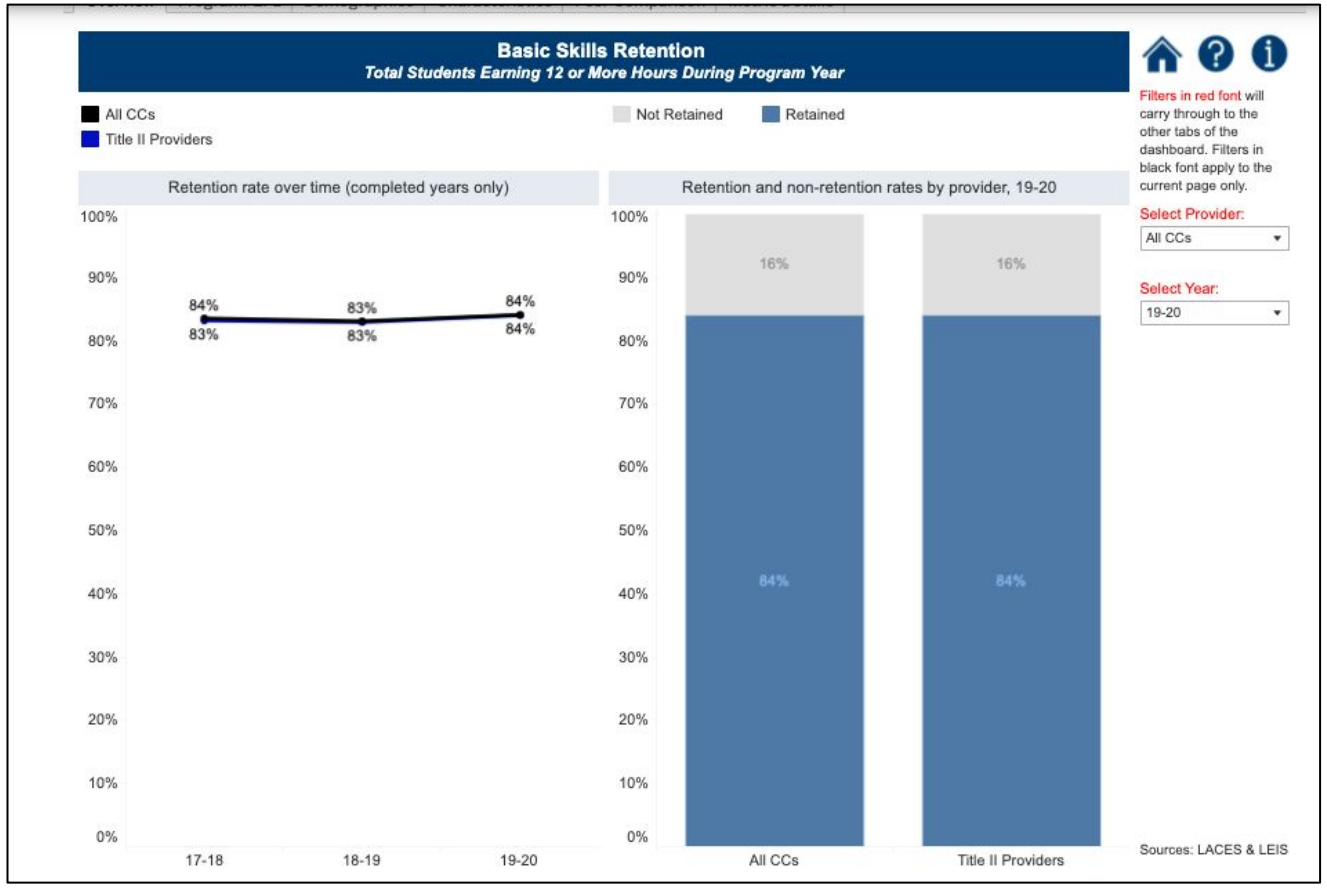
Recruitment: Data Dashboards



We're Going to Walk-Through Information Relevant to Basic Skills.

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Recruitment - Institutional Effectiveness/Institutional Research

OFFICE OF INSTITUTIONAL RESEARCH & EFFECTIVENESS

What do they do?

How can they help?

CRAVEN COMMUNITY COLLEGE

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Recruitment- Testing Analytics

Use HSE testing information to identify:

1. Near completers (people needing to complete one subtest to graduate)
2. People in the area who set up testing accounts but are not enrolled in an adult education program.

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Breakout Room Activity #2:

In groups, please introduce yourselves.
Who are you, Where are you from, What do you do?

Explore the dashboard and discuss what you find.
How do you plan to use data in the future?
How have you have used data in the past?

Breakout rooms will last 10 minutes, followed by a debriefing.

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Communicate with Your Partners

Once targets are identified, communicate with partners for assistance.

WIOA partners

- Vocational Rehabilitation Services (Title IV)
- Local Workforce Development Boards
  - Coordination with local businesses/employers

NC works

WIOA
WORKFORCE INNOVATION OPPORTUNITY ACT

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Communicate with Your Partners

Once targets are identified, communicate with partners for assistance.

Internal partners (deconstructing silos)

- College's Student Services (recruiters, enrollment & retention specialists, counselors)
- Organization's communications/public relations officer

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Factors Contributing to Disengagement

Let us discuss the people who need to enroll in our programs.

And why aren't they?

Achievement, Aspiration, Application, Access

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Factors Contributing to Disengagement: Achievement

Poor prior experiences of learning
Dislikes traditional teaching
Early school leaver
Long periods without study
Language, literacy and numeracy needs

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Factors Contributing to Disengagement: Aspiration

No career plans
Limited networks
Poor information on work and opportunities
Lacking career advice or planning

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Factors Contributing to Disengagement: Application

Income support needs
Family commitments
Disability/health problems
English language needs
Living Circumstances
Lack of Contextualized Learning

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Factors Contributing to Disengagement: Access

Poor knowledge of study options (optimizing the website)
No interest in finding out
Low aspirations and confidence
Constraints on access (distance, time, financial) Child care

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Effective Interventions

Wellbeing

- Building in non-academic support
- Taking a client sensitive approach to wellbeing
- Developing beneficial relationships within the community
- Hubbing (centers of support)

Pathways

- Embedding pathways in the program
- Establishing connections with community and other institutions
- Using labor market approaches
- Integrating work-based learning programs and supports

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Effective Interventions

Outreach

- Providing easily accessible information
- Bringing learning to the learner
- Targeting high-need groups
- Establishing lasting meaningful relationships

Andragogy

- Providing flexible options
- Addressing literacy and numeracy skill development needs
- Making learning applied or hands-on
- Offering programs that integrate technologies

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Sharing Information

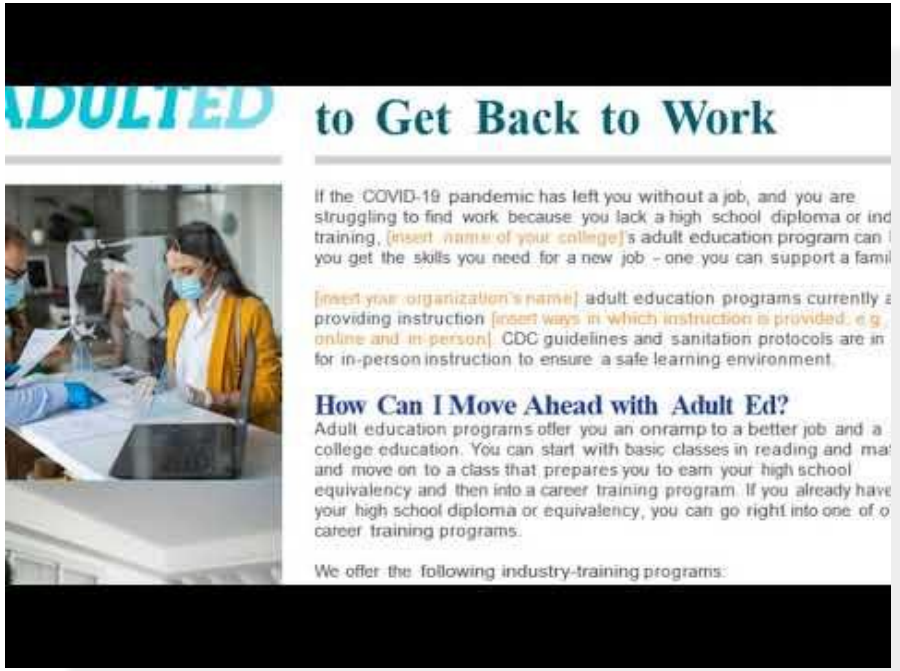
Once you have:

- Identified Targets &
- Gathered information from internal and WIOA partners

It is time to share the information with your targets.

This can be done through marketing and outreach.

[Move Ahead with Adult Ed Toolkit]



https://www.youtube.com/watch?v=GFQ8P0F8u8w

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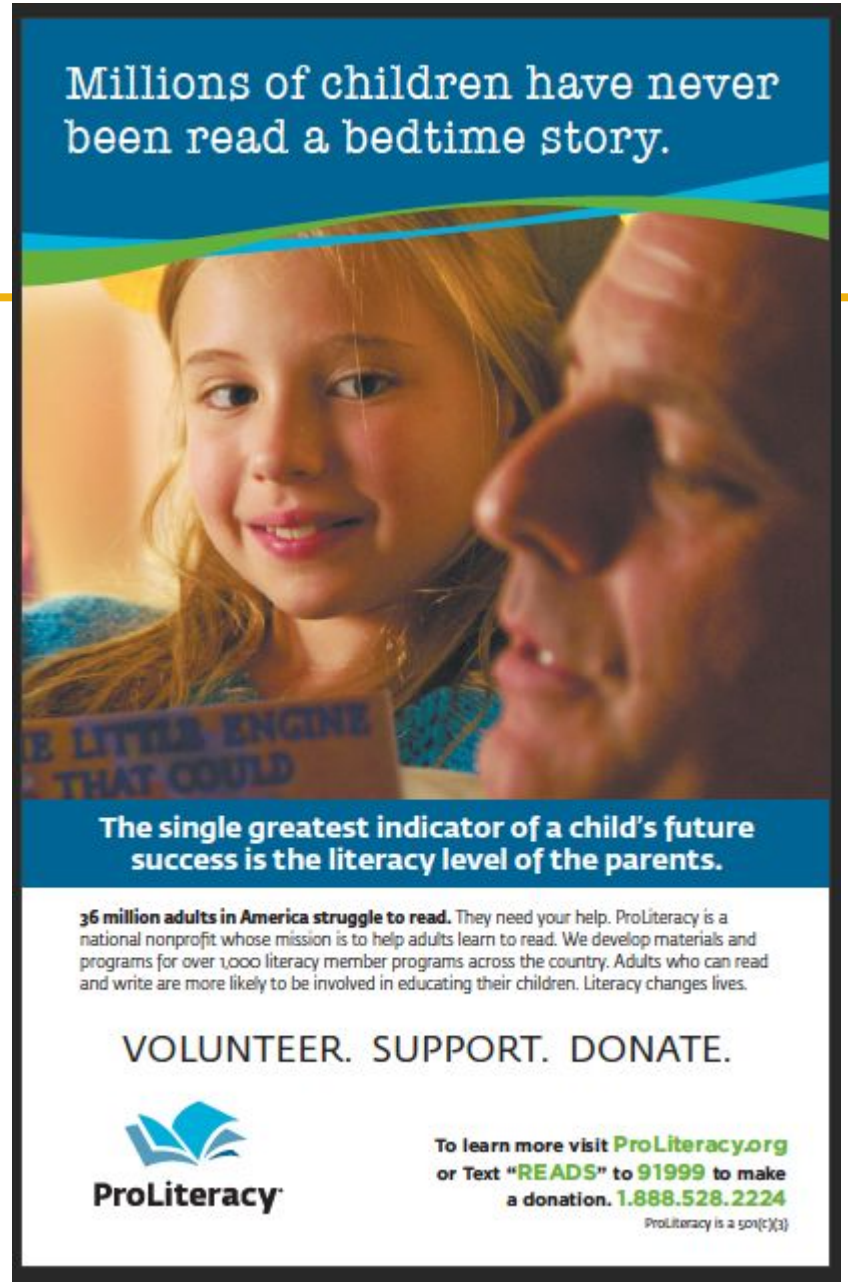
ProLiteracy®

[Media Kit]

[National Literacy Directory]



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Record Management

It is important to document your activities from the defining targets through sharing information.

- Create a workflow
- Create a record of potential student contacts
- Create an established list of contacts
- Save scripts, flyers, & other documents to adapt & reuse

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Create a Workflow

Optimize enrollment systems for virtual recruiting

- Streamline your website
- Focus virtual assets on connecting students to staff

Direct your focus

- For students focus more on the ability to succeed.
- For employers focus more on outcomes and how you can help them rebound

Consider new outreach tactics

- Do more social media
- Don’t give up on non-virtual recruiting, just change tactics
- Include employers and social services in your outreach plan

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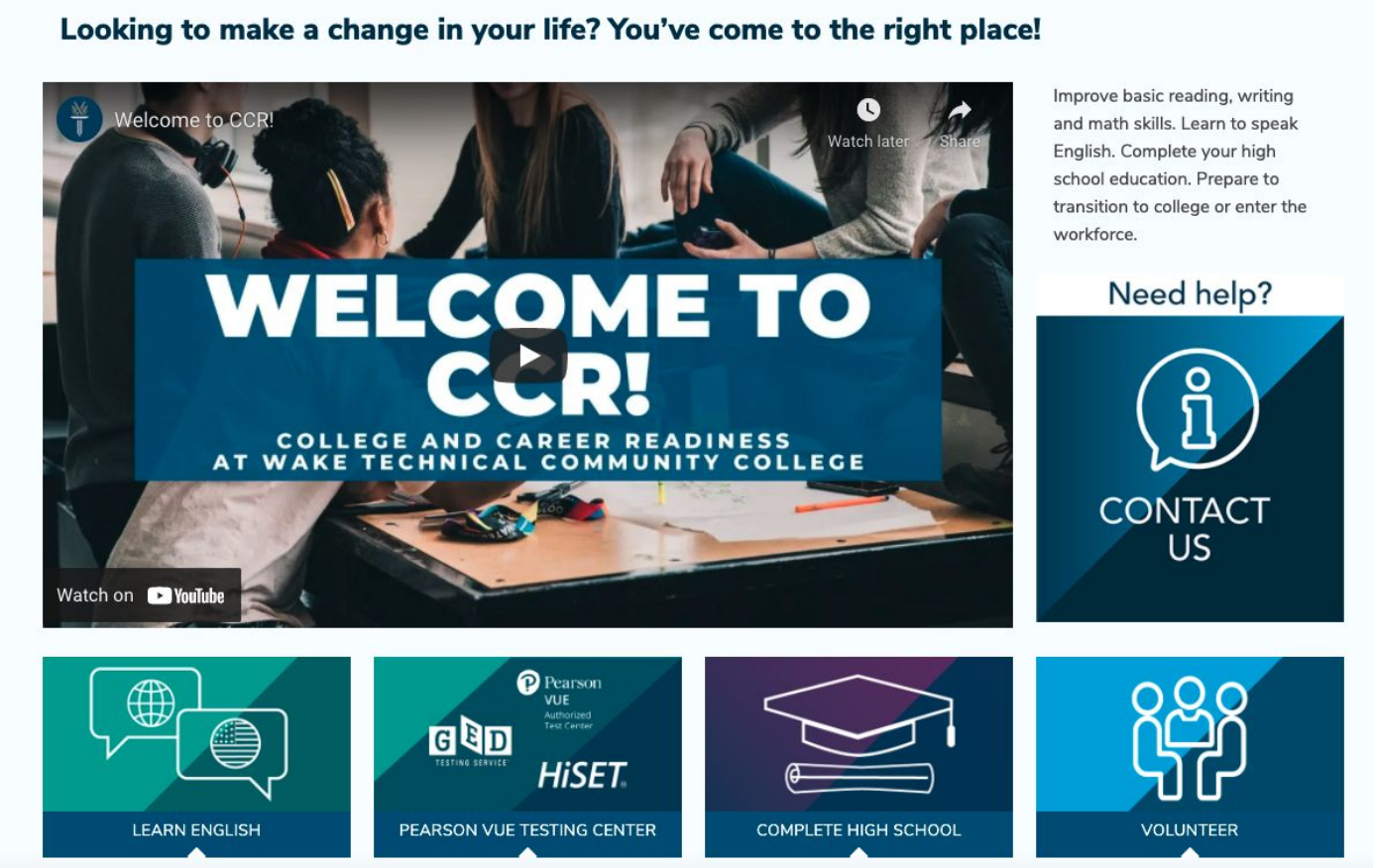
Enrollment System for Virtual Recruiting

Optimize Enrollment Systems for Virtual Recruiting



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Andragogy

Direct Your Focus

Adults learn best when:

1. Adults understand why something is important to know or do.
2. Adults have the freedom to learn in their own way.
3. Learning is experiential.
4. The time is right for them to learn.
5. The education process is positive and encouraging.

Andragogy focuses on adult learning strategies and centers attention on the process of engaging adult learners in the learning experience.

American educator Malcolm Knowles popularized the use of the term andragogy and developed core principles for teaching adults.

Malcolm Knowles taught at NC State from 1974 - 1978.

NC STATE UNIVERSITY

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Strategies for Recruiting

- Create a persona of your typical student and connect their goals and struggles with the goals/struggles of those you are trying to reach
- Use that persona to connect emotionally through social media campaigns and direct marketing.

#MoveAhead with #ADULTED

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Consider New Outreach Tactics

YouTube

https://youtu.be/R1bAbR4vXvE

Community Access Television

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Breakout Room Activity #3:

In groups, please introduce yourselves.
Who are you, Where are you from, What do you do?

Consider a student or class of students at your programs and develop a description of them.

- What worries this students the most?
- How much has the current crisis impacted their daily lives?
- How do they see online and face to face learning?
- How will you apply the conversation today on recruitment and enrollment?

Breakout rooms will last 10 minutes, followed by a debriefing.

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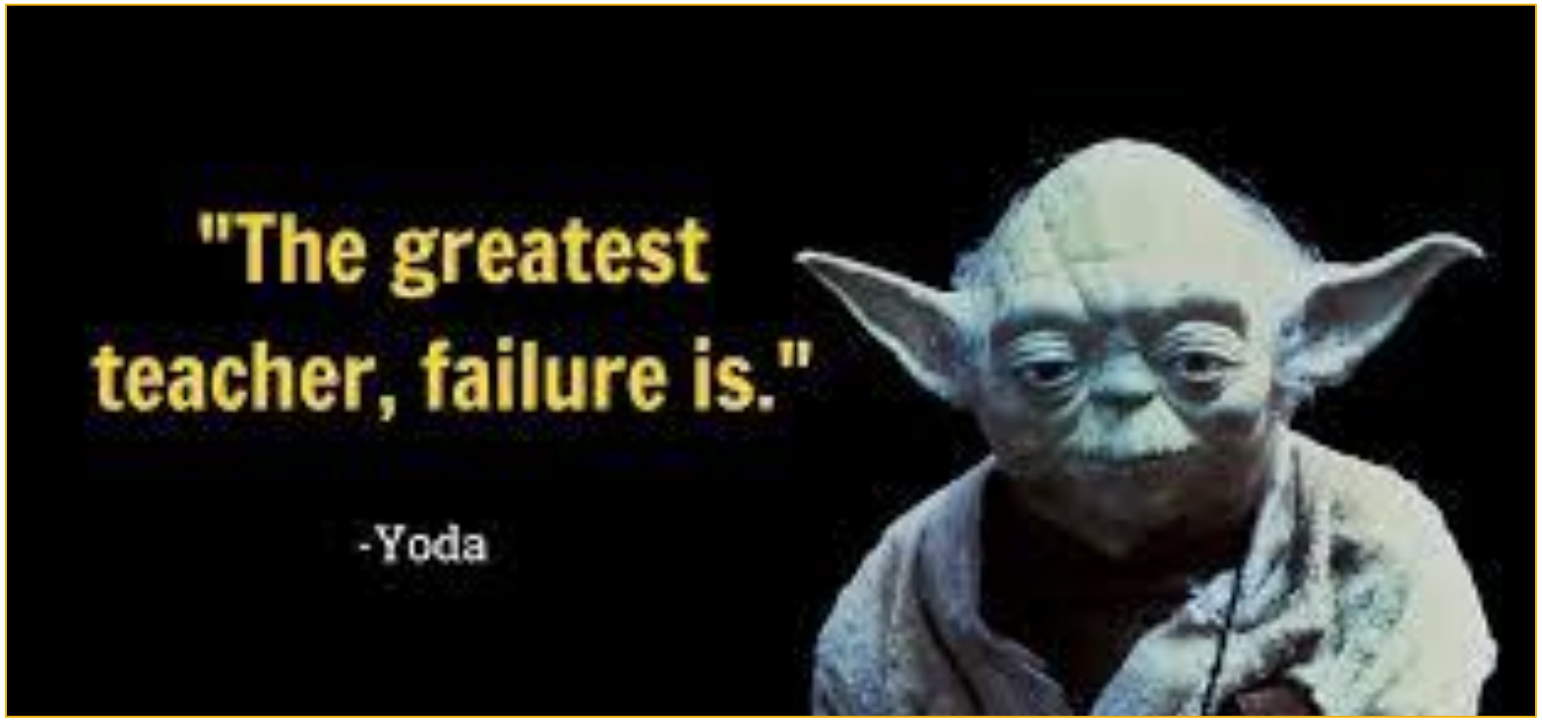
Questions



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