



**COLLEGE & CAREER
READINESS**

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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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



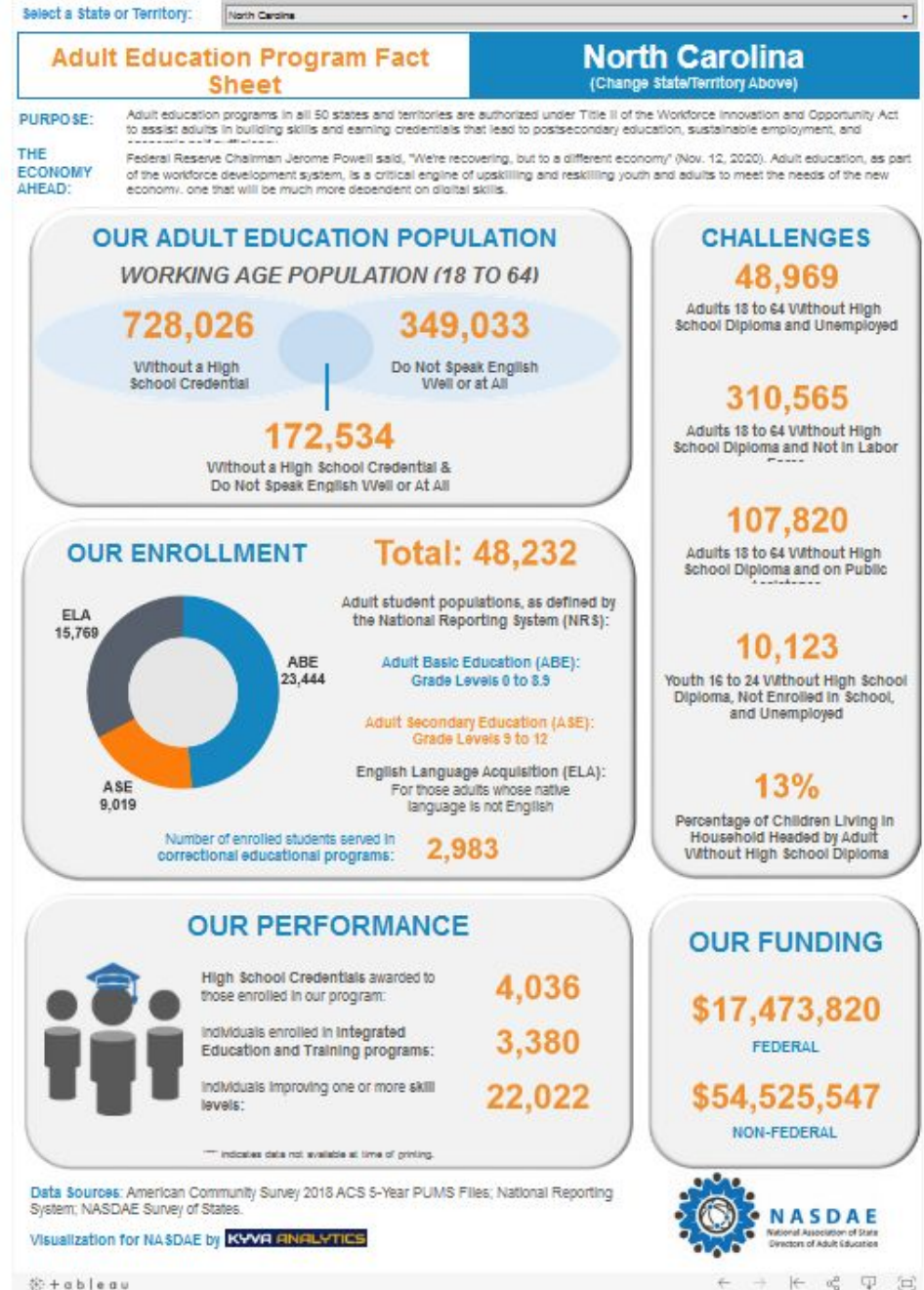
Three Components of Enrollment

- Recruitment
- Admissions/
Enrollment
- Retention



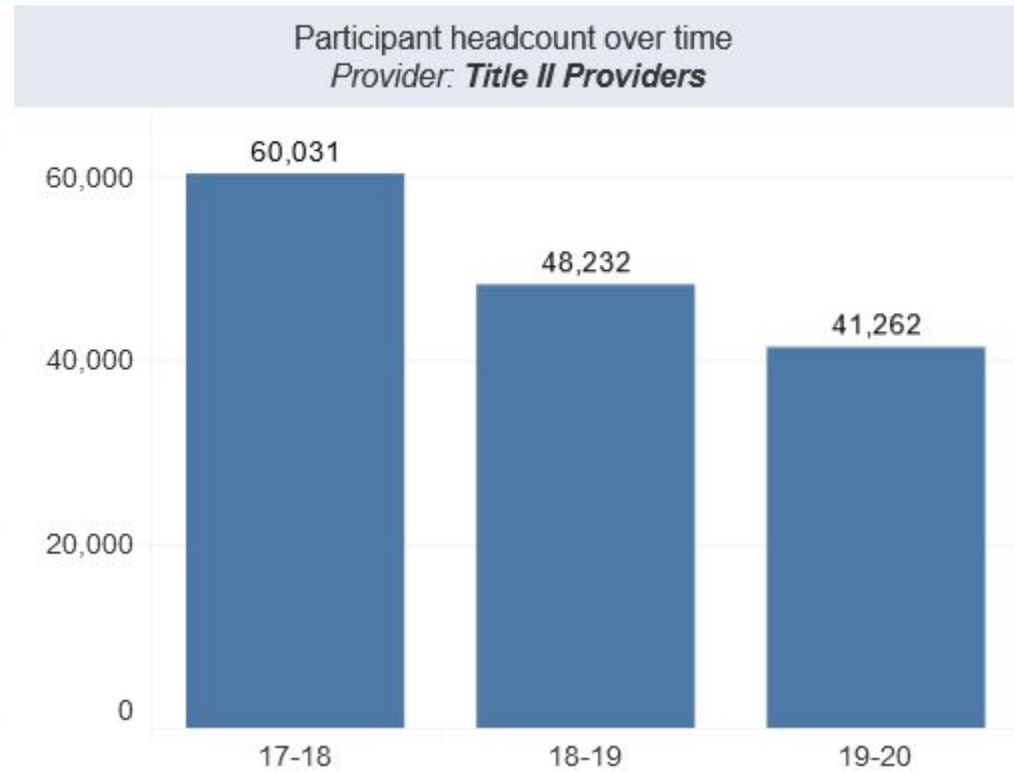
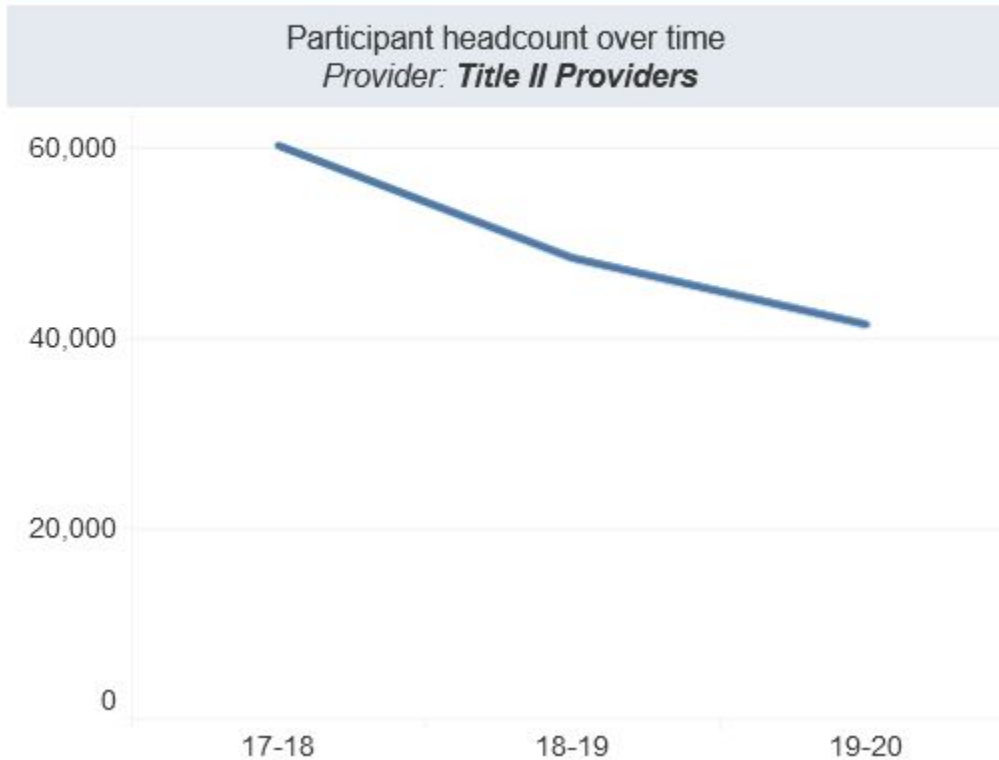
NASDAE
National Association of State
Directors of Adult Education

Fact Sheet



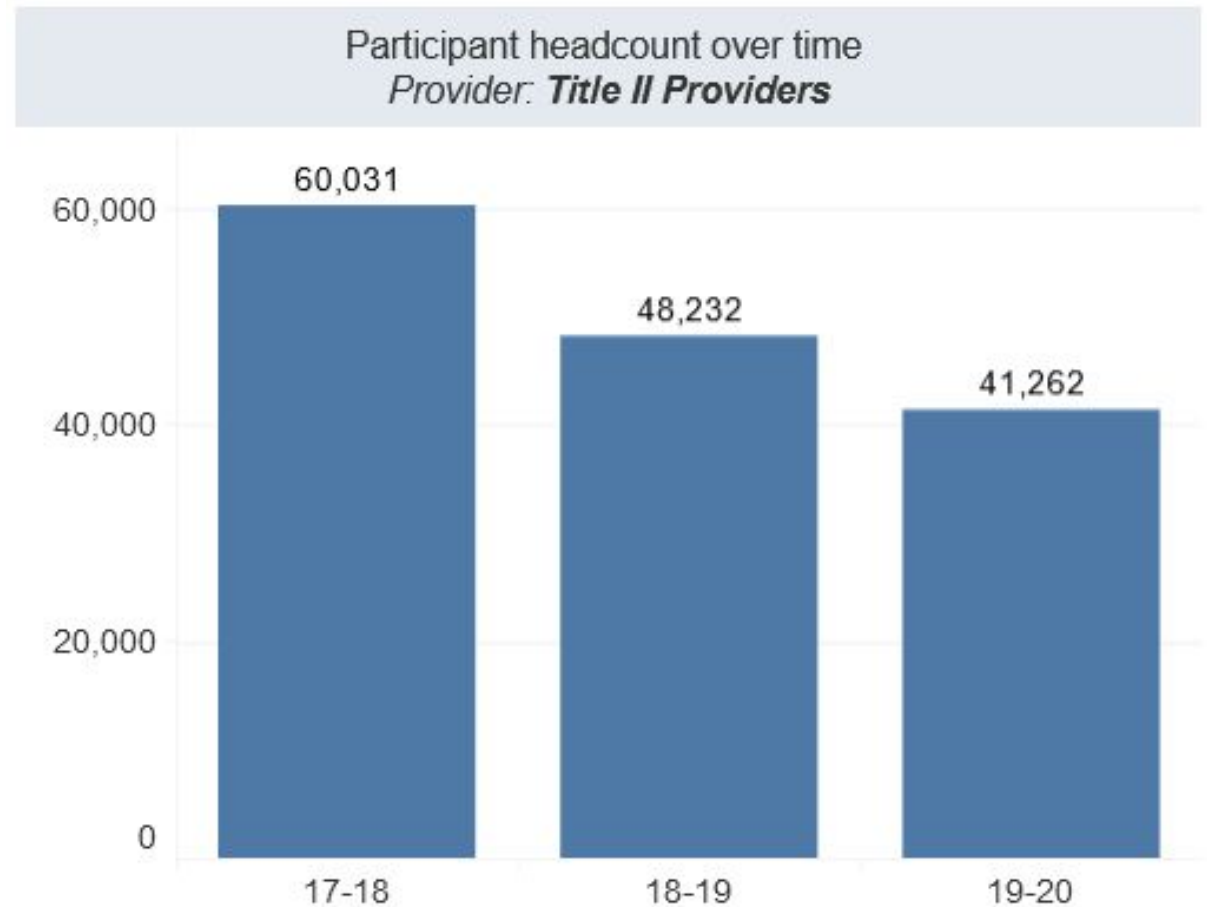
The Past Three Years in North Carolina

Basic Skills Participant Headcount



The Past Three Years in North Carolina

A loss of roughly
19,000
students



UNSOLVED

mysteries

Where have all
the students
gone?

MISSING

NAME:

Missing Since:

DOB:

Age:

Sex:

Race:

Eyes:

Hair:

Weight:

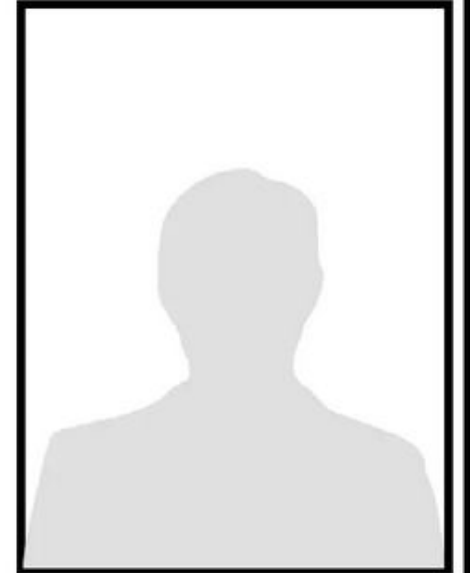
Height:

Glasses:

Scars:

Tattoos:

Wearing:



Last Seen:

IF YOU HAVE ANY INFORMATION,
PLEASE CONTACT

REWARD

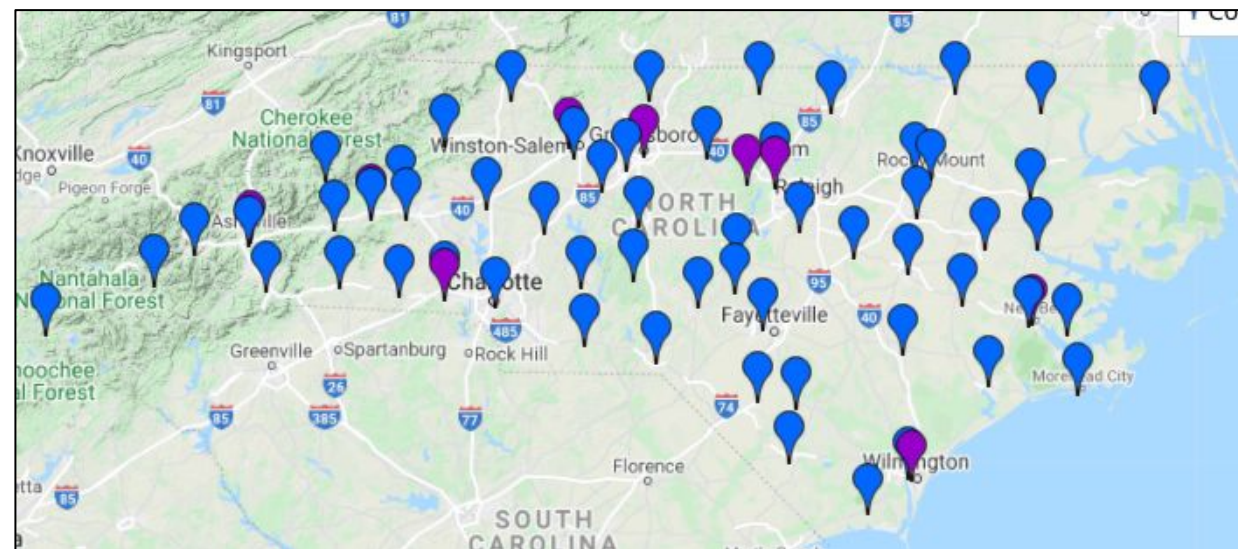
Population of North Carolina

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?



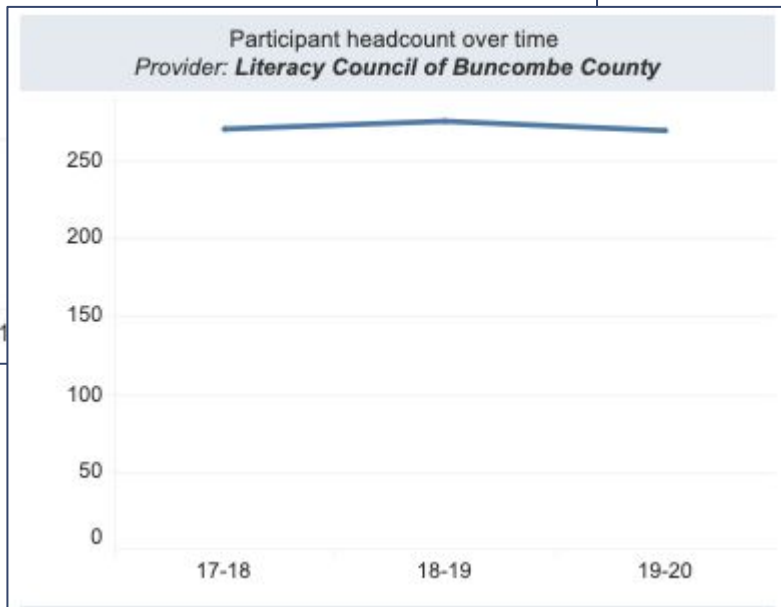
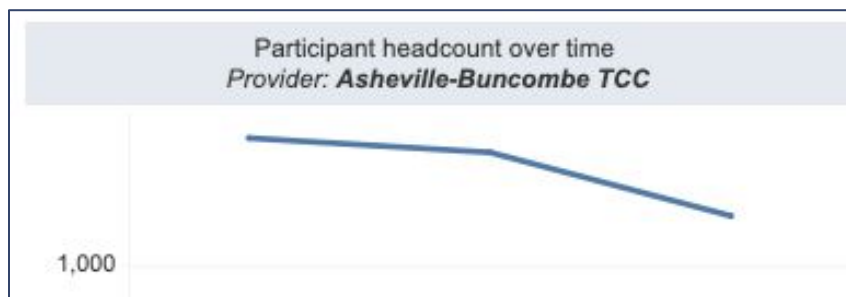
Without an HSE : 16.7%
Persons in poverty: 19.0%

NC

COMMUNITY COLLEGES

COLLEGE & CAREER READINESS

Census Data



Data from the Dashboard

EDUCATIONAL ATTAINMENT VIEW TABLE INFORMATION	
	Asheville city, North Carolina
	Total
Label	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

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?



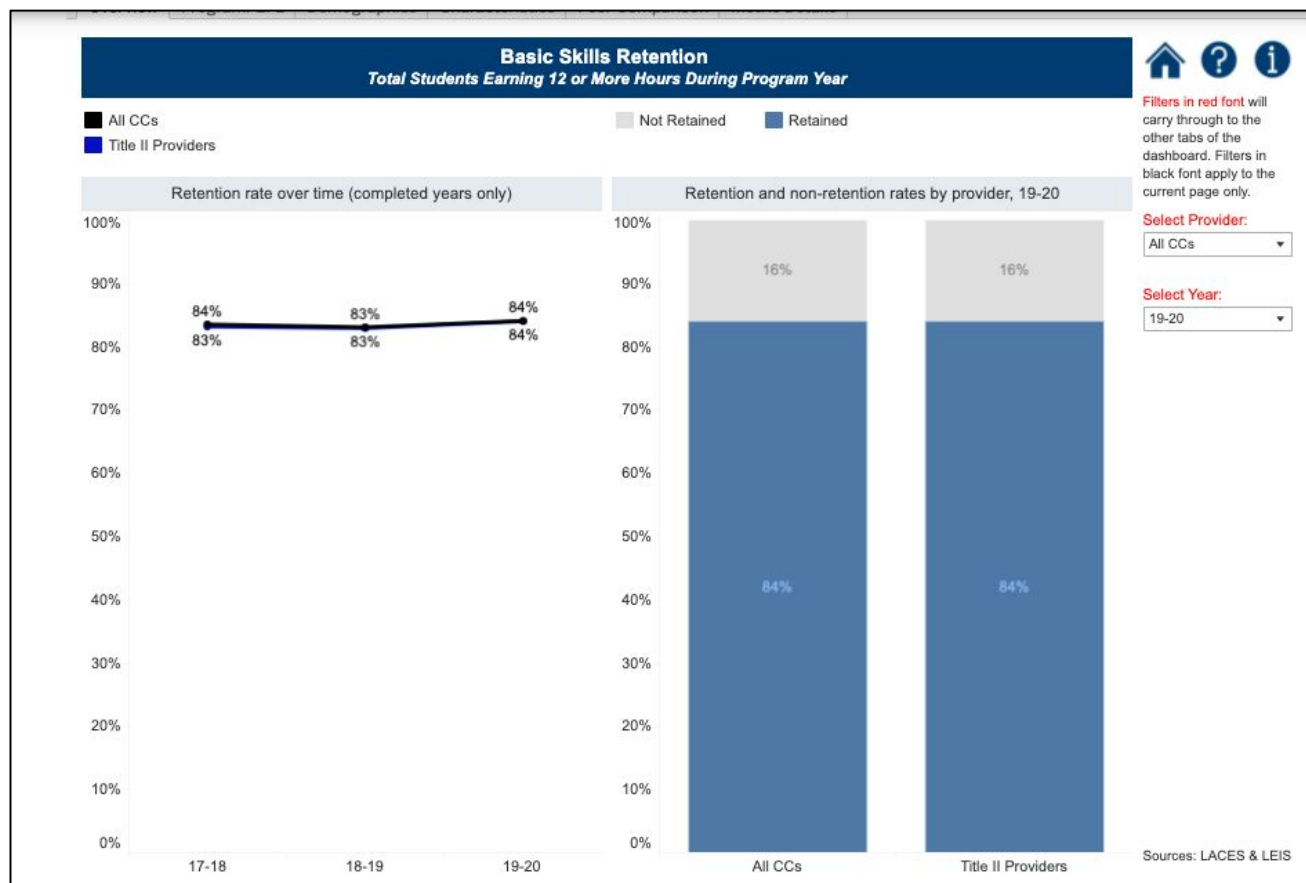
Breakout room will last 10 minutes, followed by a debriefing.

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)

Recruitment: Data Dashboards



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

Recruitment - Institutional Effectiveness/Institutional Research



**What do they do?
How can they help?**



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.



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.

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



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

NC

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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

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

Factors Contributing to Disengagement: Aspiration

No career plans

Limited networks

**Poor information on work and
opportunities**

Lacking career advice or planning

Factors Contributing to Disengagement: Application

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

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

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

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

Sharing Information

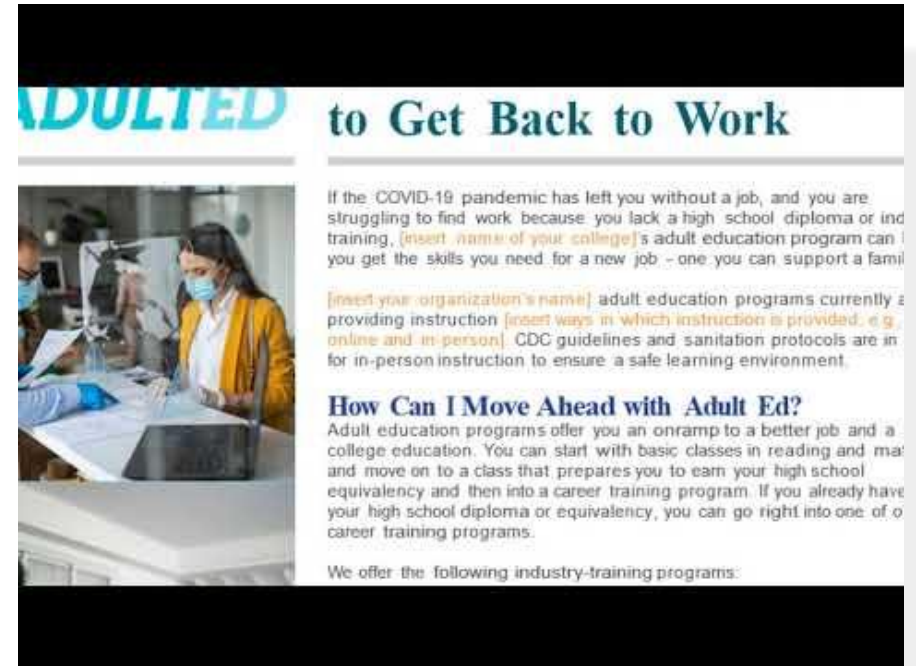
Once you have:

- 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](#)



The screenshot shows a webpage with a black header. Below the header, the word "ADULTED" is written in large, bold, teal letters. To its right, the text "to Get Back to Work" is written in a smaller, teal font. Below this, there is a photograph of a woman wearing a yellow jacket and a blue face mask, sitting at a desk and looking at a laptop. To the right of the photo, there is a paragraph of text: "If the COVID-19 pandemic has left you without a job, and you are struggling to find work because you lack a high school diploma or ind training, [insert name of your college]'s adult education program can help you get the skills you need for a new job - one you can support a famil". Below this paragraph, there is another paragraph: "[insert your organization's name] adult education programs currently are providing instruction [insert ways in which instruction is provided, e.g., online and in-person]. CDC guidelines and sanitation protocols are in place for in-person instruction to ensure a safe learning environment." Below this, there is a section header "How Can I Move Ahead with Adult Ed?" followed by a paragraph: "Adult education programs offer you an onramp to a better job and a college education. You can start with basic classes in reading and math and move on to a class that prepares you to earn your high school equivalency and then into a career training program. If you already have your high school diploma or equivalency, you can go right into one of our career training programs." At the bottom of the screenshot, there is a line of text: "We offer the following industry-training programs:".

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



ProLiteracy[®]

Media Kit

National Literacy Directory

Millions of children have never
been read a bedtime story.



**The single greatest indicator of a child's future
success is the literacy level of the parents.**

36 million adults in America struggle to read. They need your help. ProLiteracy is a national nonprofit whose mission is to help adults learn to read. We develop materials and programs for over 1,000 literacy member programs across the country. Adults who can read and write are more likely to be involved in educating their children. Literacy changes lives.

VOLUNTEER. SUPPORT. DONATE.



To learn more visit **ProLiteracy.org**
or Text **"READS"** to **91999** to make
a donation. **1.888.528.2224**

ProLiteracy is a 501(c)(3)

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

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

Enrollment System for Virtual Recruiting

Optimize
Enrollment
Systems for
Virtual
Recruiting

Looking to make a change in your life? You've come to the right place!



Improve basic reading, writing and math skills. Learn to speak English. Complete your high school education. Prepare to transition to college or enter the workforce.

Need help?



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.

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**



NashCommunityCollege @NashCC · 4/2/21

Why Adult Education? Adult education gives people a second chance! For one reason or another many people did not manage to finish their school or education to the standard that they may have wished.

[#moveaheadwithadulted](#)
bit.ly/2PiBRbq

**# MoveAhead with
ADULTED**

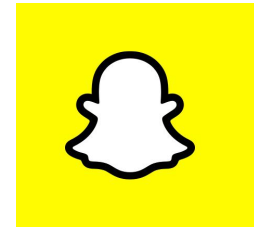


Consider New Outreach Tactics

You**Tube**



<https://youtu.be/R1bAbR4vXvE>



Community Access Television

Breakout Room Activity #3:

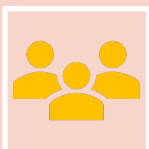


In groups, please introduce yourselves.
Who are you, Where are you from, What do you do?



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.

**"The greatest
teacher, failure is."**

-Yoda



References and Resources

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