



To Improve Adult Learner Engagement, Focus on Career Alignment

Non-Traditional is Now the Typical Student

Student Success Collaborative

Audio Options



Refer to the webinar confirmation email you received in your inbox.

Date Time: Jul 23, 2018 11:30 AM Eastern Time (US and Canada)

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join: https://eab.zoom.us/j/477956446?tk=v76BQ7-GGtjFFkf-Cv5w3gWr_whS5K-viY_kTcb9uQE.DQEAAAAHH0JXhZsS3ITZWJ1VVNSMjRzY2FFMWxxZ1NBAA

Note: This link should not be shared with others; it is unique to you.

[Add to Calendar](#) [Add to Google Calendar](#) [Add to Yahoo Calendar](#)

Or iPhone one-tap :

US: +1 646 876 9923,,477956446# or +1 669 900 6833,,477956446#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 669 900 6833

Webinar ID: 477 956 446

International numbers available: <https://zoom.us/j/nndvwkZ5>

Using Your Computer Speakers

If you select the “Computer Audio” option, please be sure that your speakers or headphones are connected.



Using Your Telephone

If you select the “Phone Call” option, please dial in with the phone number and access code provided.

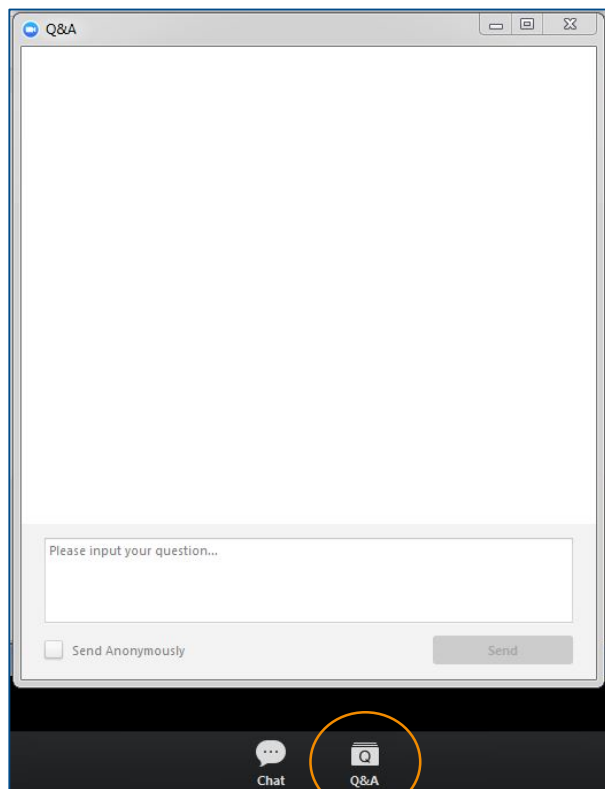


Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here





**We help schools
support students**
from enrollment to
graduation and beyond

➤ **ROOTED IN RESEARCH**

7,500+ Peer-tested
best practices

500+ Enrollment innovations
tested annually

➤ **ADVANTAGE OF SCALE**

1,500+ Institutions
served

3.7 M+ Students supported
by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue
with us year after year,
reflecting the goals we
achieve together

➤ Find and enroll your
right-fit students

➤ Support and graduate
more students



➤ Prepare your institution
for the future



Christina Hubbard, PhD

Director

CHubbard@eab.com



Adam Janus

Strategic Leader

AJanus@eab.com

1 Understanding Adult Learners

2 Dissertation Findings

3 Career Integration

Non-Traditional is the New Traditional

The Changing Face of College



**No Longer 18
Year-Olds**

38%

Over 25
years of age



**Take Longer
to Graduate**

47%

Enroll part-time
at some point



**Have Families
of Their Own**

25%

Raise children



**Need to Pay
the Bills**

70%

Work while
enrolled

Adult is Nearly Synonymous With Independent Student

DEFINITION

53%

of financial aid
recipients are
independent

Federal financial aid deems undergrads *independent* if:

- Over age 24
- Married
- Independent of parents
- Military service
- Homeless
- Have dependent children

Other *adult learner* characteristics:

- Lack traditional HS diploma
- Work full-time

Few Colleges Meet Adults' Needs

Not a Small Part of Your Student Body, But Struggling to Thrive



Limited **after-hours**
class schedules and
services



Penalties for
absences



Programs lack
milestone
credentials



Little **basic needs**
support



Minimal credit for
past experiences

Adults Contribute Value to Classrooms

Having Their Voices on Campus Fills a Need and Supports Their Goals

Adult learners are:



Motivated

They enroll on their own volition, want to be there and are driven



Experienced

Past experiences contribute richly to classroom discussions

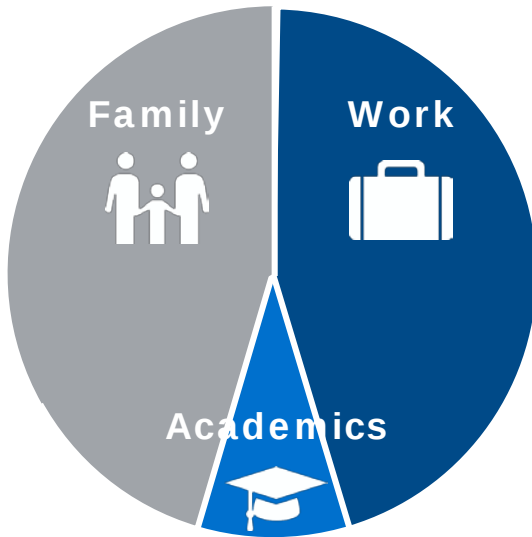


Independent

Believe that responsibility for their success is their own, not the institution's

Complex Lives Crowd Time for Academics

Success of Low-Income, Adult Students a Precarious Balance



! Spouse has a medical emergency

! Loss of childcare

! Food insecurity

! Shift change at work

! Car breaks down

! Job loss

1 Understanding Adult Learners

2 Dissertation Findings

3 Career Integration

Serve Adult Learners By Providing Allies

Combine Holistic Advising with Institutional Support

In their Own Words: What Contributes to Adult Learner Student Success?



**Academic, Personal &
Professional Balance**



**Integration of
Current Career**



**Connection to
College Faculty, Staff**



**Curricular
Guidance**



**Preparation for
Future Career**



**Connection
to Peers**



1 Understanding Adult Learners

2 Dissertation Findings

3 Career Integration

Career Motivations Vary

College Education and Credentials Prepare Them for New Opportunities

Upskilling to Seek Promotion



*"I need to build skills
for my next step."*

Facing Replacement



*"My career doesn't
exist anymore."*

Returning to Workforce



*"I haven't worked in
a long time."*

Preparing for a Switch



*"I want a better job
in a different field."*

Student Experience



Understanding Program Choice and Requirements

Advise Students Early About the Missing Pieces

Take what students know



Advisors fill in missing information

Critical Processes and Outcomes

- ☒ Degrees needed for career
- ☒ Time to degree
- ☒ Exam requirements
- ☒ Prior learning credit
- ☒ Salary predictions
- ☒ Industry demand

▶ Student Insight

Adult learners need **early advising** to set **realistic expectations** for time to degree, metrics for success, and intended outcomes



Using Quick Polls to Gather Key Student Info

Help Students Set and Meet Their Goals

▶ Use Navigate's student-facing **Quick Polls** to gather useful information about students' plans and goals

▶ **Ask questions like:**

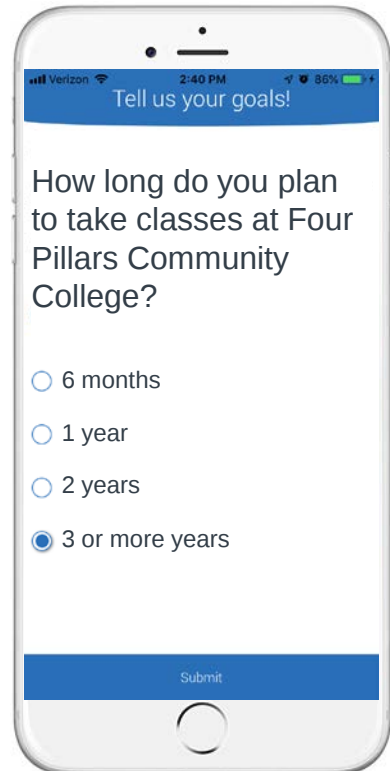
- What are your career goals after college?
- How much time do you anticipate spending at this school before you graduate or transfer?

▶ **Advisors use this information to:**

- Uncover students in specific programs that don't align with their career goals
- Uncover students who are taking credits at a lower rate than needed to meet their graduation goal

▶ **Turn insight into action:**

- Connect students with campus resources
- Intervene with students to help them set and meet their academic and career goals



Student Experience



Connecting Classroom to Career

Reinforce Student Motivations Across the Curriculum



- 1 Articulate Professional Competencies
- 2 Reinforce Connections in Course Material
- 3 Offer Work-based Assignment Options

▶ Student Insight

Integration of **career relevance** allows adult learners to understand how the **curriculum aligns with their goals**



Using Early Alerts to Identify Disengaged Students

Help Students Connect Classroom Lessons With Real-Life Career Skills

1



Faculty member notices student isn't participating in class, and **submits an alert** in Navigate

2



Student meets with advisor and discloses that they are **struggling with the course materials**

3



Student is referred to the Career Center to better assess their **major and career goals**

4



Administrators note high withdrawal rate for this course and assess the need for **better communication** around class expectations

Student Experience



Adults Need Work-Based Learning, Too

Colleges Offer Career Development

Career and resume workshops



But Not for Adult Learners



Limited time on campus

Internships



Unable to afford unpaid internships

Employer-based co-curriculars



Competing work obligations



How Schools Can Improve Adult Access

- Offer virtual opportunities
- Engage employers to solve real-world problems
- Partner with employers to offer paid internships
- Invite employers on-campus during evening hours to meet your adults

▶ Student Insight

Adults need career preparation activities that allow them to **stay in their current job** or get paid for new professional experiences



1 Understanding Adult Learners

2 Dissertation Findings

3 Career Integration

Summary of Insights

From Adult Students

- 1 Adult learners need **early advising** to set **realistic expectations** for time to degree, metrics for success, and intended outcomes
- 2 Integration of **career relevance** allows adult learners to understand how the **curriculum aligns with their goals**
- 3 Adults need career preparation activities that allow them to **stay in their current job** or get paid for new professional experiences

Help Center and Community Updates

Focusing on Improved Support, Resources, and Collaboration

The **Navigate Help Center** was been relaunched with a new organizational design and updated content, including:



Platform Information – Information on specific features and common platform workflows across all three pillars of Navigate: Strategic Care, Smart Guidance and Intelligence.



Product Updates – Release notes for all three pillars from the previous six months and important cross-platform announcements.



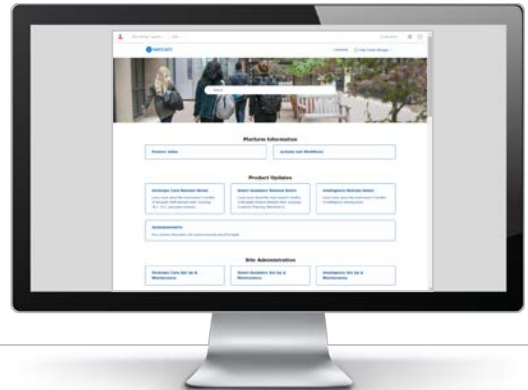
Site Administration – Decision guidance, EAB recommendations and configuration information for all pillars of Navigate.



Resources – EAB Infographics, toolkits, training materials, student promotional materials and other resources to support your use of Navigate on campus.



The Community – New topics to facilitate engaging conversation, make connections, share best practices, and answer questions.





Christina Hubbard, PhD

Director

CHubbard@eab.com



Adam Janus

Strategic Leader

AJanus@eab.com

Please Fill Out the Exit Survey!



- As you exit the webinar, you will be directed to an evaluation that will automatically load in your web browser.
- Please take a minute to provide your thoughts on the presentation.

THANK YOU!

Please note that the survey does not apply to webconferences viewed on demand.



Washington DC | Richmond | Birmingham | Minneapolis

202-747-1000 | eab.com