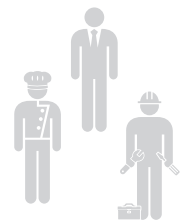


Searching for Ways to Increase Adult Learner Enrollment?

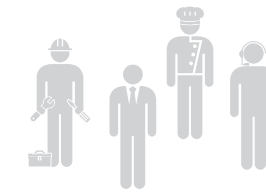


Look No Further Than Your Employer Partnerships



To remain competitive in the increasingly crowded market for adult learners, community colleges must draw on a long-standing yet under-leveraged asset: employer partnerships.

Employer partnerships underscore the value of enrolling in college for working adults, job seekers, and career changers alike. The strategies below allow colleges to turn their partnerships into adult learner recruiting channels, stabilizing enrollments while fulfilling workforce development needs.



Remove Barriers To Enrollment

<p>Deferred Tuition Reimbursement Billing</p> <p>Students receiving tuition reimbursement from their employer can postpone course payment until up to 30 days after the term ends.</p>	<p>Problem addressed Most employers reimburse for courses after grades are released, yet many students cannot afford to pay out-of-pocket at the start of the term.</p> <p>Why it works This policy encourages workers with access to tuition reimbursement to enroll in courses by eliminating the up-front cost of using the benefit.</p>
<p>Employer-Based Enrollment Advisor</p> <p>College representatives host office hours at employer sites to help workers complete applications, secure financial aid, and register for courses.</p>	<p>Problem addressed Prospective students with full-time jobs cannot make multiple trips to campus to complete the admissions process, from application to course registration.</p> <p>Why it works Working adults become more likely to enroll when they can complete much of the process without leaving their employers' sites.</p>

Facilitate The Hiring Process

<p>Community-Based Career Boot Camp</p> <p>Colleges offer off-campus workshops for dislocated workers to decide on their next career and identify relevant training programs.</p>	<p>Problem addressed Many job seekers do not return to college because they fail to understand how retraining aligns with their career goals.</p> <p>Why it works These workshops demonstrate that returning to college is beneficial—or even essential—to pursuing the careers that many job seekers want.</p>
<p>Training-Based Job Screen</p> <p>Employers observe student performance in a short-term training program, extending job interviews upon completion to those who meet their standards.</p>	<p>Problem addressed Unemployed and underemployed workers lack conviction that enrolling in a training program will improve the outcomes of their job search.</p> <p>Why it works Prospective students easily grasp the value of enrolling in a program that places them at the front of the line for a job interview.</p>
<p>Employer-Sponsored Degree Completion</p> <p>Colleges help employers facing talent shortages recruit current students as part-time workers; in exchange, the employers pay for the remainder of the students' degrees.</p>	<p>Problem addressed Students hired before they graduate commonly "job out," or leave college for work without first completing their credentials.</p> <p>Why it works A part-time job with full tuition assistance provides students with both the time and money to stay enrolled while employed.</p>

Align Program Options With Career Goals

<p>Stackable Certificate Career Road Map</p> <p>College administrators work with key employer partners to map stackable certificates to employer-specific promotion opportunities.</p>	<p>Problem addressed After completing a short-term certificate, students may leave college and not return for further credentials.</p> <p>Why it works By illustrating how further credentials can lead to advancement, these road maps encourage students to return to college for "repeat purchases."</p>
<p>Corporate Training Credit Crosswalk</p> <p>Faculty map employer-designed corporate training programs to college courses, allowing workers to earn credit for training without further assessments.</p>	<p>Problem addressed Current options to earn credit for prior learning lack appeal to prospective students because they require complex portfolios or intimidating exams.</p> <p>Why it works These crosswalks encourage an employer's workers to enroll by providing an expedited option to earn credit for training completed at work.</p>

