

DegreeNow is a joint initiative between the West Virginia Higher Education Policy Commission and the West Virginia Community and Technical College System, with support from the Lumina Foundation for Education. The overall goal of *DegreeNow* is to encourage adults (25+) with some college but no postsecondary credential to return to college. Almost 200,000 West Virginians have some college credits but no degree. We are also partnering with NASPA, the national student affairs administrators in higher education organization, and the Council for Adult and Experiential Learning (CAEL), a leading national non-profit which creates and manages effective learning strategies for working adults. NASPA and CAEL are leading efforts to strengthen adult-focused student and academic services. Below is a brief update on *DegreeNow* activities over the past year.

- **Statewide Marketing Campaign:** In Spring/Summer 2011 a statewide marketing campaign targeting adults was launched (directing adults to our online college access portal, cfwv.com; over 10,000 adult learner accounts have been created). The campaign included radio, online, tv and print ads and billboards and bus ads. (Both College Access Challenge Grant (CACG) and *DegreeNow* funds were used with a majority coming from the CACG.)
- **NASPA Train-the-Trainers Workshop:** In June 2011, almost forty higher education professionals from around the state completed a Train-the-Trainers workshop led by NASPA to help strengthen adult-focused non-classroom support services. It covered topics such as best practices and processes for serving adult learners; the translation of adult learning theory and research into programs and services; partnerships between academic and student affairs; and the creation of cultures of evidence in student affairs. Graduates were then expected to co-lead regional 8-hr workshops, “Leveraging *DegreeNow* to Support Adult Learners.” A follow up survey of trainers also revealed that many were enhancing and/or creating adult focused student services on their campuses. The train-the-trainer model helped create early institutional buy-in for the initiative, and it is sustainable after the grant monies are depleted. We held another Train-the-Trainers workshop in June 2012 for twenty higher education professionals.

- **Regional Student Services Workshops:** Twelve regional workshops led by train-the-trainer graduates were conducted this fall and spring. Over 150 professionals attended the workshops, and survey feedback about the workshops and leaders were positive. Moreover, over 70% of respondents have already begun to strengthen existing programs or services to better support adult learners, and almost 60% have designed a new program or practice to better support adult students.
- ***DegreeNow* Newsletter:** Creation of a quarterly *DegreeNow* newsletter has enabled us to increase communication with and outreach to campus administrators, faculty, and staff. The newsletter includes resources for serving adult learners, best practices, highlights of what WV institutions are doing to serve adults, and WV adult student success stories.
- **CAEL Faculty and Academic Affairs Workshop/Training:** CAEL led a workshop with faculty and academic affairs representatives to share best practices for teaching and advising adults and to determine additional training needs for faculty and academic advisors. We will continue to work with CAEL to develop training on prior learning assessment, advising and teaching adult learners, and portfolio evaluation.
- **American Council for Education (ACE) and the Regents Bachelor of Arts (RBA)/Board of Governors Associate in Applied Science (BOG AAS) Coordinator Meeting:** After reading about some of the *DegreeNow* efforts on www.adultcollegecompletion.org, Dr. Mary Beth Lakin, Director of College and University Partnerships for the Center for Lifelong Learning, reached out to West Virginia and asked to meet with the RBA and BOG AAS degree program coordinators. She was impressed by their work and plans to highlight some of the coordinators and their efforts in an October 2012 ACE webinar.
- **Community Outreach:** We are stepping up our community outreach efforts. For example, GEAR UP site coordinators have agreed to include information about *DegreeNow* (e.g. BOG AAS degree program) in their outreach efforts. Some of the WVU Train-the-trainer graduates are working with WVU extension agents to promote college-going in their service areas. We would like to

continue to expand outreach by partnering with local, regional, and state community organizations and employers.

- **DegreeNow has garnered national attention:**
 - NASPA highlighted the Train-the-Trainer program in their national magazine in 2011; A longer article about WV's efforts is forthcoming in their fall 2012 magazine;
 - The Lumina Foundation invited us to present at their national convening, "The Path to Adult College Completion: A Network Convening" in Denver, CO in October 2011;
 - Some of our marketing and outreach efforts are highlighted on the Adult College Completion Network website (www.adultcollegecompletion.org);
 - The National College Access Network highlighted *DegreeNow* in their March 2012 e-newsletter.
 - We presented an overview of our Train-the-Trainer program at the national NASPA conference in March 2012.
 - We presented our outreach efforts at the Community Development Society international conference in July 2012.

- **Lumina Evaluation Visit:** Lumina evaluators visited WV in early October, attended one of the Leveraging *DegreeNow* workshops, and met with some CTCS/HEPC staff and NASPA consultant Dr. Maggie Culp. Although we did not receive a formal report on the visit, the evaluators offered some positive comments about the potential for *DegreeNow* to transfer to other states and institutions across the country.

- **Adult Enrollment:**

Table 1. Adult Undergraduate Enrollment, 2007-2011

	2007	2008	2009	2010	2011	2007-2011 % change	2010-2011 % change
TOTAL	18,864	18,510	21,842	23,287	23,425	24.2%	0.6%
HEPC Total	9,432	9,047	9,982	10,211	10,146	7.6%	-0.6%
CTCS Total	9,432	9,463	11,860	13,076	13,279	40.8%	1.6%

As seen in Table 1 from 2007 to 2011 overall adult enrollment has grown by approximately 24 percent, and among four-year institutions it increased 7.6 percent and among two-year institutions 40.8 percent over the same five year period. From 2010 to 2011 adult enrollment increased by 0.6 percent. However, during that same time period adult enrollment declined slightly within the four-

year system by 0.6 percent or 65 students. (Note: HEPC total undergraduate enrollment also decreased from 2010 to 2011 by 0.4 percent or 142 students.)

- RBA/BOG AAS Enrollment:** *DegreeNow* centers around two degree programs that are geared toward adult learners, the Regents Bachelor of Art (RBA) and the Board of Governors Associate in Applied Science (BOG AAS). Many of the grant marketing efforts promote these two statewide degree programs. Thus, examining enrollment in these two programs is also relevant in measuring the success of grant efforts. As seen in Table 2 below, these two programs have seen a 37.7 percent increase in students from 2009 to 2011.

Table 2. RBA and BOG AAS Enrollment, 2009-2011

	2009	2010	2011	% Change 2009-10	% Change 2010-11	% Change 2009 to 2011
BOG AAS	260	581	766	123.5%	31.8%	194.6%
RBA	1,562	1,673	1,743	7.1%	4.2%	11.6%
TOTAL	1,822	2,254	2,509	23.7%	11.3%	37.7%