State Per Capita Income, 2007

Per Capita Income
- $41,806 - $62,484
- $36,083 - $41,805
- $30,177
- $28,541 - $36,082

Source: US Bureau of Economic Analysis and Bureau of the Census
State Population Age 25 Years and Older with Bachelor’s Degree or Higher, 2007

[Map of the United States showing the percentage of population with bachelor's degree or higher by state, with varying colors indicating different percentages.]

Source: U.S. Census Bureau, 2007 American Community Survey
Some College – No 4-year Degree

Source: U.S. Census Bureau, 2007 American Community Survey
Big Questions

- How do we get adults to come back to college?
- Who are they? Where are they?
- What would entice them to come back?
- How will they be contacted?
- How will we track them?
- How will we determine success?
Outcomes?

• Adult enrollment will increase
• Percent of adults in Colorado with degrees will increase
• A larger number of ‘adults’ will get a degree in a given year
• Class offerings for all students will increase at non-traditional times
• Processes/Services at Colorado campuses will be modified to address the unique needs of adults
• Adult enrollment in online courses will increase?
• Oklahoma’s experience in marketing their adult degree completion program
• July 2004: Research:
  – 334,497 Oklahomans over the age of 25 have more than a year of college, but not a baccalaureate degree. (Colorado = 673,483)
  – During the past 10 years, more than 69,000 Oklahomans left college without a bachelor’s degree after successfully completing more than 77 college hours.
Student records were reviewed from 1992 to 2002 to identify students who:
– had at least 77 hours of college credit,
– were not currently enrolled,
– and did not hold a bachelor’s degree.

Of the 69,000 potential candidates for the adult degree program identified:
44% held either an AA or AS degree.
17% received a Pell grant in their last year of enrollment.
Adult Degree Completion Program
Market Assessment

- Statewide telephone survey
- Focus groups in the larger cities
- People Leave College because:
  - family issues
  - finances
- Two major reasons for returning to complete a degree:
  - Personal satisfaction
  - Better job opportunities
Factors impacting their re-enrollment in college:
- Convenience
- Accelerated format
- Credit for previous experience
- Cost

1/3 indicated they would definitely enroll in a Oklahoma public university degree completion program.

70% indicated that the program would be affordable if tuition is similar to current public university tuition. Pricing is important.
Adult Degree Completion Program

Program Design

• Enable people with at least two years of college to finish a bachelor’s degree
• Flexible and accelerated schedule to meet the needs of working adults
• Curriculum designed to ensure that students are prepared to succeed in the workplace

• Involve multiple learning environments.
• Common curriculum and offered at multiple locations.
• Developed by faculty by participating universities.
• Curriculum approved through academic processes.
Degree Requirements

• General Education  40-45 credit hours minimum
• Major/Minor: 42 credit hours
  – Common Core (27-30 credit hours)
  – Institution-Focused (12-15 credit hours)*
• Professional Elective and Free Electives 37-42 credit hours**
Core Courses

- Foundations Of Organizational Leadership and Personal Development (ORGL 3113)
- Professional Communication (ORGL 3223)
- Data Analysis and Interpretation (ORGL 3333)
- Survey Of Fiscal Management (ORGL 3443)
- Ethics and Organizations (ORGL 4113)
- The Individual, The Organization, and Society (ORGL 4223)
- Leading and Managing (ORGL 4333)
- Markets and Stakeholders (ORGL 4443)
- Capstone (ORGL 4553)
- Professional Internship (ORGL 4993) Optional
Promotion

- February 2006- March 2007: Program Development
  - Administrative process and policy development
  - Webpage development
    - Program information
    - Online registration
    - Course offerings
  - More Marketing Research
    - Focus groups
    - Branding
Reach Higher
Oklahoma’s degree completion program
THE DREAM WAS SAVED FOR LATER

IF YOU CHOSE TO ATTEND COLLEGE but other life demands left you little choice but to stop, it’s not too late. ReachHigher is an affordable, flexible way to complete your degree at one of Oklahoma’s respected state universities. A degree can mean better job opportunities, a higher salary, and a sense of personal accomplishment. It’s why higher education is a dream worth holding on to.
BETWEEN YOUR EDUCATION & EVERYTHING ELSE

LIFE HAPPENED (THE DEGREE DIDN'T)

IT'S TIME TO FINISH WHAT YOU STARTED. You can return and complete your bachelor's degree at any of these nine participating state universities through the new ReachHigher program. It's a chance to achieve a higher education at a respected state university, and a way to increase your opportunities for a better career, through a program that fits your obligations, your budget – and your life.

ReachHigher PARTICIPATING UNIVERSITIES:
- Cameron University LAWTON
- East Central University ADA
- Langston University LANGSTON
- Northeastern State University TAHEQUAH
- Northwestern Oklahoma State University ALVA
- Rogers State University CLAREMORE
- Southeastern Oklahoma State University DURANT
- Southwestern Oklahoma State University SAYRE
- University of Central Oklahoma EDMOND

Fully Accredited By The Higher Learning Commission

ENROLL TODAY AND REACH HIGHER 918.683.0040 x5011 CLASSES BEGIN MARCH 2007 www.ReachHigherOklahoma.org
Ten Things You Should Know About ReachHigher

1. You can enroll anytime.

2. Classes are offered five times throughout the year.

3. Classes last eight weeks and most assignments are online.

4. Qualified students are placed in classes with their peers, where they can share courses and experiences with other working adults.

5. Upon graduation, you will be awarded a Bachelor of Science degree in organizational leadership.

6. The curriculum was created with the help of Oklahoma’s businesses to meet their needs.

7. This degree prepares students for success in government, nonprofit, corporate or industrial careers.

8. You will build your knowledge and skills in areas such as organizational behavior, ethics, interpersonal skills, management, finance and communication.

9. You can choose which university will award your degree from the eight public universities offering the program.

ReachHigher Is...

- Free to apply. You will never be asked to provide a credit card number or other form of payment for an application fee.

- Oklahoma’s flexible, affordable degree completion program.

- For working adults who want to finish their college degree from a state university.

- Your second chance to finish your degree - while you keep your normal routine, maintain your normal work hours and still have time for your family.

Register for More Information

Name

Email
WHEN LIFE HAPPENS
(AND THE DEGREE DOESN’T)
EVEN THOUGH LIFE HAS BEEN YOUR MAIN FOCUS

OPPORTUNITY IS STILL KNOCKING.

IT’S TIME TO FIT THE DEGREE THAT YOU NEVER QUITE FINISHED, into a life that just keeps going. ReachHigher is an affordable, flexible way to complete the bachelor’s degree that you once were working towards through a state university close to you. Life always goes on. A college degree gives you the opportunities for a better job, a better salary and a better life.

REACH HIGHER
OKLAHOMA'S DEGREE COMPLETION PROGRAM

Fully Accredited By The Higher Learning Commission

ENROLL TODAY AND REACH HIGHER 918.683.0040 x5011 CLASSES BEGIN MARCH 2007 www.ReachHigherOklahoma.org
Connect to Completion: supports adult learners

- 16 adult students graduated in spring/summer 2007 with the assistance of Connect to Completion services/funds and an additional 13 are on schedule to graduate in fall 2007 and have received funds.
- 82 adult students have been identified as returning with 90 or more credit hours and are working with the Connect to Completion counselor.
Arkansas in contrasting to Oklahoma’s approach

• Two-year and four year
• Well-defined definition of ready adult

A ready adult is a prospective student who:

a. Withdrew from college but is within 25% of graduation
b. Has a minimum GPA of 2.0
c. Has been out of school for at least a year
d. Is at least 22 years old
e. Is an Arkansas resident or works in Arkansas
How will Arkansas market to adult learners?

• Scholarships will help, but they are not directly tied to this program
• Several sources for marketing money
• Product more eclectic- How do we ‘package’ what we are going to do?
STATE PRIORITIES

• CAEL Institutional Self-Assessment
• CAEL ALFI Student Assessment
• Training in PLA
• Review intersections of state and institutional policies for errors, omissions, contradictions and make changes
• Create PIO council
• Create marketing campaign highlighting degree program and general adult learner issues
Arkansas Marketing Issues

- Fulltime Students aged 17-19 have the highest six-year success rate at 54.1 percent.
  - Age 20-24 students (29.2 percent)
  - Age 25-34 students (33.5 percent)
  - Age 35-44 students (42.8 percent)
  - Age 45-54 students (39.0 percent)
  - Age 55-80 students (22.2 percent).
Video one

Video two
At the end of WWII, the U.S. made a bold decision to invest in the future of its economy by providing $1.9 billion annually to the education of returning veterans of the war. This commitment to human capital helped enable the WWII generation to become the “greatest generation.”

Possibly, Colorado’s greatest generation is at the schoolhouse door waiting for the opportunity to propel Colorado into the global economy.