With help from the National Center for Higher Education Management Systems and Kentucky’s nine public postsecondary institutions, the Council has outlined five strategies which, if implemented concurrently over the next 13 years, will produce the additional degree holders needed to Double the Numbers.

- **Strategy 1:** Raise high school graduation rates.
- **Strategy 2:** Increase the number of GED graduates and transition more to college.
- **Strategy 3:** Enroll more first-time students in KCTCS and transfer them to 4-year programs.
- **Strategy 4:** Increase the number of Kentuckians going to and completing college.
- **Strategy 5:** Attract college-educated workers to the state and create new jobs for them.
Helping Adults Succeed in Postsecondary Education: A Policy Framework

Sponsored by Lumina Foundation for Education
ADULTS: JUMP-START YOUR LIFE & CAREER

GET YOUR GED
By getting your GED, you prove to yourself and employers that you mean business when it comes to your future success.

1ST TIME TO COLLEGE
Some may call you non-traditional, but it pays to break tradition when it comes to your future. Let us show you the path to college success!

GO BACK TO COLLEGE
Finishing your degree is within your reach! We can help guide you back into college and set you up for success.

HAVE 90+ CREDIT HOURS?
Many colleges & universities have a special program in place to fast-track people like you. It’s called Project Graduate.
**Growth Opportunity: 500,000 Adults With Some College & No Bachelor’s Degree**

<table>
<thead>
<tr>
<th>Service Region</th>
<th>25-64, Some college, no degree 2000</th>
<th>25-64, Associate degree 2000</th>
<th>25-64, Total, Some college or Associate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>EKU</td>
<td>44,872</td>
<td>12,100</td>
<td>56,972</td>
</tr>
<tr>
<td>KSU</td>
<td>17,884</td>
<td>4,963</td>
<td>22,847</td>
</tr>
<tr>
<td>Morehead</td>
<td>44,332</td>
<td>12,561</td>
<td>56,893</td>
</tr>
<tr>
<td>Murray</td>
<td>50,082</td>
<td>14,489</td>
<td>64,571</td>
</tr>
<tr>
<td>NKU</td>
<td>45,933</td>
<td>12,058</td>
<td>57,991</td>
</tr>
<tr>
<td>WKU</td>
<td>68,171</td>
<td>19,847</td>
<td>88,018</td>
</tr>
<tr>
<td>UK</td>
<td>55,599</td>
<td>17,584</td>
<td>73,183</td>
</tr>
<tr>
<td>UofL</td>
<td>103,243</td>
<td>28,878</td>
<td>132,121</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>430,116</td>
<td>122,480</td>
<td><strong>552,596</strong></td>
</tr>
</tbody>
</table>
## Growth Opportunity: 1.2 Million Adults with No College Experience

<table>
<thead>
<tr>
<th>Area of Geographic Responsibility</th>
<th>Less than HS diploma or equivalent 2000</th>
<th>HS diploma or equivalent 2000</th>
<th>HS diploma, equivalent, or less</th>
</tr>
</thead>
<tbody>
<tr>
<td>EKU</td>
<td>95,587</td>
<td>110,129</td>
<td>205,716</td>
</tr>
<tr>
<td>KSU</td>
<td>15,217</td>
<td>31,639</td>
<td>46,856</td>
</tr>
<tr>
<td>Morehead</td>
<td>75,781</td>
<td>96,037</td>
<td>171,818</td>
</tr>
<tr>
<td>Murray</td>
<td>41,024</td>
<td>85,776</td>
<td>126,800</td>
</tr>
<tr>
<td>NKU</td>
<td>30,039</td>
<td>73,272</td>
<td>103,311</td>
</tr>
<tr>
<td>WKU</td>
<td>39,794</td>
<td>82,470</td>
<td>122,264</td>
</tr>
<tr>
<td>UK</td>
<td>60,206</td>
<td>130,353</td>
<td>190,559</td>
</tr>
<tr>
<td>UofL</td>
<td>77,505</td>
<td>143,210</td>
<td>220,715</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>435,153</strong></td>
<td><strong>752,886</strong></td>
<td><strong>1,188,039</strong></td>
</tr>
</tbody>
</table>
About 800 survey respondents indicated they are very or somewhat likely to consider returning to college in the next three years.

Biggest Concerns:
- Managing time between family and classes
- Managing time between work and classes
- Financing college courses

Interest in college services:
- Credit for prior learning
- Programs on a faster than normal schedule
- Financial aid
Making postsecondary education more adult learner focused
Statewide Advisory Board

- Association of Independent Kentucky Colleges and Universities
- Kentucky Association of Manufacturers
- Kentucky Board for Proprietary Education
- Kentucky Broadcasters Association
- Kentucky Cabinet for Economic Development
- Kentucky Chamber of Commerce
- Kentucky Department of Education
- Kentucky General Assembly
- Kentucky Higher Education Assistance Authority
- Kentucky Press Association
<table>
<thead>
<tr>
<th>Kentucky Adult Learner Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High-profile Kickoff</strong></td>
</tr>
<tr>
<td>❖ Press event in conjunction with Project Graduate</td>
</tr>
<tr>
<td>❖ Kentucky Adult Learner Summit</td>
</tr>
<tr>
<td><strong>State and Institutional Policy Priorities</strong></td>
</tr>
<tr>
<td>❖ Credit for prior learning</td>
</tr>
<tr>
<td>❖ Flexible academic programming</td>
</tr>
<tr>
<td>❖ Financial aid</td>
</tr>
<tr>
<td><strong>Institutional Focus on Adult Learners</strong></td>
</tr>
<tr>
<td>❖ Adult Learner Focused Institution (ALFI) Toolkit</td>
</tr>
<tr>
<td>❖ Campus action plans</td>
</tr>
<tr>
<td>❖ Coordinated with Project Graduate efforts</td>
</tr>
</tbody>
</table>
## What We’ve Learned So Far

- Bring partners to the table early on
  - Private sector
  - Other government agencies

- Integrate with workforce development efforts

- Build on existing assets and leverage your resources

- Postsecondary institutions are eager to better serve adults
PROJECT GRADUATE
RETURNING ADULTS

- Increase the percent of adults in college from 3.6% to 4.5%

**RESEARCH:**
- Survey of Kentucky Adults with Some College, program inventory, and Web usability

**STRATEGIES:**
- Develop and implement Project Graduate
# Project Graduate

## Program Requirements:
- High-touch outreach and response
- Dedicated campus advocate(s)
- Campus incentives

## Council Efforts:
- Direct and fund research
- Provide student contact information
- Develop messaging and provide creative materials
- Fund printing and distribution of outreach materials
**PARTICIPANT DEMOGRAPHICS**

**PROGRAM DEFINITION:**
- Age 25-50
- Kentucky resident
- Not enrolled in the previous academic year
- Earned 90+ credit hours
- Didn’t earn a bachelor’s degree

**INSTITUTIONAL FILTERS:**
- GPA
- Financial standing with institution
- Date last attended
COLLABORATION

DEVELOPMENT PARTNERS:

- Chief Academic Officers
- Enrollment Managers
- Public Relations Officers
- Continuing Education Officers
- Institutional Research Officers
Institutional Incentives:

- Campus response teams
- Campus advocate to provide ‘high touch’
- Reduced tuition or tuition assistance
- Quick admits
- Individual advising
- Free applications
- Degree summaries
- Evening office hours for student services
- Re-entry centers on campus
If your career is standing still,

but your dreams aren’t
THE TIME IS NOW...
FINISH WHAT YOU STARTED

You are already pre-qualified for University of Louisville’s Project Graduate program, a statewide effort to make it easier for you to return and complete your studies. Your campus advocate is ready to make finishing your degree as painless as possible.

▷ QuickAdmission
▷ Free Application
▷ Priority Enrollment
▷ Individual Advising
▷ Custom Graduation Plan

You can do it - we can help

Explore your options today!
Visit the Project Graduate pages at www.GoHigherKy.org or call 800-XXX-XXXX today.
Program to target college dropouts

Help them return to school, get degree

By Art Justice
ajustice@kytheads.com

Kentucky wants a lot more success stories like Vance County’s Dorothy Harlow — about 400,000 more.

Harlow, 34, a former college dropout, will receive her bachelor’s degree at Morehead State University on Dec. 18, more than 16 years after she graduated as an honors student from East Carter High School.

“I just wanted the degree as long as I remember,” Harlow said yesterday. “I’ve studied this, and in Kentucky there are more women who are poor than men who are poor. A college degree can make a lot of difference.”

This benefit of more education is at the heart of a major effort under way to double the number of Kentucky’s college graduates to 800,000 by 2020.

Kentucky’s higher education reform act in 1997 established the goal so that the state could improve its standard of living to the national average. Research shows that the quickest and best way to achieve that is to increase the See STUDENTS, B3
## Return on Investment

<table>
<thead>
<tr>
<th>Investment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing and postage</td>
<td>$20,760</td>
</tr>
<tr>
<td>- 6,225 postcards</td>
<td></td>
</tr>
<tr>
<td>- 4,761 letters</td>
<td></td>
</tr>
<tr>
<td>Data match</td>
<td>$26,000</td>
</tr>
<tr>
<td>Launch posters</td>
<td>$740</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Return</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students enrolled</td>
<td>Over 1,000 total</td>
</tr>
<tr>
<td>Graduates</td>
<td>Over 300</td>
</tr>
<tr>
<td>Survey Results November 2008</td>
<td></td>
</tr>
</tbody>
</table>
RETURN ON INVESTMENT

$104.00 PER RE-ENROLLMENT
Based on reported enrollment Fall ‘08

$48.00 PER RE-ENROLLMENT
Based on anticipated enrollment Summer ‘09
Fifty-nine percent said that if they hadn’t heard about Project Graduate, they would not be enrolled in college today.

83 percent said that Project Graduate incentives were somewhat or very important in their decision to return to college.

Personal enrichment or fulfillment of a lifelong dream was cited by 74 percent as at least one of their reasons for returning. The second top reason cited (by 45 percent) was to advance within their current job or career.
• Financial reasons (42%) and family obligations (41%) were the top two reasons cited by respondents for initially deciding to leave college.

• The majority of respondents (57%) reported they will/did not have to change their original major to get their degree.

• The top two delivery methods being used by respondents to complete their degree are online classes (39%) and on-campus evening classes (39%).
HTTP://ONLINE.KCTCS.EDU
Target Audience
Learn on Demand (VLI)
• The Typical KCTCS Online Learn on Demand Prospect:
  – Working adult
  – Family responsibilities
  – Ages 19 – 54
  – Is comfortable with Internet
  – Needs an individualized approach to learning delivered on a schedule tailored to them
Key Features
Learn on Demand

- 24/7 Affordable and Accredited
- Enroll – 365 Days
- Module Courses Build to Parent Course Credit to Credentials
- Length of Course Module – 3 to 15 weeks
- Online 24/7 Student Services and Blackboard Technical Help Desk
- Credit for Prior Learning
- Self Paced, Competency Based, Mastery Learning
- Quality Assurance – Course Modules and Instruction Facilitators
KCTCS Online Learn on Demand (Virtual Learning Initiative)

- Unduplicated Students 1,000
- Course Enrollments 3,354

*August 2010
Credit for Prior Learning

• Students already proficient in course module competencies will receive the module credit without having to take the class.

• Requirements include:
  – Enroll in module
  – Pass the pre-test
  – Pass the post-test
  – Credit earned and grade received
Current Offerings: A Focus on In-Demand Careers

• Business Administration:
  – Certificates:
    • Human Resource Management; Advanced Business Administration; Leadership; Management; Small Business Management; Team Leadership
  – Diplomas:
    • Organizational Leadership; Small Business Management
  – Associate in Applied Science:
    • Management
    • Human Resource Management
Current Offerings: A Focus on In-Demand Careers

• Information Technology (IT)
  – Certificates:
    • Network Administration
    • A+
    • IT Fundamentals
    • Microsoft networking MSCA Track
    • Information Security
  – Associate of Applied Science
    • Network Administration—MSCA Track
    • Security
General Education Courses

- Writing and Communications
- Mathematics and Algebra
- Science
- Humanities – Languages
- History
- Computer Literacy
Coming Soon

• **Nursing**
  – Nursing Career Pathways:
    • Nurse Aide (NAA 100)
    • MNA to Practical Nursing (LPN)
    • LPN to Associate Degree in Nursing (RN)

• **Industrial Maintenance Technology (AAS)**
  – Certificates
    • Mechanical Maintenance I
    • Mechanical Maintenance II
    • Electrical Mechanic
    • Mechatronics

• **Remedial Support**
  – Transitional (Developmental) Education
    • Math
    • Writing
    • Reading
Kentucky’s Plan to Increase College Graduates

WICHE
Non-Traditional No More: Policy Solutions for Adult Learners
September 15, 2010
Allen Lind
KY’S POSTSECONDARY AND ADULT EDUCATION SYSTEM

- 8 four-year public postsecondary institutions
- 16 community and technical colleges
- 20 independent colleges and universities
- 120 adult education providers
- 235,083 college and university students
- 538,800 postsecondary alumni
- 294,896 GED graduates
- 25,790 faculty and staff
Postsecondary Education Improvement Act of 1997 (HB 1)
Sets goal of increasing educational attainment and promoting economic development to raise the standard of living and quality of life above the national average by the year 2020

Kentucky Adult Education Act of 2000 (SB 1)
Acknowledges adult literacy as a fundamental barrier to every major challenge facing Kentucky and calls for a multi-faceted strategy to address the low level of education of Kentucky’s adult population
What we know about adult learners

About 800 survey respondents indicated they are very or somewhat likely to consider returning to college in the next three years.

Biggest Concerns:
- Managing time between family and classes
- Managing time between work and classes
- Financing college courses

Interest in college services:
- Credit for prior learning
- Programs on a faster than normal schedule
- Financial aid
GOAL:
More adults with bachelor’s degrees

Kentucky’s Focus on Adult Learners

College access efforts
Policy support
Reform is working ... growth in degrees before and after reform

Public and Independent Four-Year Institutions’ Associates, Bachelor’s, Graduate and Professional Degrees

1991-98: 12%
1998-2005: 23%

Source: Council on Postsecondary Education
Reform is Working ... Growth in Adult Education College Going and Enrollment

GED to College 1998-2002

Enrollment 2000-2005

- 58%
- 144%
Kentucky still lags national average

Percentage of Population with a Bachelor's Degree or Higher, Ages 25 and Older

- 2000: 17.1%
- 2001: 18.1%
- 2002: 18.8%
- 2003: 18.6%
- 2004: 19.0%
- 2005: 19.3%
- 2006: 20.0%

Kentucky

United States
Goal: To achieve postsecondary education reform goals, Kentucky must double the number of people with at least a bachelor’s degree by 2020.

<table>
<thead>
<tr>
<th>Year</th>
<th>Degree Holders 2000 (Actual)</th>
<th>Degree Holders 2020 (Target)</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>402,000</td>
<td>791,000</td>
<td>389,000</td>
</tr>
<tr>
<td>2020</td>
<td>580,000</td>
<td>791,000</td>
<td>211,000</td>
</tr>
</tbody>
</table>

Gap: 211,000 bachelor’s degree holders.
The single factor with the greatest power to explain differences in per capita income between states is the **percentage of college graduates**. 

Milken Institute, 2002
Five Strategies

1. Raise high school graduation rates
2. Increase GED graduates and transition more to college
3. Enroll more first-time students at KCTCS and increase transfers to 4-year programs
4. Increase college attendance and completion
5. Attract college-educated workers to Kentucky and create new jobs
## Statewide Strategies and Tactics

<table>
<thead>
<tr>
<th>Strategy #1</th>
<th>Raise high school graduation rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Expand opportunities to earn college credits during high school</td>
<td></td>
</tr>
<tr>
<td>- More intervention programs in middle and high school</td>
<td></td>
</tr>
<tr>
<td>- Increase the number of high school graduates from 40,000 to 48,000</td>
<td></td>
</tr>
<tr>
<td>- Increase high school graduation rate of 9th graders from 72% to 81%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy #2</th>
<th>Increase the number of GED graduates and transition more to college</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Higher academic standards so graduates are better prepared for college</td>
<td></td>
</tr>
<tr>
<td>- Enhanced teacher standards and professional development</td>
<td></td>
</tr>
<tr>
<td>- Increase college-going of GED graduates from 19% to 36%</td>
<td></td>
</tr>
<tr>
<td>- Increase annual number of GED graduates from 9,000 to 15,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy #3</th>
<th>Enroll more first-time students at KCTCS and transfer them to 4-year programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Improve general education credit transfer</td>
<td></td>
</tr>
<tr>
<td>- Keep KCTCS affordable</td>
<td></td>
</tr>
<tr>
<td>- Increase KCTCS enrollment from 86,500 to 115,800</td>
<td></td>
</tr>
<tr>
<td>- Increase number of students transferring from KCTCS to four-year universities from 3,100 to 11,300</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy #4</th>
<th>Increase number of Kentuckians attending and completing college</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Increase high school college-going rate from 62% to 74%</td>
<td></td>
</tr>
<tr>
<td>- Increase adult college participation rate from 3.6% to 4.5%</td>
<td></td>
</tr>
<tr>
<td>- Raise the postsecondary system’s graduation rate from 44% to 56%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy #5</th>
<th>Attract college-educated workers to Kentucky and create new jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Create new jobs to attract college-educated, out-of-state residents</td>
<td></td>
</tr>
<tr>
<td>- Keep college graduates working in Kentucky</td>
<td></td>
</tr>
<tr>
<td>- Increase number of jobs requiring at least a bachelor’s degree</td>
<td></td>
</tr>
</tbody>
</table>
## Growth Opportunity: 500,000 Adults With Some College & No Bachelor’s Degree

<table>
<thead>
<tr>
<th>Service Region</th>
<th>25-64, Some college, no degree 2000</th>
<th>25-64, Associate degree 2000</th>
<th>25-64, Total, Some college or Associate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>EKU</td>
<td>44,872</td>
<td>12,100</td>
<td>56,972</td>
</tr>
<tr>
<td>KSU</td>
<td>17,884</td>
<td>4,963</td>
<td>22,847</td>
</tr>
<tr>
<td>Morehead</td>
<td>44,332</td>
<td>12,561</td>
<td>56,893</td>
</tr>
<tr>
<td>Murray</td>
<td>50,082</td>
<td>14,489</td>
<td>64,571</td>
</tr>
<tr>
<td>NKU</td>
<td>45,933</td>
<td>12,058</td>
<td>57,991</td>
</tr>
<tr>
<td>WKU</td>
<td>68,171</td>
<td>19,847</td>
<td>88,018</td>
</tr>
<tr>
<td>UK</td>
<td>55,599</td>
<td>17,584</td>
<td>73,183</td>
</tr>
<tr>
<td>UofL</td>
<td>103,243</td>
<td>28,878</td>
<td>132,121</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>430,116</strong></td>
<td><strong>122,480</strong></td>
<td><strong>552,596</strong></td>
</tr>
</tbody>
</table>
### Growth Opportunity: 1.2 Million Adults with No College Experience

<table>
<thead>
<tr>
<th>Area of Geographic Responsibility</th>
<th>Less than HS diploma or equivalent 2000</th>
<th>HS diploma or equivalent 2000</th>
<th>HS diploma, equivalent, or less</th>
</tr>
</thead>
<tbody>
<tr>
<td>EKU</td>
<td>95,587</td>
<td>110,129</td>
<td>205,716</td>
</tr>
<tr>
<td>KSU</td>
<td>15,217</td>
<td>31,639</td>
<td>46,856</td>
</tr>
<tr>
<td>Morehead</td>
<td>75,781</td>
<td>96,037</td>
<td>171,818</td>
</tr>
<tr>
<td>Murray</td>
<td>41,024</td>
<td>85,776</td>
<td>126,800</td>
</tr>
<tr>
<td>NKU</td>
<td>30,039</td>
<td>73,272</td>
<td>103,311</td>
</tr>
<tr>
<td>WKU</td>
<td>39,794</td>
<td>82,470</td>
<td>122,264</td>
</tr>
<tr>
<td>UK</td>
<td>60,206</td>
<td>130,353</td>
<td>190,559</td>
</tr>
<tr>
<td>UofL</td>
<td>77,505</td>
<td>143,210</td>
<td>220,715</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>435,153</strong></td>
<td><strong>752,886</strong></td>
<td><strong>1,188,039</strong></td>
</tr>
</tbody>
</table>
Increasing access for adult learners

KnowHow2GO Ky

PROJECT GRADUATE
KnowHow2GOKy

MIDDLE SCHOOL
FRESHMEN
SOPHOMORES
JUNIORS
SENIORS
ADULTS
COLLEGE TRANSFER
MENTORS

ADULTS: JUMP-START YOUR LIFE & CAREER

GET YOUR GED
By getting your GED, you prove to yourself and employers that you mean business when it comes to your future success.

1ST TIME TO COLLEGE
Some may call you non-traditional, but it pays to break tradition when it comes to your future. Let us show you the path to college success!

GO BACK TO COLLEGE
Finishing your degree is within your reach! We can help guide you back into college and set you up for success.

HAVE 90+ CREDIT HOURS?
Many colleges & universities have a special program in place to fast-track people like you. It's called Project Graduate.
AUDIENCE:

- Raise the annual number of GED graduates from 9,800 to 15,000
- Raise college-going rate of GED grads from 19% to 36%

STRATEGIES:

- KnowHow2GoKy.org with step-by-step guide and learner resources
- Recruitment and transition toolkits for adult education instructors
- Change in funding framework to focus on helping students gain academic skills for postsecondary education
<table>
<thead>
<tr>
<th>AUDIENCE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Returning Adults &amp;</td>
</tr>
<tr>
<td><img src="#" alt="KnowHow2GoKY.org" /></td>
</tr>
<tr>
<td><img src="#" alt="Project Graduate" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRATEGIES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Increase the percent of adults in college from 3.6% to 4.5%</td>
</tr>
<tr>
<td>- KnowHow2GoKY.org</td>
</tr>
<tr>
<td>- Project Graduate</td>
</tr>
</tbody>
</table>
If your career is standing still,
but your dreams aren’t
Making postsecondary education more adult learner focused
Statewide Advisory Board

- Association of Independent Kentucky Colleges and Universities
- Kentucky Association of Manufacturers
- Kentucky Board for Proprietary Education
- Kentucky Broadcasters Association
- Kentucky Cabinet for Economic Development
- Kentucky Chamber of Commerce
- Kentucky Department of Education
- Kentucky General Assembly
- Kentucky Higher Education Assistance Authority
- Kentucky Press Association
Kentucky Adult Learner Initiative

High-profile Kickoff
- Press event in conjunction with Project Graduate
- Kentucky Adult Learner Summit

State and Institutional Policy Priorities
- Credit for prior learning
- Flexible academic programming
- Financial aid

Institutional Focus on Adult Learners
- Adult Learner Focused Institution (ALFI) Toolkit
- Campus action plans
- Coordinated with Project Graduate efforts
WHAT WE’VE LEARNED SO FAR

- Bring partners to the table early on
  - Private sector
  - Other government agencies

- Integrate with workforce development efforts

- Build on existing assets and leverage your resources

- Postsecondary institutions are eager to better serve adults
## Growth Opportunity: 500,000 Adults With Some College & No Bachelor’s Degree

<table>
<thead>
<tr>
<th>Service Region</th>
<th>25-64, Some college, no degree 2000</th>
<th>25-64, Associate degree 2000</th>
<th>25-64, Total, Some college or Associate degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>EKU</td>
<td>44,872</td>
<td>12,100</td>
<td>56,972</td>
</tr>
<tr>
<td>KSU</td>
<td>17,884</td>
<td>4,963</td>
<td>22,847</td>
</tr>
<tr>
<td>Morehead</td>
<td>44,332</td>
<td>12,561</td>
<td>56,893</td>
</tr>
<tr>
<td>Murray</td>
<td>50,082</td>
<td>14,489</td>
<td>64,571</td>
</tr>
<tr>
<td>NKU</td>
<td>45,933</td>
<td>12,058</td>
<td>57,991</td>
</tr>
<tr>
<td>WKU</td>
<td>68,171</td>
<td>19,847</td>
<td>88,018</td>
</tr>
<tr>
<td>UK</td>
<td>55,599</td>
<td>17,584</td>
<td>73,183</td>
</tr>
<tr>
<td>UofL</td>
<td>103,243</td>
<td>28,878</td>
<td>132,121</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>430,116</td>
<td>122,480</td>
<td><strong>552,596</strong></td>
</tr>
</tbody>
</table>
KCTCS Online

• **Learn by Term** – Semester-Based Online Courses

• **Learn on Demand** – Enroll Anytime Online Course Modules

• Both Lead to Credentials

• Both Address Approved Competencies
HTTP://ONLINE.KCTCS.EDU

“Super Fancy Quote about KCTCS Online will go here” – KCTCS ONLINE STUDENT

WHAT IS KCTCS ONLINE?
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem ipsum is that it has a more-or-less normal distribution of letters, as KCTCS Online is higher education on your terms. We offer affordable, accredited college programs designed to fit your goals and your work schedule.

TWO WAYS TO LEARN
YOU CHOOSE THE RIGHT FIT

LEARN ON DEMAND
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Nulla consequat ut ligula molestie consequat, vel illum dolore eu feugiat nulla facilisi. Lorem ipsum dolor sit amet.

FIND OUT MORE!

LEARN BY TERM
Rossum quasdam justo at vero eos et accusam et justo telit at vero eos et accusam et justo telit.

FIND OUT MORE!
Target Audience
Learn on Demand (VLI)

- The Typical KCTCS Online Learn on Demand Prospect:
  - Working adult
  - Family responsibilities
  - Ages 19 – 54
  - Is comfortable with Internet
  - Needs an individualized **approach** to learning delivered on a schedule tailored to them
Key Features
Learn on Demand

• 24/7 Affordable and Accredited
• Enroll – 365 Days
• Module Courses Build to Parent Course Credit to Credentials
• Length of Course Module – 3 to 15 weeks
• Online 24/7 Student Services and Blackboard Technical Help Desk
• Credit for Prior Learning
• Self Paced, Competency Based, Mastery Learning
• Quality Assurance – Course Modules and Instruction Facilitators
KCTCS Online Learn on Demand (Virtual Learning Initiative)

- Unduplicated Students 1,000
- Course Enrollments 3,354

*August 2010
BACKGROUND
2006 Study

• 2006: Year-long study conducted on how to reinvent KCTCS e-learning:
  – We could TRIPLE the numbers
  – High demand; low-supply
  – Kentucky employers wanted:
    • Instant training
    • Upgraded skills
    • No workday interruption
**Working Adult Prospects**

*Census Demographics And Data Projections*

<table>
<thead>
<tr>
<th>Adults 19 to 54 Without a Baccalaureate Current Enroll</th>
<th>1,340,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those Adults Extremely/Very Likely to Enroll in Higher Education</td>
<td>187,600 (14%)</td>
</tr>
<tr>
<td>Have no higher education: 42% (78,792)</td>
<td></td>
</tr>
<tr>
<td>Have some higher education: 58% (108,808)</td>
<td></td>
</tr>
</tbody>
</table>
TARGET AUDIENCE
Modular Course Credits

Course Module Credit Hour

- .1 to .5
- .6 to 1.0
- 1.1 to 1.5
- 1.6 to 2.0
- 2.1 to 2.5
- 2.6 to 3.0

Length of Time Allowed for Course Module Completion

- 3 weeks
- 5 weeks
- 8 weeks
- 10 weeks
- 13 weeks
- 15 weeks
Online Services

• For most – no visits to physical locations required from start to finish
• Includes online:
  – Enrollment
  – Academic Advising
  – Technical Assistance
  – eResources – publishers; and
  – Library resources
Credit for Prior Learning

• Students already proficient in course module competencies will receive the module credit without having to take the class.

• Requirements include:
  – Enroll in module
  – Pass the pre-test
  – Pass the post-test
  – Credit earned and grade received
Self-Paced Learning

• Students choose their own start date
• Modules are completed in timeframes of 3-5 weeks
• Student can enroll in the number of modules right for them!
24/7, Affordable & Accredited

• 24/7:
  – enrollment, tech support, and course resources

• Affordable:
  – KCTCS Online offers ALL students the same low tuition as in-state KCTCS students.
  – Modular approach = smaller cost increments.

• Accredited:
  – KCTCS Online courses are provided through the regionally accredited colleges of KCTCS.
Quality Assurance

• Course modules are QA certified:
  – Peer-review process
  – Based on quality rubrics and standards

• Certified Instruction:
  – Facilitators Certified Training (FaCT) required of instructors
Workforce Solutions

- Employees: tuition reimbursement for credentials
- Incumbent Workforce Training: customized approach
- Credit for prior learning/training
Key Partner – Content Providers

- Barnes & Noble Partner Role
- Content Integrated Directly in Blackboard – Publishers and others
- Business Model
  - Tuition Plus
  - Required eResources
State Agencies

• Council on Postsecondary Education
  – Kentucky Virtual Campus Revolving Loan
  – Funding

• Kentucky Department of Education
  – College Readiness
  – Transition Education
  – Dual Credit
  – Academic Core Standards

• Kentucky Adult Education
  – Transition Education
Student Services

- Presidium Learning
  - 24/7 Online Student Services Help Desk
  - 24/7 Blackboard Technical Help Desk
Non-Profit Support

• Center for Rural Development
  – Network Operation Center
  – KPEN (Kentucky Postsecondary Network)
  – CMS Contract
HTTP://ONLINE.KCTCS.EDU

"Super Fancy Quote about KCTCS Online will go here" - KCTCS ONLINE STUDENT

WHAT IS KCTCS ONLINE?
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as KCTCS Online is higher education on your terms. We offer affordable, accredited college programs designed to fit your goals and your work schedule.

TWO WAYS TO LEARN
YOU CHOOSE THE RIGHT FIT

LEARN ON DEMAND
FIND OUT MORE!

LEARN BY TERM
Praesent convallis ligula, ut fringilla tellus eu massa. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices.
FIND OUT MORE!

KCTCS Online, Kentucky Community and Technical College System
300 N. Main Street, Versailles, KY 40383
Tel: 859-234-3150
Current Offerings: A Focus on In-Demand Careers

• Business Administration:
  – Certificates:
    • Human Resource Management; Advanced Business Administration; Leadership; Management; Small Business Management; Team Leadership
  – Diplomas:
    • Organizational Leadership; Small Business Management
  – Associate in Applied Science:
    • Management
    • Human Resource Management
Current Offerings: A Focus on In-Demand Careers

- Information Technology (IT)
  - Certificates:
    - Network Administration
    - A+
    - IT Fundamentals
    - Microsoft networking MSCA Track
    - Information Security
  - Associate of Applied Science
    - Network Administration—MSCA Track
    - Security
General Education Courses

- Writing and Communications
- Mathematics and Algebra
- Science
- Humanities – Languages
- History
- Computer Literacy
Coming Soon

• Nursing
  – Nursing Career Pathways:
    • Nurse Aide (NAA 100)
    • MNA to Practical Nursing (LPN)
    • LPN to Associate Degree in Nursing (RN)

• Industrial Maintenance Technology (AAS)
  – Certificates
    • Mechanical Maintenance I
    • Mechanical Maintenance II
    • Electrical Mechanic
    • Mechatronics

• Remedial Support
  – Transitional (Developmental) Education
    • Math
    • Writing
    • Reading
Kentucky Education Community’s Unified Committees

- K-12, KCTCS, Universities, CPE, Adult Education
  - Career and College Readiness Committee
  - SB 1 Transition Education Committee
- Strategies and Action Plans
  - Math and Writing Transition Courses
  - Intervention
  - Acceleration
  - Advising
  - Persistence and Degree Completion
So What’s Disruptive

• Re-engineering Curriculum
• Required eResources – all learning content integrated directly in Blackboard
• SIS Processes – application and registration start anytime
• Instruction Facilitator – pay by the student
• Differentiation from Traditional Online – Confusion
• Financial Aid – Standard Term versus Open Entry
• Statewide Network of Clinical and IMT Labs