

Tennessee Adult Learner Initiatives

Guiding Strategies

1. Research and building the policy framework.
2. Supporting and reaching out to adult learners.
3. Supporting and building capacity within institutions to better serve adults.
4. Developing and leveraging employer and workforce partnerships.
5. Coordinating regional initiatives and promoting community ownership.

"If you compare the incomes of someone with a degree or certificate to someone who doesn't have one, moving our population to 55 percent would mean \$9 billion in additional income for Tennesseans. I can't think of anything else that comes close to this effort for impacting the future of Tennessee."
Governor Bill Haslam²



Current Tennessee postsecondary educational attainment rate¹

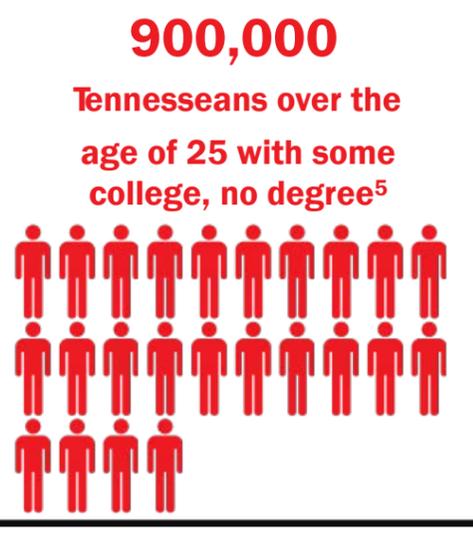
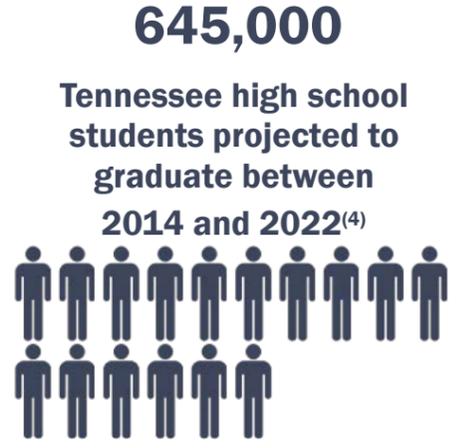
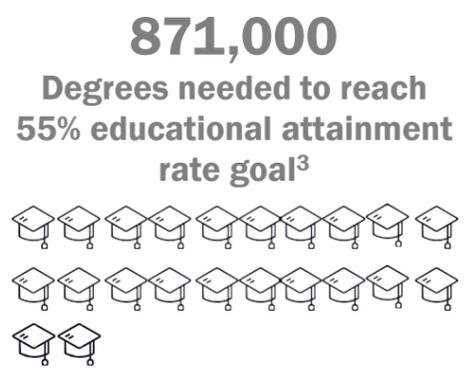


Governor's goal for educational attainment rate, to be reached by 2025

Tennessee Reconnect

is a major initiative of the Drive to 55, focused on helping adults 25 and older enter postsecondary education so that they may gain new skills, advance in the workplace, and fulfill lifelong dreams of completing a degree or credential. The overarching Tennessee Reconnect program is made up of several state and local efforts which aim to increase support to and opportunities for adults returning to higher education.

Why adults?



Our Initiatives



Granting over \$748,000 to institutions, funding 17 initiatives, including:

- Establishing an adult-specific orientation at Volunteer State Community College including financial and academic planning and career assessments.
- Piloting and marketing a deferred payment plan that allows flexible payment plans for students to increase adult enrollment and retention at Jackson State Community College.
- Creating a highly interactive, adult-specific website, and increased marketing for adult learners at Middle Tennessee State University.
- Establishing a network of academic and student services support including peer-to-peer advisors at Austin Peay State University.
- Building an interactive display where adults can access learning modules, course options, and potential career paths at Tennessee College of Applied Technology- Shelbyville.
- Hosting an apply-on-site day for potential adult students at the University of Tennessee, Chattanooga.
- Hiring an adult retention & success coach at Columbia State Community College and creating an evening accelerated hybrid program for adult learners with options of online and traditional courses.



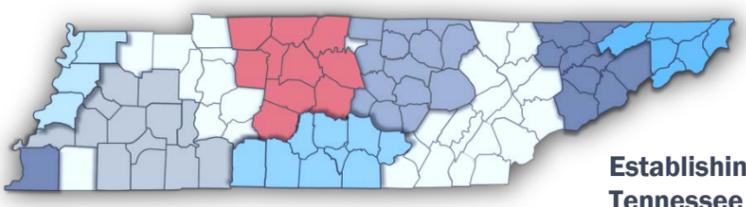
2700 televised advertisements, **3500** radio ads, **21** billboards.



50,000 push cards sent to students with at least 50% of the credits required for a degree.



Supporting 21 Reconnect-themed outreach events in March & April, 2016.



Establishing 8 Tennessee Reconnect Communities in a 66 county coverage area.



Providing last dollar scholarships for:

adults attending Tennessee Colleges of Applied technology & adults returning to Community Colleges (as part of a pilot program beginning in 2016)

Aligning financial incentives for institutions:

80%

premium is applied to each adult that progresses toward and finishes with an undergraduate award, using the Tennessee outcomes funding formula.

1.American Community Survey (2013) One-year estimates.
 2.Office of the Governor (2016) State of the State Address. <https://www.tn.gov/assets/entities/governor>.
 3.National Center for Education Statistics (2014) Projections of Education Statistics to 2022. From Table 14. Actual and projected numbers for public high school graduates, by region and state: School years 2004-05 through 2022-23. <https://nces.ed.gov/pubs2014/2014051.pdf>.
 4.American Community Survey (2013) One-year estimates.

