



Adult Learner Friendly Institutions

THE NEW NORMAL

Ashley Layne

Enrollment Management Symposium
November 14, 2014
Georgia International Convention Center

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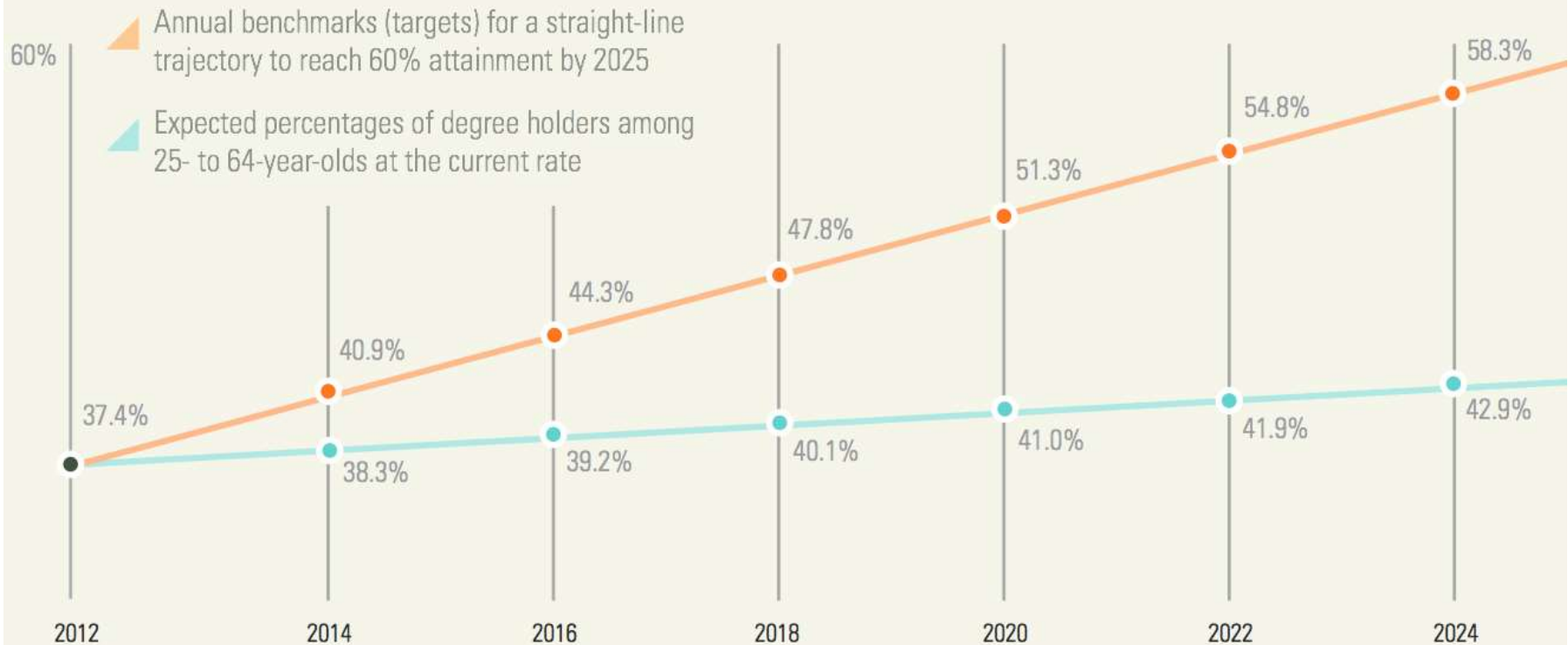
THE PROBLEM

- **60%** of Georgia's jobs will require postsecondary education by 2020
- **65%** of US jobs will require postsecondary education by 2025
- **42%** of Georgia's workforce have the needed credential

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THE PROJECTION

The path to 60% degree attainment in Georgia



Source: U.S. Census Bureau, 2000 Census, 2010, 2011, and 2012 American Community Survey

Lumina Foundation. (2014). A stronger Georgia through higher education.

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The RESEARCH



**COMPLETE
COLLEGE
AMERICA**



Lumina™
FOUNDATION

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JOBS FOR THE FUTURE

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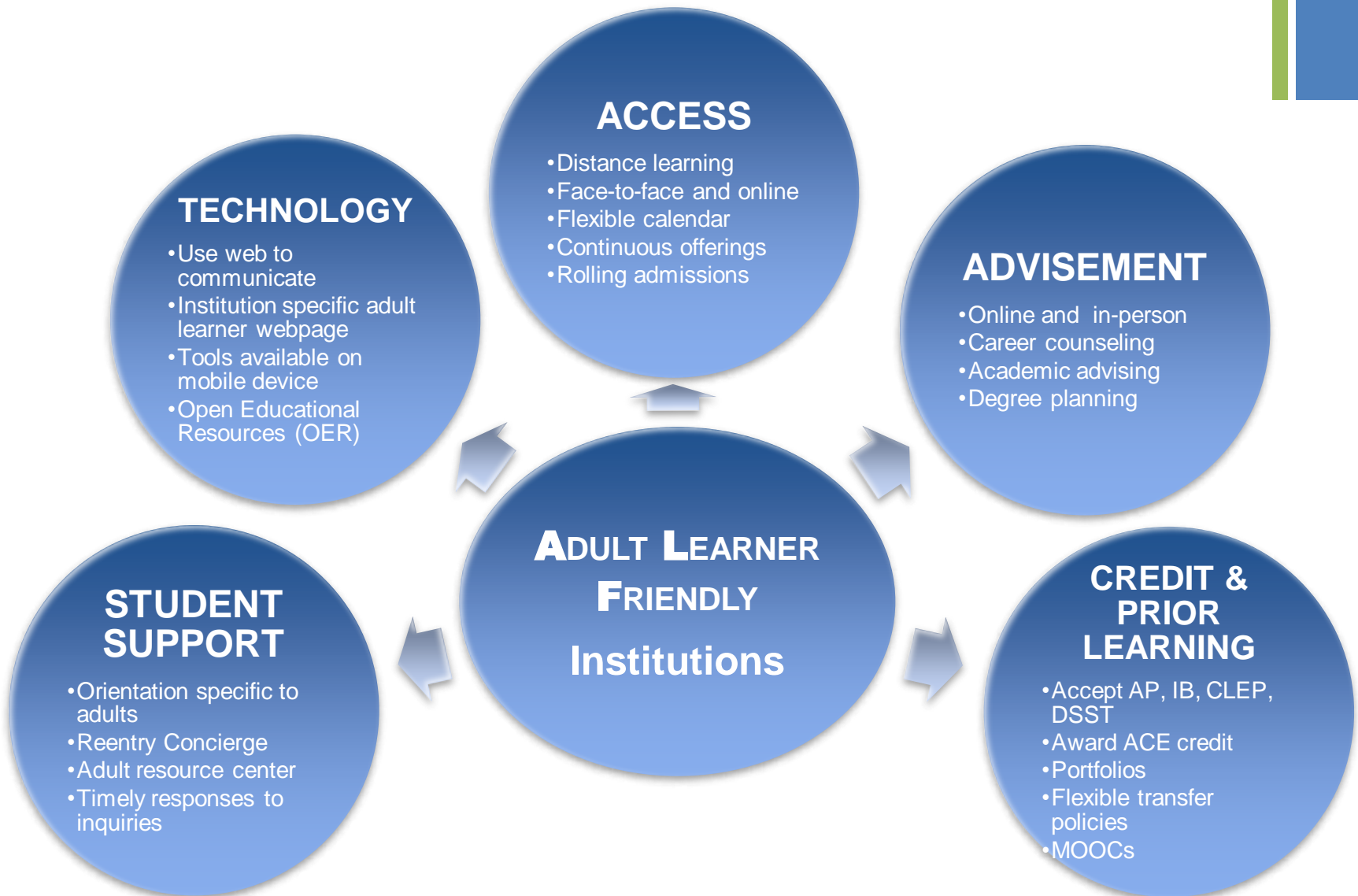


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THE ADULT LEARNER



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THE FRAMEWORK



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ACCESS

- Distance learning
- Face-to-face and online
- Flexible calendar
- Continuous offerings
- Rolling admissions



“We offer degree programs with day, evening and weekend, course options...you can complete all or some of your coursework online.”

Mercer University

+ Adult Learner Friendly Institutions ADVISEMENT

- Online and in-person
- Career counseling
- Academic advising
- Degree planning



“We work right with you, every step of the way, to create a plan that fits your needs and your life...”

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CREDIT & PRIOR LEARNING ASSESSMENT

- Accept AP, IB, CLEP, DSST
- Award ACE credit
- Portfolios
- Flexible transfer policies
- MOOCs



“As a working adult, you will find opportunities exist for you to receive academic credit for your work experience, as well as for military training you may have received, and we even accept most transfer credits.”

Brenau University

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STUDENT SUPPORT



- Orientation specific to adults
- Reentry Concierge
- Adult resource center
- Timely responses to inquiries



“Learning online doesn’t mean you are learning alone. All of our students have access to our online and on campus support and resources ...”

+ Adult Learner Friendly Institutions TECHNOLOGY

- Use web to communicate
- Institution specific adult learner webpage
- Tools available on mobile device
- Open Educational Resources (OER)



“Our mobile app lets you access your classroom from anywhere you have the Internet, 24/7.”

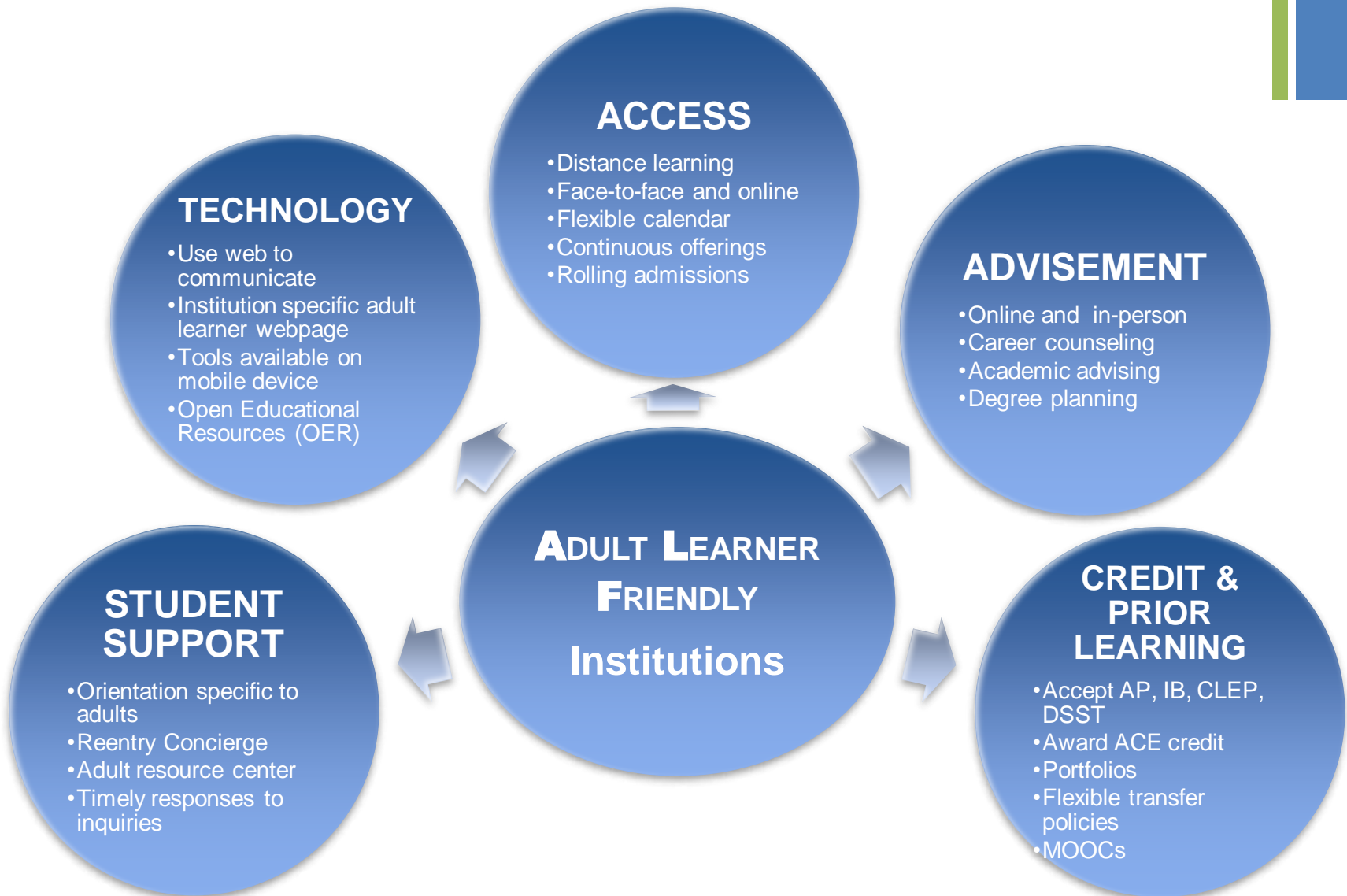
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THE FRAMEWORK



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CONTACT ME



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