



CAEL

# ADULT STUDENT SUCCESS

*Retention • Rigor • Achievement*





## EMPOWER THE 22%

More than one in five American adults has some college credits, but no degree. That's over 36 million people. Did they try college? Yes. Will they need college? Yes. By 2020, it is forecasted that 65% of jobs will require some college education—but only 39% of adults have a degree now.

Meanwhile, there are only 3 million high school graduates—and most colleges are competing for this small pool of students. Why are so many colleges and universities ignoring the 22%?

Invest in your future—and the future of our society—by becoming an adult-focused institution. Of course, supporting adult student success is a challenge, and it is difficult to decide what to do first. And that's where CAEL can help.

### ▶ RETENTION

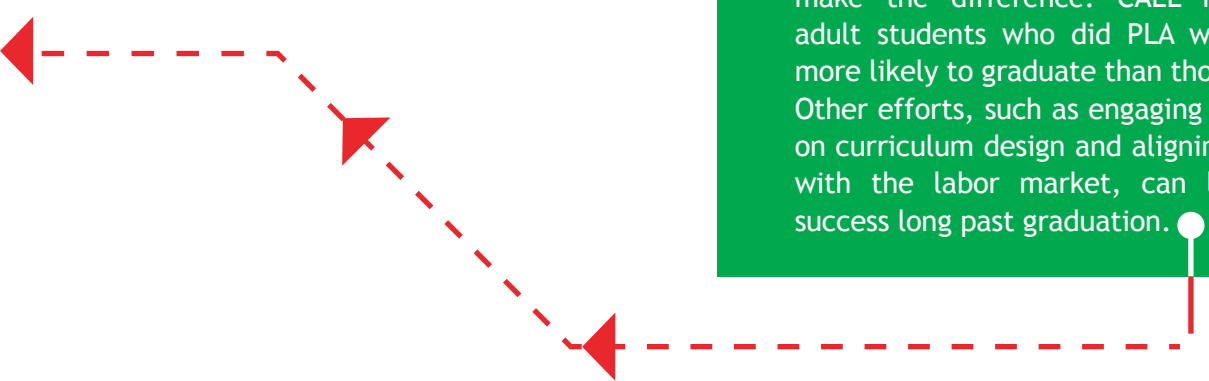
Adult students need different support services than recent high school graduates. Their priorities are different and the reasons they drop out are different. CAEL converts your services into adult-friendly drivers of retention.

### ▶ RIGOR

You may already have administrators, advisors and faculty who are committed to serving adults. They may be eager to offer services such as Prior Learning Assessment to their students. However, how can you be sure this is done with the appropriate rigor and does not at all weaken the value of your degrees? CAEL ensures that high standards and academic rigor can be maintained, even at a large scale.

### ▶ ACHIEVEMENT

Adults enroll in college with great expectations, but too few reach their goal of a degree and secure employment. The proper support services, as well as programs that suit adults such as Prior Learning Assessment (PLA) and Competency Based Education (CBE), can make the difference. CAEL research shows adult students who did PLA were 2 ½ times more likely to graduate than those who did not. Other efforts, such as engaging with employers on curriculum design and aligning your advising with the labor market, can lead to career success long past graduation.





## WHAT DO WE NEED TO DO?

You can discern how well your institution is helping adults succeed through the Adult Learning Focused Institution (ALFI) survey instruments. The results help you see patterns, set priorities and decide which interventions will have the greatest effect on your adult student enrollment, retention or completion goals.



## BUILD KNOWLEDGE OF ASSESSMENT

Prior Learning Assessment and Competency-Based Assessment are two ways to enroll adult students—and empower them to complete their degree. To make progress, everyone must truly comprehend these programs and appreciate why they are important to the future of the institution. We create a shared mental model for PLA and CBE among your internal stakeholders.

High  
School  
Graduate  
Focused



## BUILD A MOVEMENT TO CHAMPION THE NEEDS OF ADULT STUDENTS

As part of the ALFI survey, we work with your internal stakeholders to build a common language about the needs of adults. Also, your key faculty and administrators can connect with others who have a passion for adult learning by joining CAEL and attending CAEL's array of online and in-person events.



## OFFER LIFE AND CAREER PLANNING TO ADULTS

Adult student success is inherently linked with life and career planning. We offer programs that teach your advisors to tune into the needs of adults and translate the array of career options into meaningful learning plans. CAEL advisors can also provide career advising directly to students if you cannot deliver it in-house.



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## BEGIN IMPLEMENTATION



### DEVELOP EXPERTS WHO LEAD

As you implement, at least one staff member must lead the way as the advocate for adult students. To be effective, these champions and changers need to expand their existing knowledge of PLA. We train them to turn ideas into actions and help them design processes that decode PLA in a way that garners school-wide support.



### IMPLEMENT CBE OR PLA INTERNALLY

You will need to develop deep expertise to set up your own PLA or CBE program. We can help decode and discover obstacles in your PLA policies, create a plan for training faculty and advisors, launch outreach and marketing campaigns and simplify process flows and pricing structures for PLA to encourage use by adult students.



### BUILD A POOL OF CERTIFIED ASSESSORS

Portfolio assessment is the most flexible way to translate learning experiences into college credit. For this reason, it is also used in many CBE programs. We train faculty to understand the relationship between assessing learning and classroom assignments and discover ways to provide clear and supportive feedback to students.

INCLUDE A VITAL FEEDBACK LOOP

## SCALE UP



### SERVE ALL ADULTS AT YOUR INSTITUTION

With all of the effort and resources put into implementing your adult-focused programs, the vital next step is to empower all of your adult students to take advantage of them. To engage large numbers of students, we offer tools that shed light on their fitness for various types of PLA and online portals for connecting to CAEL's national pool of career advisors.



### STRATEGIC PARTNERSHIPS WITH EMPLOYERS AND THE COMMUNITY

Graduation is not the end if we want to help adult students truly achieve their potential. Their degree must link to a career. We connect you to forward-thinking employers, ensuring effective communication that keeps them engaged as needs evolve. We also link you with other stakeholders, including workforce and economic developers, and transform your institution into a hub for lifelong learning in your community.

Adult  
Focused

Labor  
Market



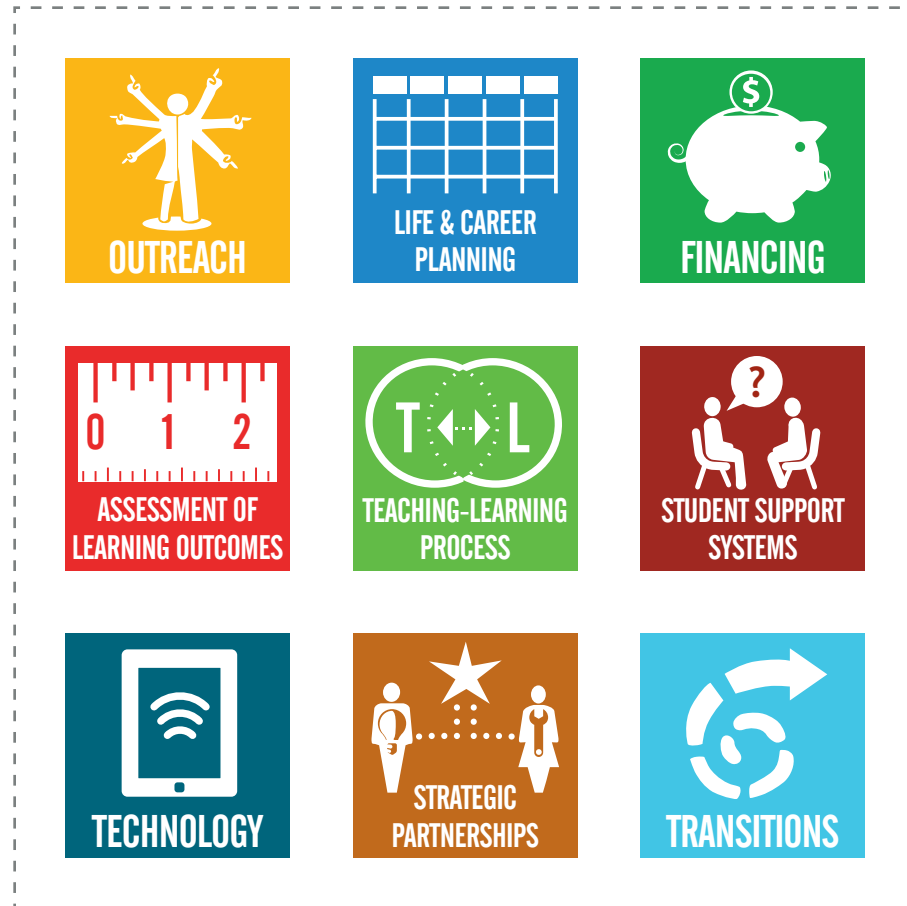
### IMPLEMENT PORTFOLIO ASSESSMENT THROUGH LEARNINGCOUNTS

The LearningCounts online portfolio assessment service offers an opportunity to scale up PLA. LearningCounts provides full-service PLA support that includes student guidance that inspires, a huge network of trained and trusted faculty assessors and access to promotional tools to help spread the word about the program.



## Principles for Serving Adult Learners Effectively

CAEL's consulting and services are all based on the following principles:



For more information visit [www.cael.org](http://www.cael.org)  
Or request a meeting with Dr. Scott Campbell,  
VP of Higher Education Services at CAEL by  
emailing [cael@cael.org](mailto:cael@cael.org) or calling 312-499-2600  
and pressing 27.



Meaningful learning,  
credentials, and work  
for every adult.

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