

09hr_SC-ED_Misc_pt03a



Details: Informational hearing (3/10/2009)

(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

Committee on ... Economic Development (SC-ED)

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

Senate

INFORMATIONAL HEARING

Committee on Economic Development

The committee will hold an informational hearing on the following items at the time specified below:

Tuesday, March 10, 2009

10:30 AM

411 South

State Capitol

Economic Development Portal.

Demonstration and discussion of the Economic Development Portal online database. Gayle Kugler, State Director, Small Business Development Center Network and Associate Director for the Division of Entrepreneurship and Economic Development, UW-Extension; Ashwini Rao, statewide coordinator, Wisconsin Entrepreneurs' Network, Division of Entrepreneurship and Economic Development, UW-Extension.

WISCareers

Demonstration and discussion of the WISCareers interactive career exploration and planning Web site. Christopher East, Senior Outreach Specialist, and Scott Solberg, Outreach Program Manager, Center on Education and Work, University of Wisconsin - Madison.

Helping Adult Learners Complete Unfinished Degrees

Discussion of initiatives by public and private colleges and universities in Wisconsin and nationwide. Vincent Badolato, Education Policy Specialist, National Conference of State Legislatures; David Wilson, Chancellor, UW Colleges and UW-Extension; Dr. Rolf Wegenke, President, Wisconsin Association of Independent Colleges and Universities; Kathy Cullen, Vice-President for Teaching and Learning, Wisconsin Technical College System.

Testimony by invited speakers only.

Senator Julie Lassa
Chair



Wisconsin Economic
Development Portal

Starting or growing a business?

The Wisconsin Economic Development Portal (EDP) is an online source for entrepreneurs and small-business leaders:

- Experts
- Financing
- Services
- Equipment
- Training/education
- Facilities

www.economicdevelopment-wi.org

The EDP is a collaboration of the University of Wisconsin, State of Wisconsin agencies, Wisconsin Technical College System and additional partners.



UNIVERSITY OF WISCONSIN-EXTENSION
432 N LAKE ST.
MADISON, WI 53706-1498

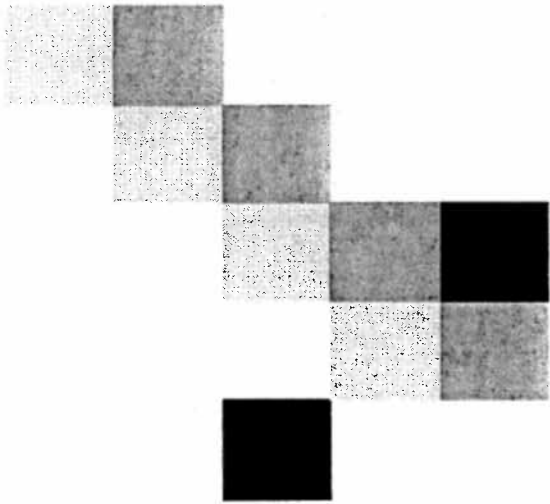


Wisconsin Economic
Development Portal

Please post

Nonprofit Org.
U.S. Postage
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State Policies to Encourage Adults to Complete Postsecondary Education

**Vincent Badolato, Education Policy Specialist
National Conference of State Legislatures**

Wisconsin Senate Economic Development Committee





NCSL Goals

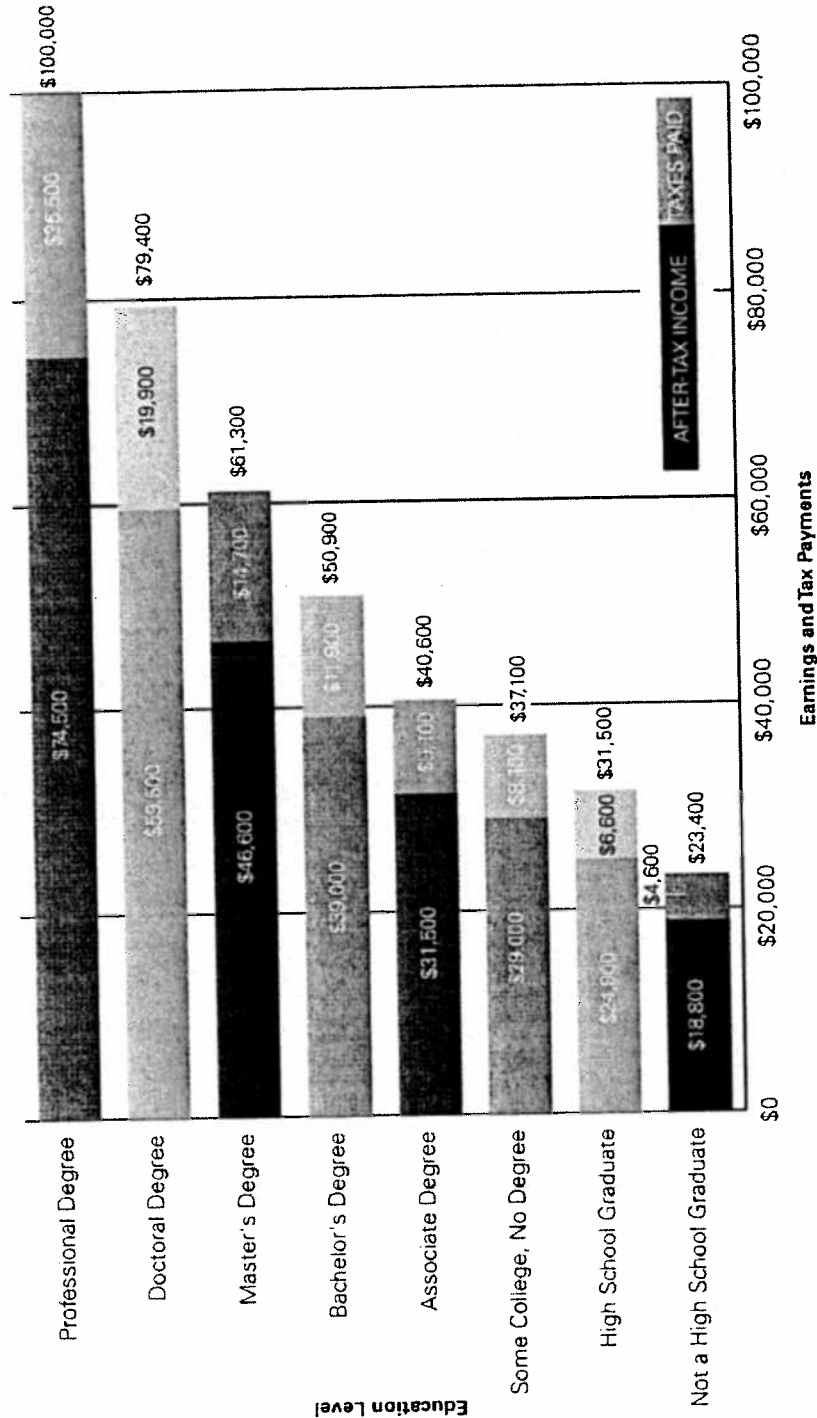
- ✓ To improve the quality and effectiveness of state legislatures
- ✓ To foster interstate communication and cooperation
- ✓ To ensure legislatures a strong, cohesive voice in the federal system



Today's Presentation

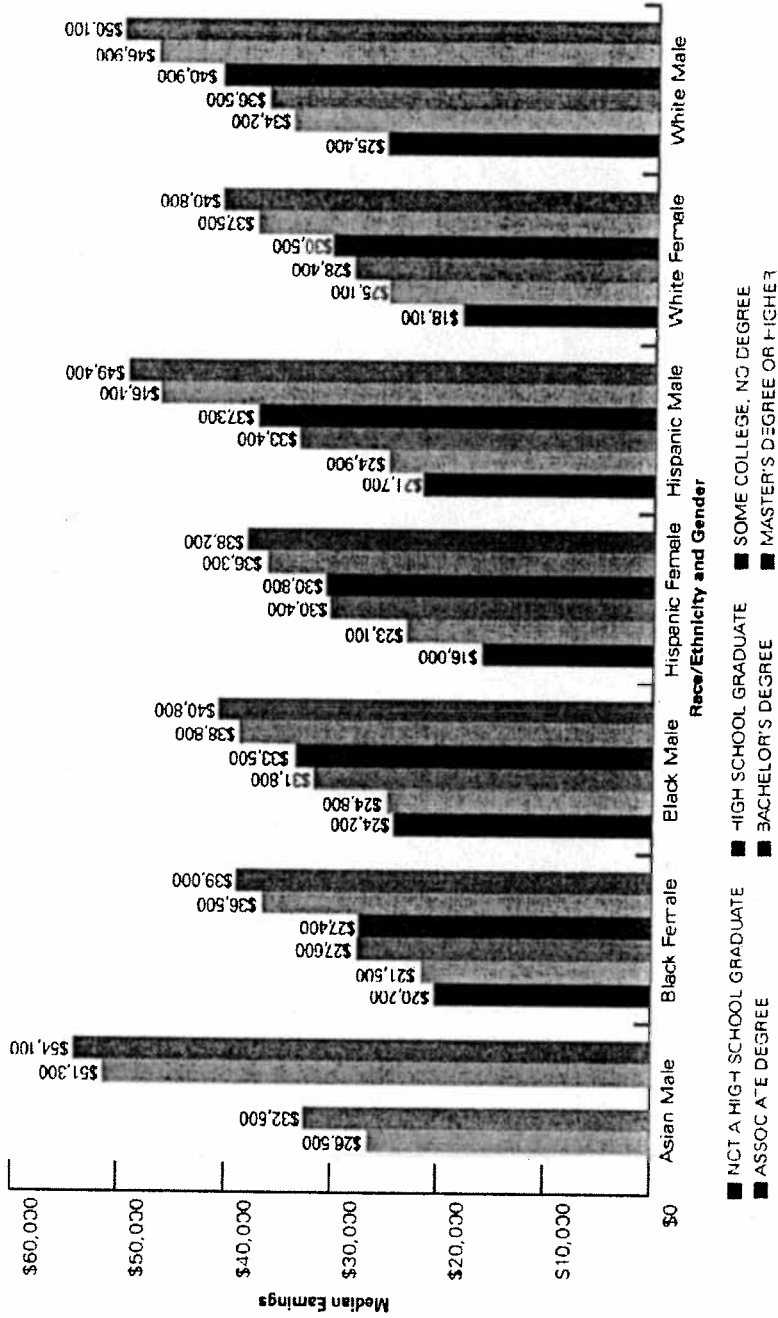
- The Benefits of Postsecondary Education
- Education and Economic Indicators for Wisconsin
- State Policies to Increase Adult Postsecondary Attainment

Median Earnings and Tax Payments of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2005



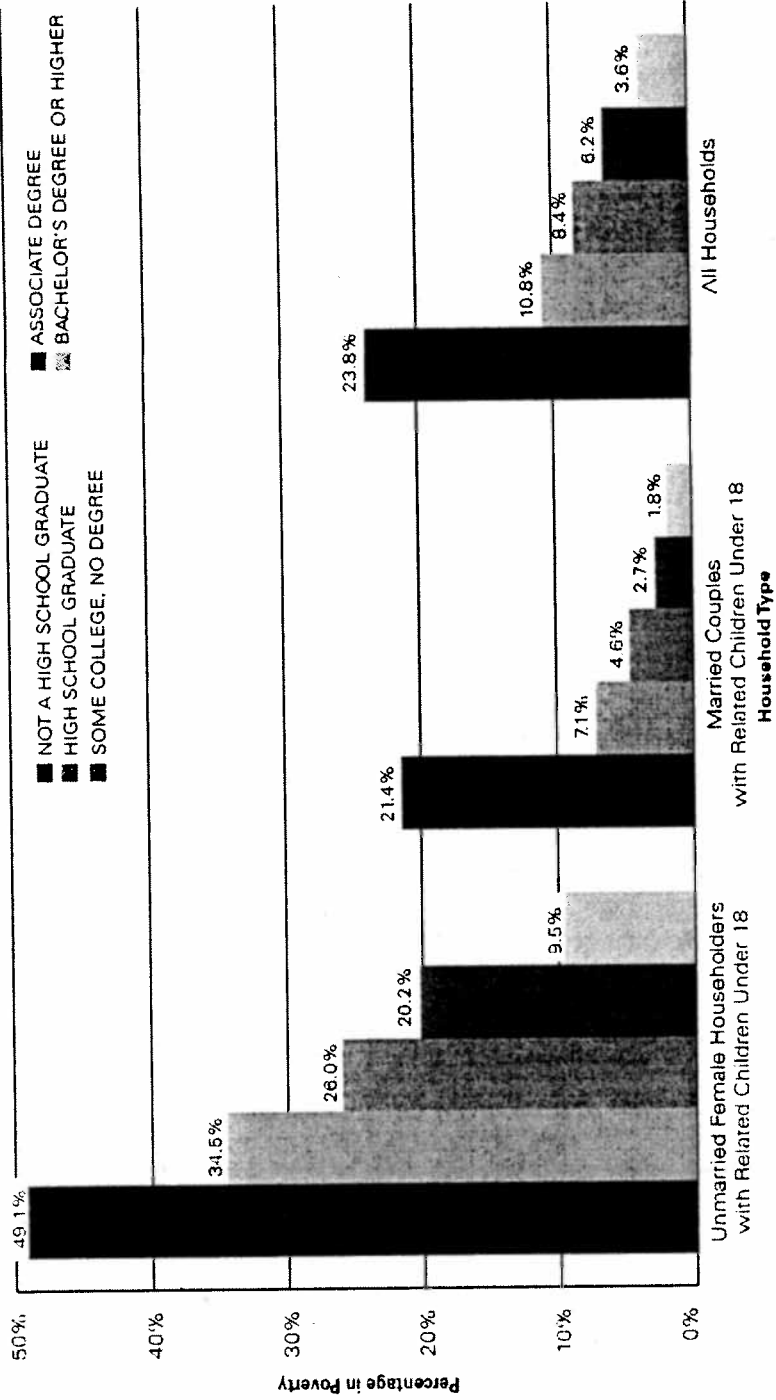
Source: Education Pays 2007, College Board

Median Earnings of Full-Time Year-Round Workers Ages 25-34, by Race/Ethnicity, Gender, and Education Level, 2005



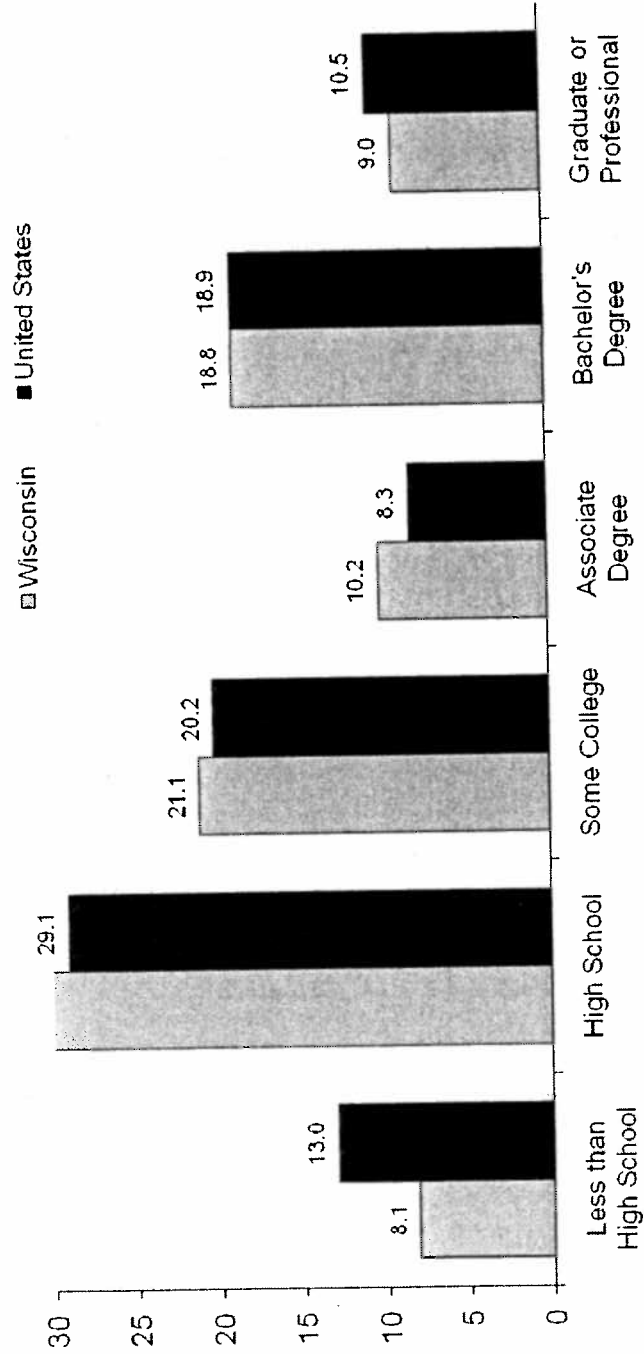
Source: Education Pays 2007, College Board

Percentage of Individuals Ages 25 and Older Living in Households in Poverty, by Household Type and Education Level, 2005



Source: Education Pays 2007, College Board

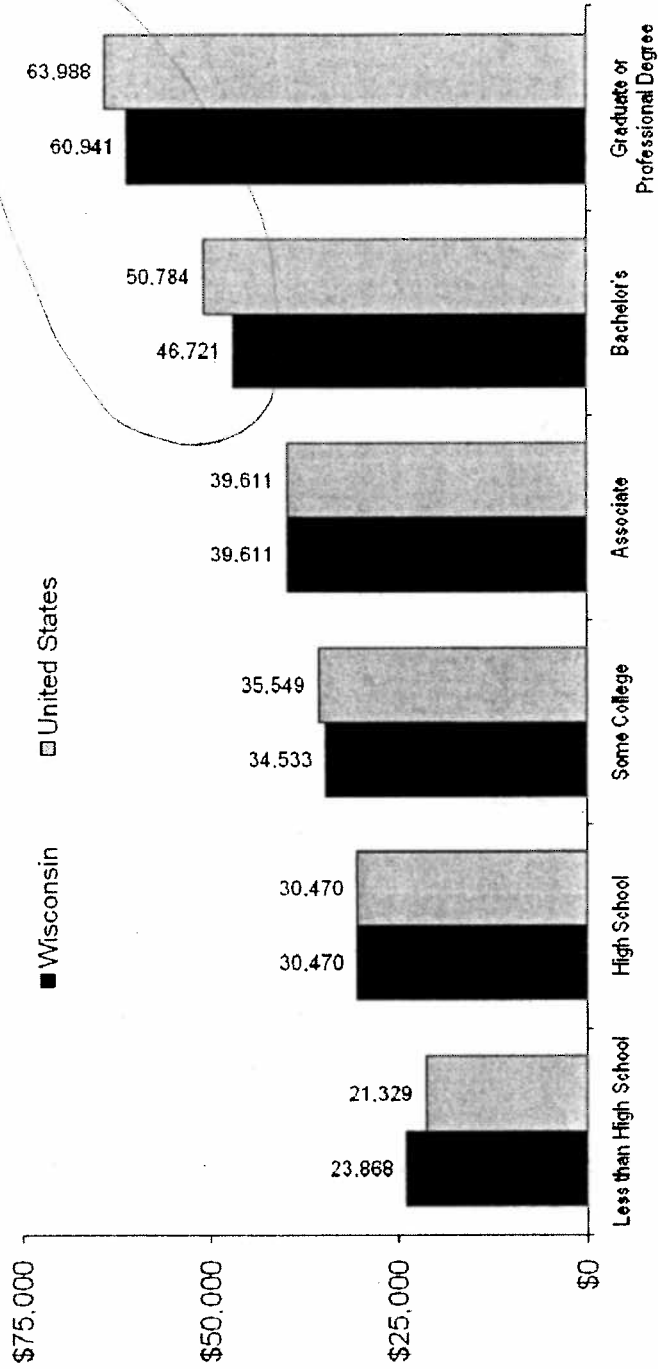
Educational Attainment of Population Age 25-64, 2007



Source: U.S. Census Bureau, 2007 American Community Survey; Tables B15001 and C15001 (NCHEMS analysis)

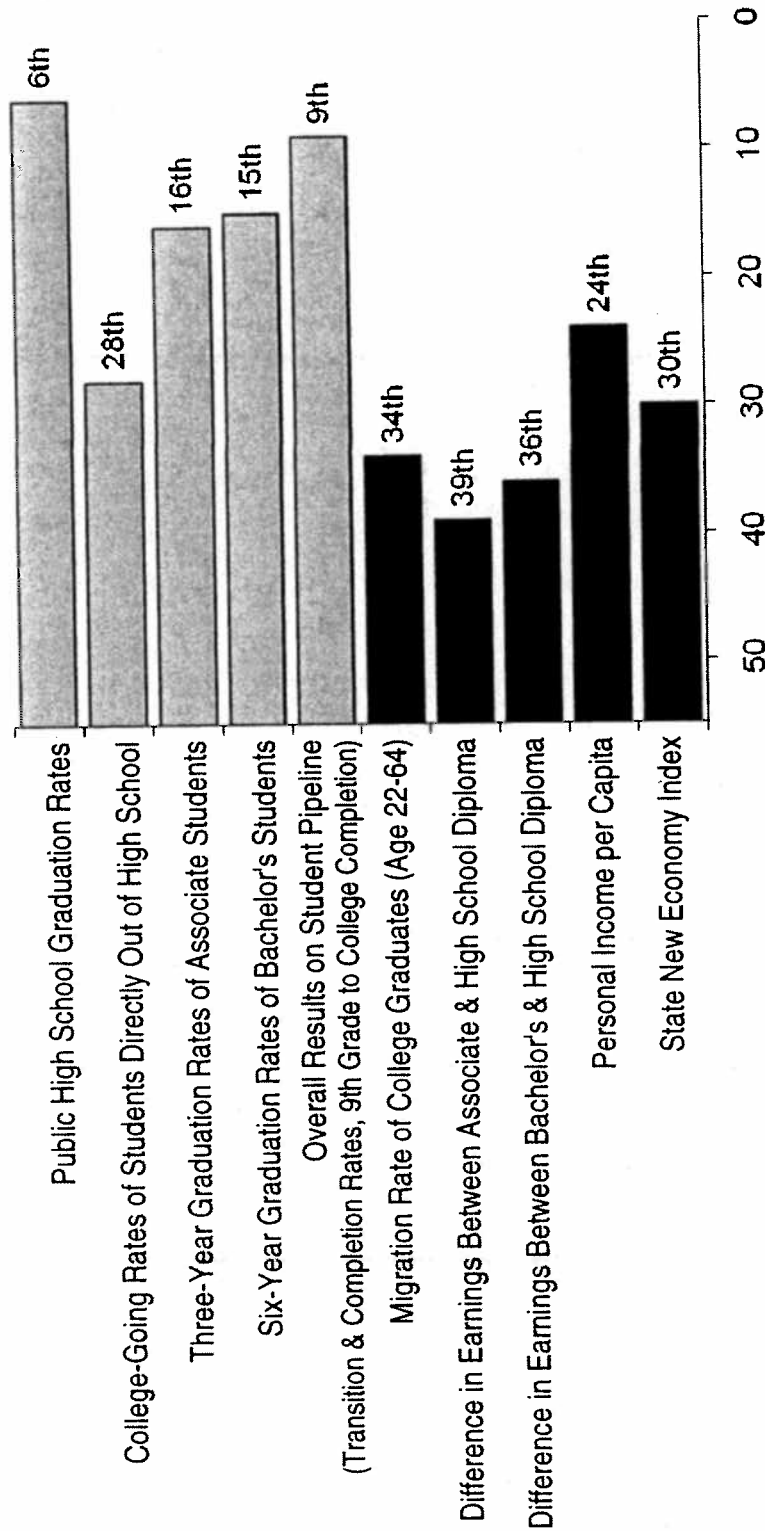
Part 2
3/12/06
10/10/06

Median Earnings of Population Age 25-64 by Level of Education, 2006



Source: U.S. Census Bureau, 2006 American Community Survey PUMS File (NCHEMS analysis)

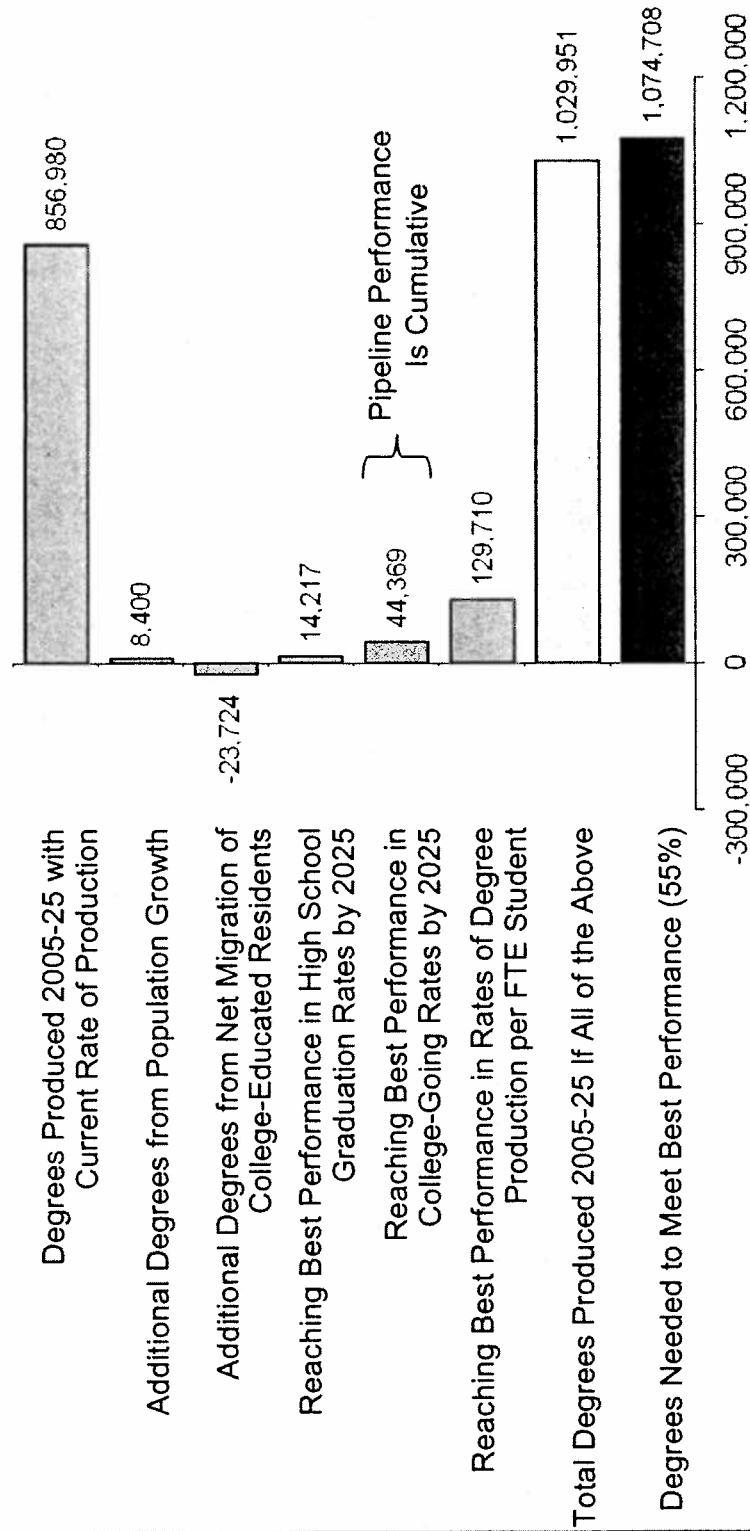
How Wisconsin Ranks Among Other States on Selected Measures for Education and Economic Development



Source: Tom Mortenson, Postsecondary Opportunity; US Census Bureau, 2006 ACS, Kauffman Foundation (NCHEMS Analysis)

What is Needed for Wisconsin to Reach International Competitiveness?


Current Degree Production Combined with Population Growth and Migration and Improved Performance on the Student Pipeline Measures



Source: 2005 ACS, PUMS (NCHEMS Analysis)

Why Encourage Adults to Complete Postsecondary Education?

- Higher earnings – Higher tax revenue
- Greater state quality of life
 - Lower incarceration rates
 - Fewer individuals seeking state assistance
 - Better citizen health
- Enhanced Competitiveness
- Retraining to Meet Emerging Workforce Needs
- Replacing Boomer Retirees



What Barriers Prevent Adults from Completing Postsecondary Education?

- Affordability – Financial aid typically *not* tailored to adult learner needs.
- Access – Adult learners require more flexibility.
- Lack of Information – Knowing that postsecondary degree is within reach.



Addressing Affordability

- Ensure financial aid meets the need of part-time students.
- Support new sources of funding for adult learners.
- Encourage employer tuition assistance.
- Examine higher education fund distribution

Addressing Affordability: Examples

- Washington's Opportunity Grant
 - HB 1096 (2007).
 - Expanded from \$4 million in 2006 to \$11.5 million annually.
 - Designed to help low-income adults reach the "tipping point" of 45 credits and gain training at community and technical colleges.
 - Approved programs meet state workforce skills gaps.
 - Colleges started 10 pilot programs in 2006 for 843 Opportunity students; 73 percent fall to spring college retention.
 - Student awards for tuition and fees plus an additional \$1,000 per academic year for educational supplies
 - A college is granted \$1,500 for each full-time equivalent student enrolled in the program for individualized support services.

*Get the support
for the
students*

*Review by
Marilyn
for the
Task Force
on
Higher Education
1/17*

Affordability Examples (cont.)


- Michigan's "No Worker Left Behind" Program
 - Up to two years of free tuition (\$10,000 total) at any Michigan community college, university or other approved program;
 - A skills assessment administered by the Michigan Works! Agencies
 - Primary focus is on the attainment of certificates or associate's degrees leading to a job in high-demand occupations, emerging industries, and entrepreneurial endeavors.
 - Eligibility: Any person who is currently unemployed; received a notice of termination; or any employed person whose family income is \$40,000 or less.
 - Currently funded with a mix of federal training resources across several programs along with an appropriated additional \$15 million to assist workers transitioning into new careers as well as building capacity within the community colleges.

Affordability Examples (cont.)

- Lifelong Learning Accounts (LiLAs)
 - Developed by the Council for Adult & Experiential Learning (CAEL)
 - LiLAs are employer-matched, portable, employee-owned accounts used to finance education and training.
 - The goal is for workers to have the option of contributing to a LiLA, receiving career and educational advising, and to having their individual LiLA contributions matched by participating employers (and, in some cases, third parties) up to an established cap.
 - Illinois SB 2931 (2006) – Established matching state funds for healthcare workers with LiLAs.
 - Other states have examined tax credits for LiLA accounts (MN)

Addressing Access

- Enhance funding for non-credit courses
- Promote prior learning for college credit.
- Improve articulation and alignment. — *be better +
units +
recognition*
- Increase technology use.
- Incentivize institutions to meet adult learner needs. *Course completion
on basis of
funding*



Addressing Access: Examples

- Oregon: Funds non-credit (developmental and adult-oriented) education at the same level as traditional credit classes.
- Ohio: Career-Technical Credit Transfer Initiative (CT²)
 - Ohio Rev. Code Ann. § 3333.162.
 - Ensures that students at an adult career-technical education institution or secondary career-technical education institution can transfer agreed upon technical courses completed there (that adhere to recognized industry standards) to any state institution of higher education "without unnecessary duplication or institutional barriers."

Access Examples (cont.)

- Florida: Comprehensive transfer system with common course numbering, online student advising, and guaranteed admission to universities after completing associate's degree.
- New Jersey: One fifth of its worker training budget is allocated to the needs of the lowest-skilled workers, supporting basic skills, English proficiency, and work readiness.

Access Examples (cont.)

- Louisiana: Center for Adult Learning in Louisiana (CALL)
 - Initiative of Board of Regents and SREB.
 - Piloted in northern third of state – scaled up statewide to 6 institutions.
 - Degree programs designed for working adults.
 - Complete distance learning courses.
 - Evaluation of previous college credit for current application.
 - Prior Learning Assessments (PLAs) through various routes.
 - “Fast Track” option to speed time to degree.



Addressing Lack of Information

- Find and target adults with some postsecondary education to return for degree.
- Engage in widespread marketing and advertising.
- Reach out to businesses and industry to raise awareness.



Addressing Lack of Information: Examples

- Kentucky GoHigher: Project Graduate
 - In 2007, 11,000 Kentuckians who have completed 90 or more credit hours at a Kentucky public college or university, but have not earned a bachelor's degree were identified and are being recruited to complete their degree.
 - All universities and colleges are able to contact qualified former students by mail with an offer of various incentives, which can include reduced tuition, accelerated learning through online courses, personal advising and simplified admissions paperwork.
 - Each campus has a Project Graduate contact who will help former students take advantage of these incentives.

Information Examples (cont.)

- Oklahoma Reach Higher
 - Designed to reach students with some college credit but no degree.
 - Identified target populations through student records, conducted marketing study, and designed a campaign to reach and draw in students.
 - Affordable: \$157.25 per credit hour for Oklahoma residents with financial aid options.
 - Flexible: Online courses, PLAs.
 - Graduate with a BS in organizational leadership.

University of Oklahoma

Information Examples (cont.)

- University of New Mexico Graduation Project
 - 1995 study of why students left college before graduation.
 - First program to target students and encourage/incentivize adults to return for degree.
 - Tracked down 2,000 students to draw them back to campus.
 - 68% bachelor degree rate.
 - Over 100 participants have gone on to graduate school.

Thank You

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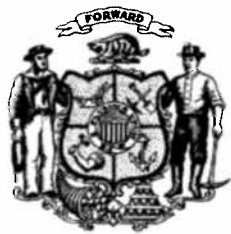
NATIONAL CONFERENCE of STATE LEGISLATURES

The Forum for America's Ideas

7700 East First Place Denver, Colorado 80230



WISCONSIN STATE LEGISLATURE



Helping Adult Learners Complete Unfinished Degrees

UW Colleges and UW-Extension's Degree Programs for Adult Students

Presented by David Wilson, Chancellor
to the Senate Economic Development Committee
March 10, 2009



Introduction

We will look at:

- UW Colleges and UW-Extension's Adult Student Initiative
- Its new degree programs aimed at adults
- Proposed bachelor's degree for UW Colleges
- UWC Engineering collaboration with UW-Platteville



WI
35 in the nation
Bachelor's degree holders
State and number wrong
going in the direction

Helping Adult Learners



Goals:

Increase the number of bachelor's degree holders in Wisconsin and help fuel Wisconsin's knowledge-based economy

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The Context



Wisconsin is 35th in the nation in the percentage of bachelor's degree holders. In 1970 Wisconsin was 30th.

The U.S. is 10th in the world in the level of education of its populace. In 1970 it was first.

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Context - continued

- 1999: WI and MN had same percentage of bachelors degree holders (about 25%)
- 2009: WI still at 25%; MN rose to 32%
- MN per capita income \$4,500 higher than WI
- Would amount to \$25B additional personal income in WI
- WI 49th in state funding increases over the past five years; MN is 31st.
- WI spends \$1,500 less per student than the national average; MN spends \$400 more than the national average.

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Adult Student Initiative Overview

- Create broad awareness among adult students
- Create an array of student support services especially for adult students
- Create a variety of undergraduate programs that meet the needs of adult students



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\$ 2.5 mill required to start

Adult Student Initiative Bachelor's Degrees*

Organizational Administration	UW-Oshkosh
Criminal Justice	UW-Platteville
Info Systems & Project Management	UW-Parkside
Human Services	UW-Oshkosh
Fire Science & Emergency Response Mgt.	UW-Oshkosh
Early Childhood	UW-Milwaukee
Communicating Arts	UW-Superior
Technical Education	UW-Stout

* All have been or are in the process of being converted to online formats



Perspective

Between Fall 2006 and Spring 2009 the collaborations in the last slide have supported 1,269 new enrollments.

657 adults returned to UW System campuses in 2007-2008.

Another 500 adults are currently being actively recruited as a result of the Adult Student Initiative marketing efforts.

In 2008, 735 adult students have come to the UW Colleges after having been enrolled somewhere else.



Proposed New Degrees and Certificates Aimed at Adults

*Green
Business
Degree*

*offered completely
on line*

Sustainable Management	Fall 2009
Science, Technology, Engineering and Math Certificate for Educators	Fall 2010
Business Certificate	Fall 2010
Project Management	Fall 2010
Health Care	Fall 2010
Global Information Systems	Fall 2011
UW Colleges Bachelor's of Applied Arts & Sciences Degree	20??

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UW
Extension

Accelerated Course Formats Created for Adults

Courses vary from 3-8 weeks long, depending on the campus and semester. Now offered at:

- UW-Fond du Lac
- UW-Fox Valley
- UW-Manitowoc
- UW-Marathon County
- UW-Marinette
- UW-Online
- UW-Washington County
- UW-Marshfield/Wood County
- UW-Waukesha
- UW-Barron County in 2010

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Extension

Accelerated Course Formats for Adults

In fall 2008, 150 adult students took one or more accelerated courses.

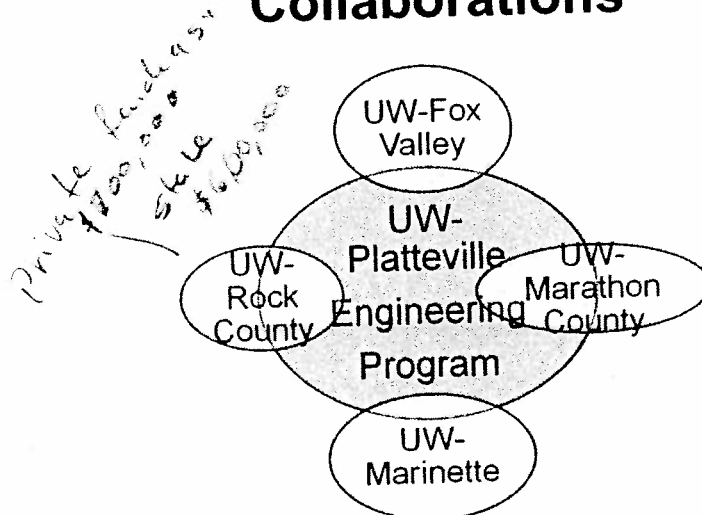


In spring 2009, 175 adult students are taking them.

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Engineering Degree Program Collaborations



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UW-Colleges and UW-Platteville: Growing Engineers Locally

- Need for well-trained, highly skilled mechanical and electrical engineers continues to grow*
- Engineering job openings are projected to continue increasing between 2006-2016 due to growth and the retirement of skilled baby boomers*
- Engineers are paid well (many sources)

* (U.S. Dept. of Labor, Bureau of Labor Statistics)

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Growing Engineers Locally: UW Colleges and UW-Platteville



Place-bound adults
can earn engineering
degrees at:

UW-Fox Valley

UW-Rock County

UW-Marathon Co.

UW-Marinette

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Growing Engineers Locally

\$507K GPR needed for engineering program
delivery at:

UW-Washington County*

UW-Sheboygan

*UW-Washington County space renovated and
ready. Washington County and the city of West
Bend approved \$3M and campus raised \$550K for
renovation.

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^{UW}
Extension

Proposed New Adult Degree for UW Colleges

Bachelor's of
Applied Arts and Sciences
(BAAS) Degree



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^{UW}
Extension

A Proposed Adult Degree for UW Colleges

Three major recommendations from the UW Colleges
Commission:

- Ease geographic access to higher education for place-bound traditional and non-traditional students
- Enhance opportunities across Wisconsin so residents can gain access to higher education wherever they live.
- UW Colleges should be granted restricted baccalaureate degree-granting authority.



Bachelor's of Applied Arts and Sciences (BAAS)

Component 1:

Focus on learning outcomes specific to the
workplace:

- Critical and creative thinking, quantitative reasoning, and communication skills
- Information Literacy
- Problem Solving
- Ability to work effectively in teams

Solve skills



Bachelor's of Applied Arts and Sciences (BAAS)

Component 2:

Developing Global Perspectives

- **Viewing problems from multiple perspectives**
- **Building awareness of and sensitivity to diversity issues/problems**
- **Learning a world language and culture**
- **Providing opportunities to travel and study abroad**



Bachelor's of Applied Arts and Sciences (BAAS)

Component 3:

Application of knowledge to real-world experience

- **Credit for Prior Learning**
- **Service Learning and Internships**
- **Capstone Course: "integrative and culminating learning" in senior year**



Summary: Helping Adult Learners

- UW Colleges and UW-Extension's Adult Student Initiative
- New degree programs aimed at adults
- UWC Engineering collaborations with UW-Platteville
- Proposed bachelor's degree for UW Colleges

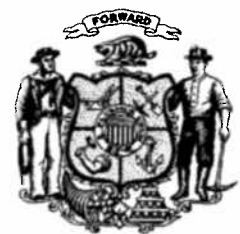


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^{UW}
Extension



WISCONSIN STATE LEGISLATURE



Capacity #1 issue
space is limited

Tech schools
don't have
problem
recruiting
faculty!

Old restrictions
make it harder
for them

displaced
workers need more
student services
career/life transition

lab & tech
space


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TECHNICAL
COLLEGES | weare
futuremakers

Helping Adult Learners Complete Unfinished Degrees

Senate Committee
On Economic Development
March 10, 2009

WISCONSIN'S
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Where postsecondary education begins...or begins again



weare
futuremakers

*Skills - in budget
Jump start*

History of Helping Adult Learners

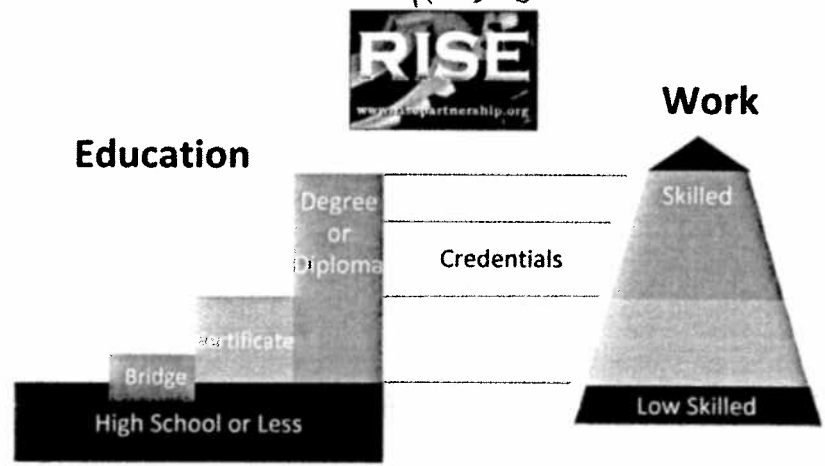
- Average student age is 35; 29 for collegiate transfer and postsecondary
- Administer federal AEFL programs
- Offer Adult Basic Education and English Language Learner Services
- Regional Industry Skills Education (RISE)



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works by
futureworks

*emphasize
the skills
education*



- For workers:**
- Predictable path to advancement
 - More employer support
 - Easier access to education
 - More job security/mobility

- For employers:**
- Effective means to address skill shortages
 - Clear strategies to fill skilled jobs from within, increase access to qualified entry-level workers
 - Higher employee retention, loyalty

Certificate Options

- Local Certificates
 - increasingly linked to diplomas and degrees (RISE)
 - allow technical colleges to meet needs quickly
 - skill attainment for bachelors degree holders



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where
future begins

Transfer Agreement Examples



- Allows transfer of up to 60 WTCS nursing credits and on-line completion of a BSN at one of five participating UW Institutions



- Credit transfer and junior standing in MSOE's Mechanical Design Technology bachelor degree program for NTC "MD" graduates



- 60 credits or more in Radiography or Computer Engineering Technology transfer to UW-La Crosse; separate agreements with UW-L in 9 other AAS programs



- Early Childhood Education transfer agreements with 8 UW institutions



- "Engineering Transfer Blueprint"

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where
future begins

Individualized Technical Studies

- Created in 1997 by the WTC System Board
- Mechanism for working adults to seek training with the goal of earning an Associate Degree
- Allows coursework to be combined across instructional areas
- Occupational Mentor
- Supports entrepreneurship

*Get involved
skill topic career
Management skills*

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work
future

2007-08 Transfer Activity

To a WTCS institution (2007-08):

- 8,641 students transferred 112,099 credits
- from other WTCS institutions, UW System, and private colleges and universities

From WTCS to a UW institution:

- 2,903 (21%) of UW transfer students from WTCS
- primarily general education credits

*as success feel at
UW as
other
transfers*

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COLLEGES

work
future

Credit for Prior Learning

Wisconsin's technical colleges award credit for:

- courses completed at other WTCS colleges
- courses completed at non-WTCS colleges
- K-12 advanced standing, Youth Apprenticeship
- apprentice-related instruction
- Demonstration of subject area competency
- experiential learning

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we are
futuremakers

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Helping Adult Learners Complete Unfinished Degrees

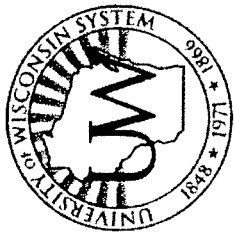
Wisconsin Technical College System

<http://www.wtcsystem.edu/>

Transfer Information System

<http://www.uwsa.edu/tis/index.html>

UW System structure



University of Wisconsin Board of Regents

University of Wisconsin System

2 Doctoral Universities (UW-Madison, UW-Milwaukee)

11 Comprehensive Universities

13 Freshman/Sophomore Colleges

UW-Extension

UW-Extension structure

