Tennessee Goal “Drive to 55”: 55% attainment by 2025

TENNESSEE ATTAINMENT

38.7%*

TENNESSEE GOAL

46.8%
2019 EDUCATION DISTRIBUTION
TN RESIDENTS AGES 25-34

9.7%  graduate or professional degree
23.8%  bachelor's degree
8.0%  associate degree
4.5%  certificate
3.7%  certification
13.7%  some college, no credential
28.8%  high school graduate (incl. GED)
5.7%  9th-12th grade, no diploma
2.0%  less than 9th grade

2019 EDUCATION DISTRIBUTION
TN RESIDENTS AGES 25-64

10.9%  graduate or professional degree
19.6%  bachelor's degree
8.2%  associate degree
4.5%  certificate
3.7%  certification
12.3%  some college, no credential
30.5%  high school graduate (incl. GED)
7.2%  9th-12th grade, no diploma
3.2%  less than 9th grade
TENNESSEE 2019 Population Statistics
3.55 Million

American Indian or Alaska Native
9.88K population
25.3% attainment

Asian or Pacific Islander
73.5K population
62.9% attainment

Black
600K population
29.2% attainment

Hispanic
171K population
21.2% attainment

White
2.64M population
39.5% attainment
## Not “One and Done”

<table>
<thead>
<tr>
<th>Level</th>
<th>Certification</th>
<th>Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some College, No Degree</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>AA</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>BA</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>GRAD</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>


Community college enrollments by type of program and college division, 2019

NOT JOB-FOCUSED

- Degree-seeking students in academic programs: 31%
- Noncredit students in remedial and recreational programs: 15%

JOB-FOCUSED

- Degree-seeking students in job-focused programs: 34%
- Noncredit students in job-focused programs: 20%

Noncredit

Note: Data include noncredit students in customized contract training. N = 455 responding colleges.

Source: Opportunity America community college survey and Opportunity America calculations based on National Student Clearinghouse Research Center, “Fall 2019 Current Term Enrollment Estimates.”
½ of working adults attended community college, 
¼ of them did so as adults

<table>
<thead>
<tr>
<th>Attendance Status</th>
<th>Percentage of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever attended (%)</td>
<td>48.4</td>
</tr>
<tr>
<td>Attended only after high school (%)</td>
<td>21.9</td>
</tr>
<tr>
<td>Attended only as an adult (%)</td>
<td>15.1</td>
</tr>
<tr>
<td>Attended both after high school and as an adult (%)</td>
<td>11.1</td>
</tr>
</tbody>
</table>

Source for all tables: 2020 American Training Survey, in which the sample is employed adults ages 24–64.

94% of Certificates and 57% of Associate Degrees are in Career-Oriented Fields

Georgetown University Center on Education and the Workforce, *The Overlooked Value of Certificates and Associate’s Degrees: What Students Need to Know Before They Go to College*, 2020.
If you build it, they will come
The fox knows many things, the hedgehog knows one big thing
SEM as a linked strategic plan

Institutional Strategic Plan:
Vision, Budget, Governance

- Academic Plan: Programs, delivery, faculty
- Student Affairs Plan: Learning, Recreation, Housing
- Facilities Plan: Buildings, Grounds
- Long Range Budget: Tuition, Investments
- Marketing Plan: Image, Units, Alumni, Fundraising
- SEM Plan: Enrollment: new, continuing
Reaching Prospective Students

• Partnerships

• Novel Channels

• New Media
Messaging and Themes

• Communication Audit

• Intentional Message Framing

• Adult Specific Brand
Pre-Enrollment Supports

- Peer Mentoring Programs
- Virtual Info Sessions
- Facilitate/Streamline FASFA
- Help Pay off Existing Debt
- Demystify Cost and Payment Options
Learning Previews and Test Drives

• Allow Adults to Try Classes

• Help Adults Plan College Around Everyday Life
Enrollment Process Changes

• Audit and Simplify the Enrollment Process
• Create a Digital Enrollment Portal
• Create an Enrollment Guidebook
• Email Adult-Specific Resources
• Offer Non-Financial Incentives
• Make Enrollment Requirements Flexible
Internal Capacity Building

• Create Adult-Focused Staff Positions

• Easy to Contact Adult Specialists

• Help All Faculty and Staff Answer Adult Questions
Build Adult-Specific Financial Capacity

• Fundraise or Earmark Adult-Focused Funds

• Reimagine Full-time Enrollment
Technology to Better Serve Adults Students

• Build Adult-Focused Websites
• Nudge Adults Using SMS
• Leverage Existing Technologies
• Employ AI or Live Chat Help
• Implement Electronic Tickets
• Provide Virtual Opportunities
Centralize Processes

• Centralize Transcripts

• Standardize Credits
Million Dollar Challenge Resources

• Branding focused videos, articles, pod casts

• https://www.luminafoundation.org/challenge/