

Project 4: Reengaging 40 Million US Adults That Have Some College and No Degree

Funded by Crimsonbridge Foundation (Contact: Robyn Ellis)

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We hope to collaborate with a SREE research fellow to identify effective models of reengagement for the millions of adults across America who have started a postsecondary degree but stopped before finishing. Specifically, we would like to identify 5-6 institutions that have done a good job of reengaging US adults with some credits and no degree and would like to learn what impact they're making. Among the institutions, we are looking for a variety of examples including those at the community college level and nonprofit or institutional examples from rural, suburban, and urban areas. We would like to produce a case study-format paper that will help us learn from their reengagement strategies and outcomes and share these examples with a broader audience. In this research, we would also like to know how these schools market to this population to point to the role of strategic communications in higher education.

The primary audience for this research is a funder audience (with funders of all sizes and donor-advised fund advisors who recommend investment opportunities to individuals interested in supporting postsecondary institutions), nonprofits, and colleges interested in identifying successful models of reengagement. We aim to share this research broadly with our network of 20+ grantee partners, most of whom are providing technical assistance or student support services to college students. We also hope to share this research in bite-sized pieces over a six-month period, with accompanying visuals and a short video sharing key findings (created by Crimsonbridge staff).

Additionally, we will use findings from this research to inform our College Success grantmaking portfolio strategy. We have not done any preliminary research in this area, but Crimsonbridge staff and grantee partners have professional experience working with this population of students.