

Adult Learner Initiative

March 5, 2020

Adult Learner Initiative Members

- Deans, Four Colleges
- Provost Office
- Outreach and Engagement
- Graduate Studies
- Marketing and Communications
- OSPRA
- Admissions
- Registrar's Office
- Bursar
- Online Learning
- University Division
- Faculty/Faculty Senate

Goal and SWOT Analysis

- **Goal: Recruit and retain adult learners**
- **SWOT Analysis**
 - **Strengths – strong academic programs**
 - **Areas of improvement – need to increase our flexibility and efficiency, need to be nimble**
 - **Opportunities – Talent 2025**
 - **Threats – many institutions are also looking at this population, competition**

Adult Learners

- **25 years of age or older**
- **Adult Learner Mindset**
 - **Digital consumers with high expectations**
 - **Flexibility in the program**
 - **Quality program with access to faculty**
 - **Cost Effectiveness**
 - **Value responsiveness and access to resources**

USI Adult Learner Data

2016	2017	2018
2,010	2,107	2,226

State and Regional Projected Changes - 2025

Age Range	Indiana	100 mile radius
30 to 34	27,993	6,855
35 to 39	3,756	222
40 to 44	18,041	5,965

Lilly Endowment Request for Proposals

- **Charting the Future for Indiana's Colleges and Universities**
 - **Prepare graduates for rewarding employment and to live engaged and meaningful lives in Indiana**
 - **Enhance the viability and financial condition of higher education institutions**
 - **Enable the institution to more effectively achieve the educational mission in innovative ways**

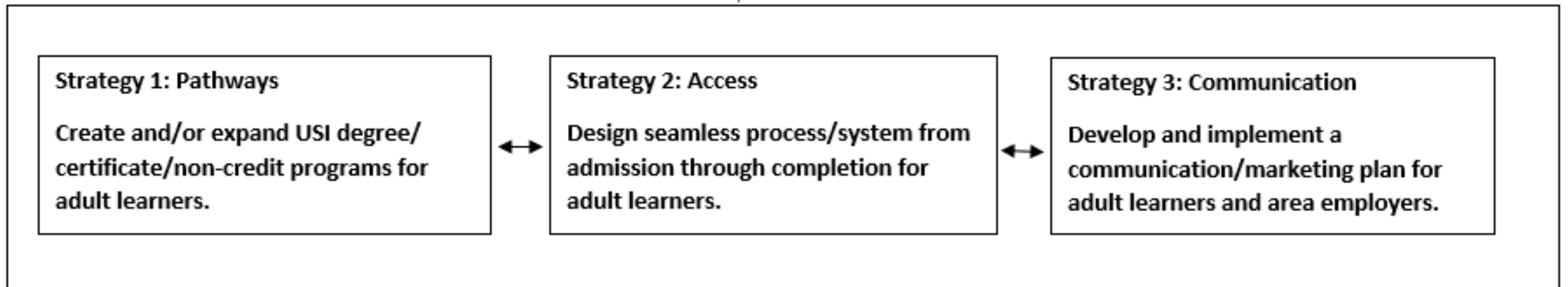
Lilly Grant

- **Phase One: \$250,000 planning grant**
- **Phase Two: \$2.5 million implementation grant**
 - **Due April 15, 2020**
- **Phase Three: \$10 million large scale proposals**
 - **Concept Paper due April 15, 2020**
 - **Full proposal – September 2020**
 - **Decision – November/December 2020**

USI Phase Two Framework

High Priority Opportunity

Meet Indiana workforce needs through career readiness/
advancement opportunities for adult learners.



Outcomes and Performance Indicators

Phase Three Initiative

- **Building on the success of Phase Two**
- **Implement an academic-business partnership**
 - **Collaboration with Talent 2025**

Talent 2025 – a collaborative effort of regional businesses and academic institutions that developed five workstreams around wage and population growth, poverty, educational attainment, and health. They established measurable goals and clear objectives for each workstream.
- **Alignment of USI's phase two work and Talent 2025 place us in a perfect position to respond to Lilly's Phase Three Initiative**

Thank you!

Questions