

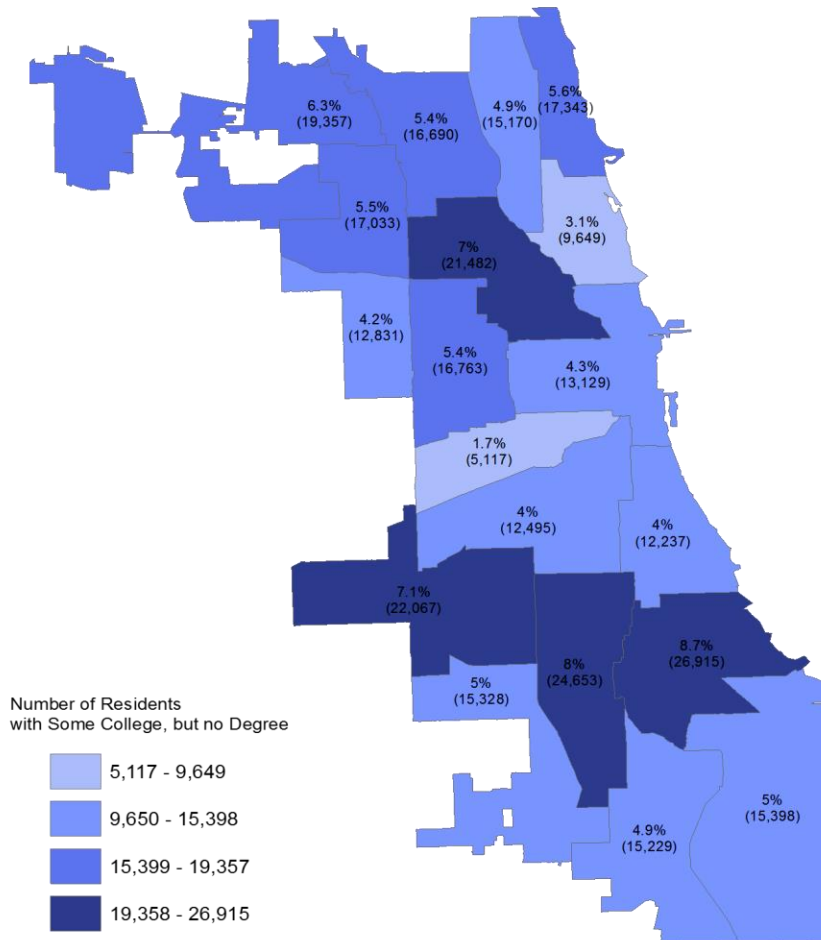


COMPLETE

the **DEGREE**

CHICAGO

What does the “some college” population look like in Chicago?



Demographic Information

- 75% have at least one year’s worth of college
- 60% are homeowners
- 50% have personal incomes less than \$30,000
- 25,000 are unemployed
- 28,000 are veterans
- Racial breakdown: 46% African-American, 39% White, 11% Hispanic, 4% Asian

Population with some college but no degree by Public Use Microdata Area (PUMA)
25+, not currently enrolled in school, Chicago, 2009

CTD is leading collaborative efforts to make it easy for adults who have “some college” to return and complete their degree

Complete the Degree

Goal	Reach out to the over 300,000 Chicagoans with college credits but no degree and help them return to college and finish a degree, especially in high-growth fields
Plan	Create walk-in and virtual “advising centers” that provide counseling and assistance to “comebackers” and work with colleges to create pathways for students to graduate
What’s already built	<ul style="list-style-type: none">• Local “adult-learning-friendly” colleges are offered institutional leadership to the campaign• Graduate!Philadelphia and Graduate!CT provided technical assistance to the initiative prior to launch in April under a Lumina grant to replicate a successful national model• Chicago Workforce Investment Council, Council for Adult and Experiential Learning, Women Employed and One Million Degrees (formerly Illinois Education Foundation) are partnering on the campaign and operation of the advising center• Raised funding for the initiative from City of Chicago, Chicago Community Trust, Illinois Student Assistance Commission, McCormick Foundation and Bank of America• Virtual advising to date and physical Center for in-person advising opening July 2012 at 35 East Wacker Drive, Suite 1750, Chicago

Free services offered to adults and veterans returning to college:

Complete the Degree

Educate

Connection to resources

- Assess a returning student's situation
- Teach them about ways to fund education
- Connect or refer them to other organizations that can assist them if needed (housing, job placement, mental health, etc.)

Assist

Remove barriers

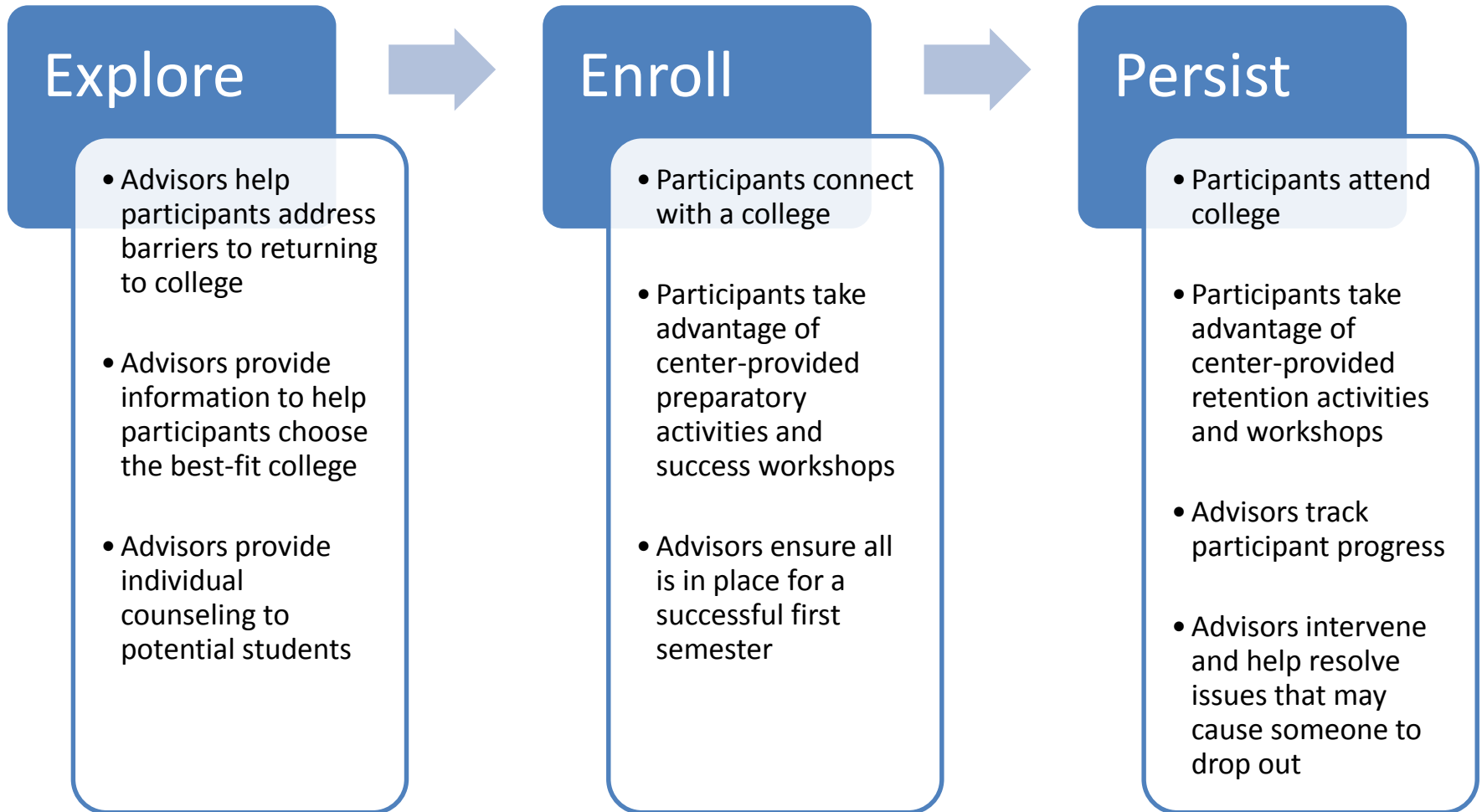
- Help them decide how they will pay for school (If a veteran, help them discover what their educational benefits are)
- Assist with logistics planning (e.g. transportation, childcare, time, etc.)
- Teach them how to get past school loans out of default

Support

Help them through graduation

- Encourage and motivate students to work through any challenges or obstacles
- Provide career advising to help them find a focused direction for educational decisions
- Help to determine the best school and program for them
- Connect them with school or program contacts at a particular school
- Champion them through each step of the process through graduation

Advisors help potential students navigate the confusing array of college options and requirements



Complete the Degree is a support center to help guide “returning students”

“Adult-friendly” colleges committed to student supports and institutional practices that help nontraditional students succeed in completing college

College Leadership Council

Support Center

Operated by Women Employed, CAEL and the Illinois Education Foundation

Marketing Campaign

Messaging, visual identity, brand strategy, advertising campaign, media and publicity

Targeted Outreach

Employers, community-based organizations, churches, libraries



How we can collaborate. . .

1. Connect with ?? at Complete the Degree so we have a relationship with the veterans coordinator from each of your schools.
2. Refer adults who don't seem to be a good fit or who need to work on removing barriers before applying for your school.
3. Contact CAEL to discuss being an "adult-learning friendly institution."