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Your Questions

- Can WGU help Oregon meet its higher educational goals
- What is the difference between competency-based higher education and credit/degree based current programs
- How do you measure student success
- What is your success in Oregon and Washington
- Who are your students in Washington and Oregon (average age, income, location, interests)
- How WGU has impacted four-year institutions
- Has WGU expanded in other states
- What have been the challenges
- What is the reaction of employers
- Where is proficiency based higher education going in Oregon and the US and what will higher education look like in ten years
- A solution to the Israeli / Palestinian War

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Higher Education Challenge



“The United States needs more college graduates. An additional **one million each year** by 2020 to sustain its **economic health**. Increasing today’s total by 40%.”

McKinsey Quarterly

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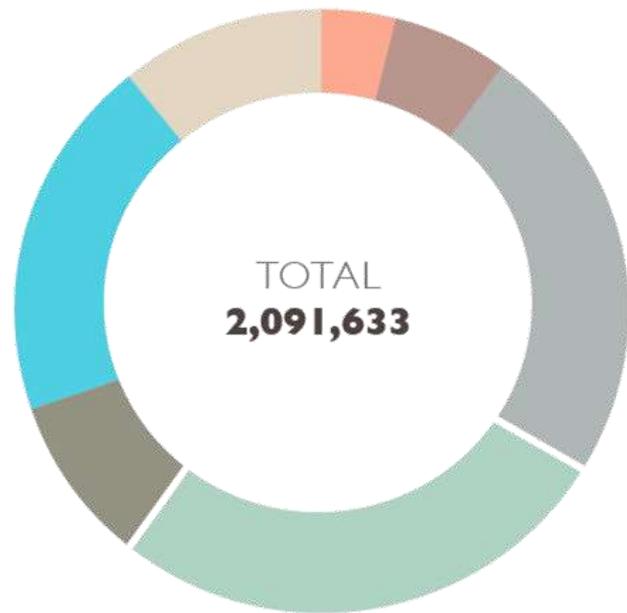
40-40-20

By 2025 Adult Oregonians

1. At least **40%** with bachelor's degree or higher
 2. At least **40%** with associate's degree or postsecondary credential
 3. The remaining **20%** or less with high school diploma or equivalent
- ORS 351.009 [1993 c.240 §5; 2011 c.638 §3]



Current Status (Lumina Foundation June 2013)



Levels of education for Oregon adults (ages 25-64)

● Less than ninth grade	81,400	3.89%
● Ninth to 12th grade, no diploma	128,267	6.13%
● High school graduate (including equivalency)	498,721	23.84%
● Some college, no degree	567,307	27.12%
● Associate degree	186,128	8.90%
● Bachelor's degree	404,798	19.35%
● Graduate or professional degree	225,012	10.76%

Source: U.S. Census Bureau, 2011 American Community Survey

Current Production Trajectory

(Lumina Foundation June 2013)

The path to 60% degree attainment in Oregon



Source: U.S. Census Bureau, 2000 Census, 2010 & 2011 American Community Survey

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WGU Support

1. Increased access to career-oriented fields
2. Accredited, flexible and affordable programs-- good for working adults
3. Focused support in
 - *Rural outreach*
 - *Teacher prep in STEM fields*
 - *RN to BSN/MSN*
 - *17,000 military personnel*
 - *IT and business credentials*



Different Model



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WGU Delivery Model



- Create **competencies** using faculty and employers
- Incorporate valid and reliable **assessment** of student learning
- Use **academic** and **non-academic** support teams
- Design **pacing charts** to accommodate adult learning styles and speed
- Apply **analytics** for continuous improvement

Competency-Based Education (CBE)

Unbundle the idea of
"Where did you get this knowledge?" to
"What knowledge do you have?"

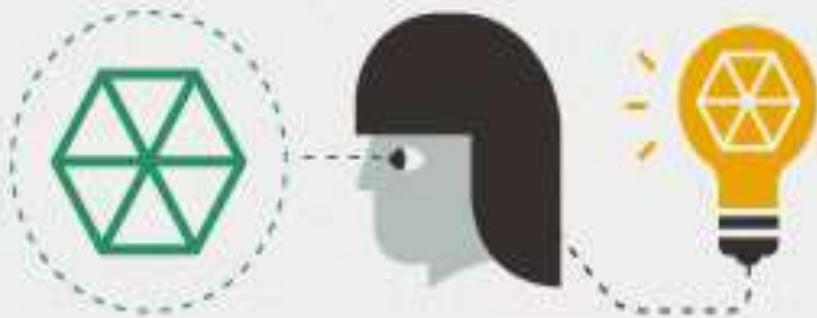


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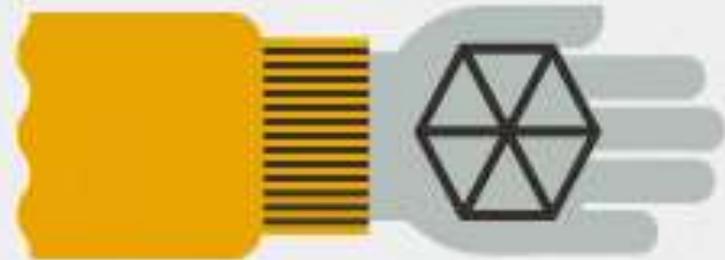


CBE Measures Learning—*Not Time*

WHAT IS COMPETENCY-BASED EDUCATION?



Students progress through learning objectives as they demonstrate mastery of content, at their own pace.



It allows them to show what they know, as soon as they know it.

CBE and Seat Time Comparison

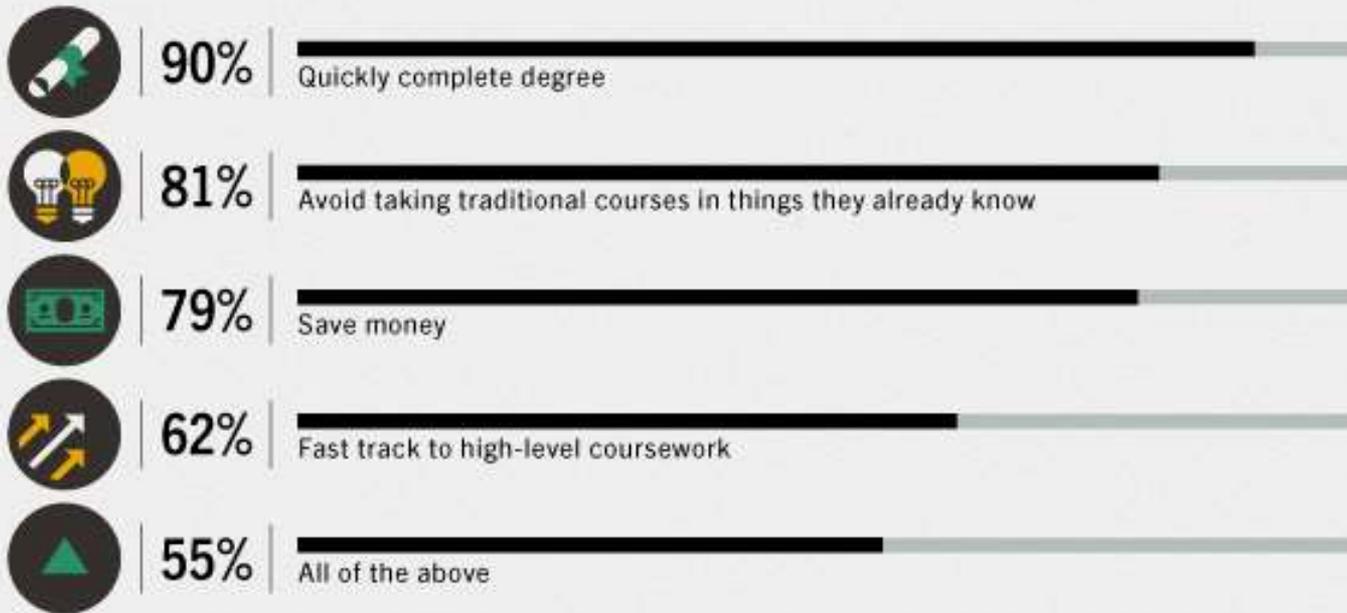
	Competency-Based Education	Traditional Education
CURRICULUM	Variable class structure, testing out of subject matter at different levels	Standardized class structure, regardless of prior knowledge
CLASS COMPLETION	Students finish as they are able	End of term
AVERAGE TIME TO GRADUATE	30 months* 	60 months 



Student-Reported Benefits

BENEFITS OF COMPETENCY BASED EDUCATION LEARNING

Student Interest in Competency-Based Programs



Monthly Starts

2014

Every month is
September



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Personalized Support

Not a solo journey

Student mentors

Course mentors

Learning resources

Life counseling



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Affordable Tuition

\$6,000 yearly tuition
Access to SNG



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Colleges and Programs

- College of Business
- College of Education
- College of Information Technology
- College of Health Professions



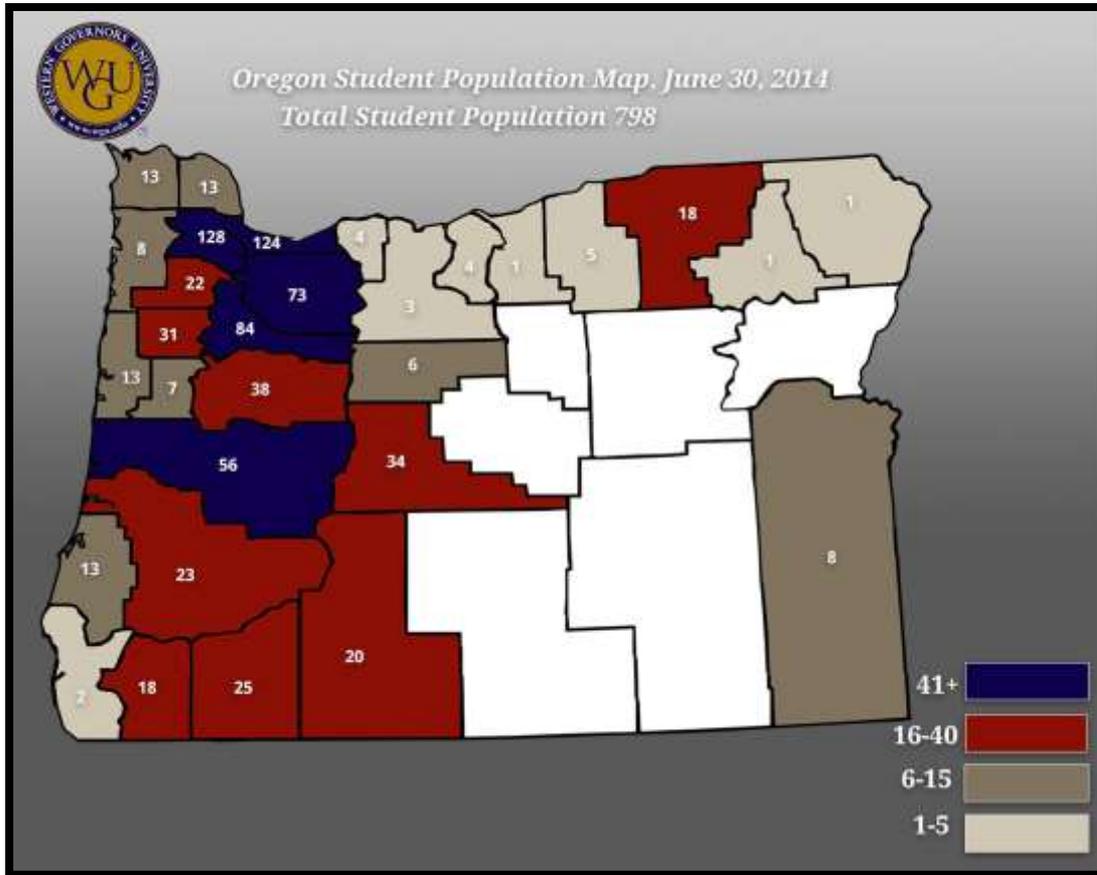
New Degree Planning

Two new degrees each year

1. 2014: MS Mgmt and Leadership
2. 2014: MS Accounting
3. 2014: BS Software Application Dev
4. 2015 (pending): MPA
5. 2015 (planning): MS Integrated Healthcare Mgmt



WGU in Oregon



OREGO N *5/30/2014	FY 2012	FY 2014	Increase	Growth Rate
Under Grad	402	602	200	50%
Grads	117	184	67	57%
TOTAL	519	786	267	51%

***876 on 08/1/14**

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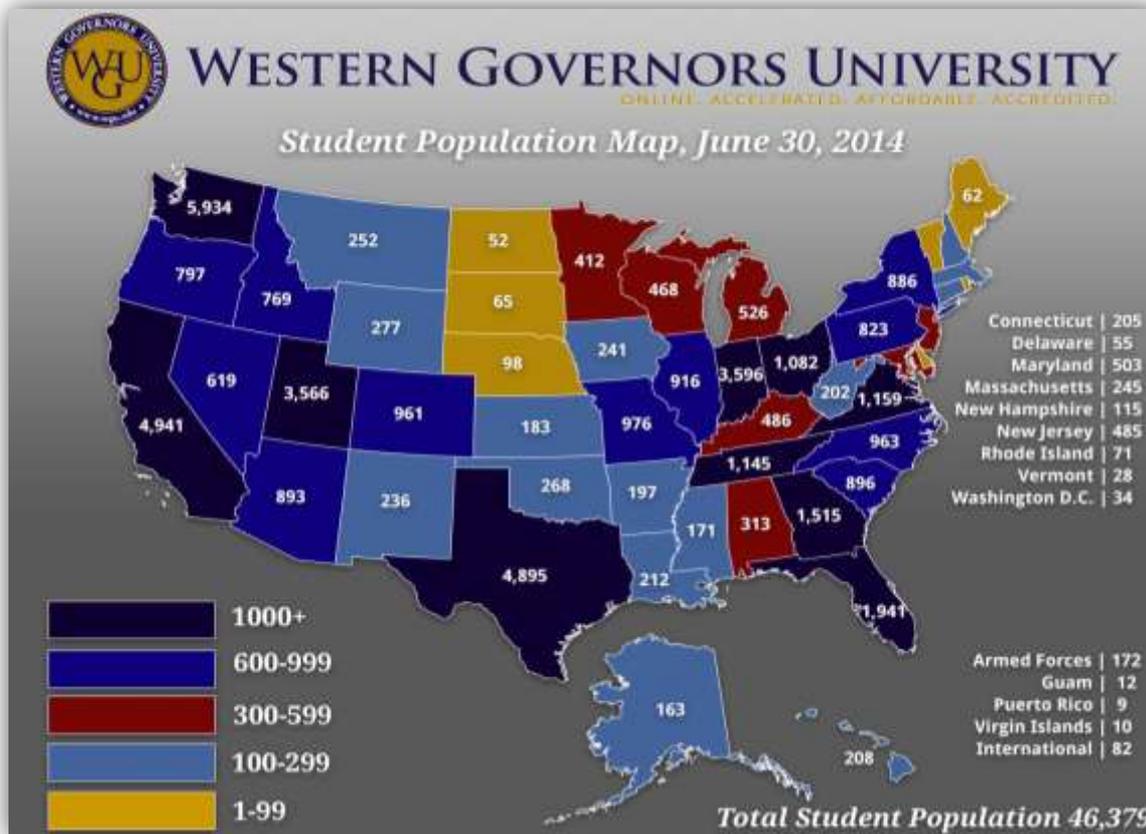
WGU's Oregon Students

Composite Oregon Student (see 2014 WGU in Oregon Fact Book)



BSN student
Employed full-time
Female: 38 years old
From Hillsboro, Washington County
Annual household income +\$65,000
Making satisfactory academic
progress
Likely to graduate

WGU States



Indiana 3,596

(15) 6,570,902

Washington 5,934

(13) 6,971,406

Texas 4,895

(2) 26,448,193

Missouri 976

(18) 6,044,171

Tennessee 1,145

(17) 6,495,978

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WGU Washington in Three Years

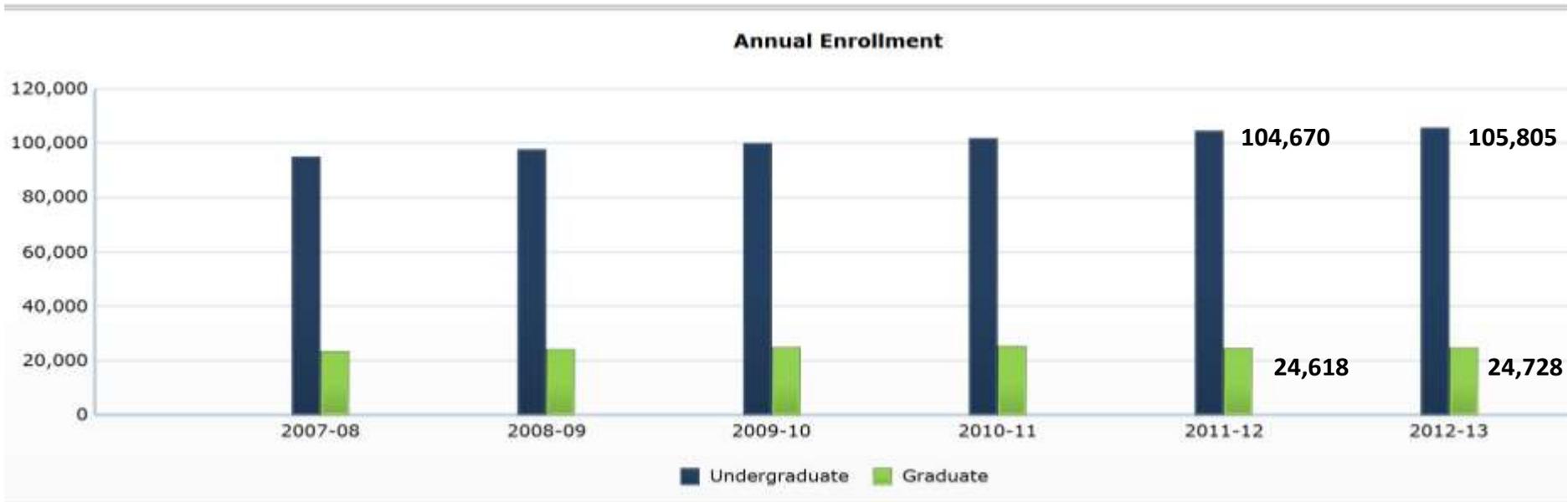
- Now over 6000 FTES
- Graduated over 1000 students this past year
- 3 largest transfer destination
- High retention and SAP rates
- Great partnership with CTCs
- All teaching and nursing programs state approved
- State financial aid extended to WGU WA students

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Impact on Other Institutions

4 YEAR WASHINGTON PUBLIC UNIVERSITIES (Source OFM Dashboard)



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Employer Acceptance In Their Words



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Enrollment Increases in Oregon

- National basis – 11%
- Expanded marketing – about 35% (small n)
- State-branded – average first year growth 268%



"This new university provides the state of Washington with another quality higher education alternative—one that takes advantage of 21st century technology and a new learning approach designed to address the needs of working adults."

*Dr. Samuel H. Smith, President Emeritus
Washington State University*

Conclusions

- Hard data forecasts demonstrate the need for additional skilled and educated workforce.
- Market-based strategies for increasing educational attainment are critical to meeting Oregon's 40-40-20 Goals.
- WGU will continue to help Oregon meet its goals.
- Other levels of involvement are possible.



Questions



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