2017 YEAR IN REVIEW
EVERYONE DESERVES EDUCATION TO THRIVE IN AN EVER-CHANGING WORLD

UW Continuum College provides innovative paths to learning that boost people’s career success and inspire more meaningful lives.

We provide high-quality University of Washington education that’s relevant for today’s world.

With a flexible approach, we deliver the right programs for the right people at the right time.
CONTENTS

02 A Conversation with the Vice Provost

04 Career Accelerator

06 New Scholarship Fund

08 2017 Scholarship Recipients

10 Enrollment Services

12 Student Digital Experience

14 Fast Facts

16 Programs by the Numbers

18 Your Partner in Innovation
What drove momentum during this year of transition for UW Continuum College?

Last year, we took on our new name and restructured the organization. This year, the work really started to change. We’re focusing more on students. And of course, on what we’re here to do, which is to expand access to more people and extend the benefits the University of Washington can provide.

How are you building on your commitment to access?

We recognized that access was extremely limited for people without financial means. And unlike degree programs, which have federally backed financial aid, there’s no such thing for noncredit education. So, we created our first-ever scholarship to expand access to people who need it most.

The 10 recipients of this year’s UW Certificate Scholarships have such very different life circumstances, but they faced similar challenges in getting the education they need to thrive in an ever-changing world. The lengths they are willing to
go through, and the sacrifices they’re willing to make, to better themselves and their families are very impressive. They show us why, as we build our endowments, we have to keep the UW Certificate Scholarship a top priority.

**Why is now an important time to sharpen your focus on students?**

UW Continuum College is looking to support what we’re calling the 60-year curriculum. Not the four-year curriculum, not the two-year curriculum, but what learning looks like for someone over the course of a lifetime. Constant learning will be the norm for everyone as the economy and technology continue to change faster than ever. And, as we enroll more students, it’s paramount that we maintain the quality we’re known for.

We launched Career Accelerator to quickly serve more students in our most-popular programs, in ways that work for them. At the same time, our Academic Excellence Group is making sure our expert instructors have the support they need to be great teachers. And we’ve added Enrollment Services coaches, who reach out to help prospective students as they navigate higher education choices and make good decisions for their careers. We know it helps learners stay engaged when they have someone they can talk to.

It’s also the right time to overhaul our information technology. We’re improving registration, payments, customer-relationship management, and the backbone we use to manage thousands of web pages on behalf of our university partners. By automating tasks where it makes sense, we can focus on the things that really matter for student success.

**What’s next for UW Continuum College?**

We have a lot in motion, and it all works hand in hand. It’s energizing to cross old boundaries and bring together new perspectives. At UW Continuum College, we think about the career needs of individuals, and our campus partners bring rich research and deep community engagement. We don’t compete, we complement — and the impact to students is far bigger than many people realize.

It’s our mission to push knowledge generated by this university into better opportunities for everybody. As we think forward, I want UW Continuum College to be constantly exploring the edge. We have no shortage of ideas.

**A few of the ideas we worked on in 2017, highlighted in the pages ahead, are just the beginning of bigger things to come.**
EXPANDING ACCESS, GROWING CAPACITY WITH CAREER ACCELERATOR
One of the biggest changes the University of Washington has ever made in noncredit, online education is on track to nearly double the number of students in the UW’s most popular certificate programs.

With the 2017 debut of Career Accelerator, working professionals have new ways to fit learning into their already busy lives. Designed by UW Continuum College to reduce barriers to education, Career Accelerator introduced two new ways for prospective students to earn a noncredit certificate in one of five of the most in-demand skills across industries, offered through UW Professional & Continuing Education.

“We are not holding anyone back by the way these programs are delivered,” said Karen Haberfeld, program marketing strategist. “We’re offering ways for people to reach their goals as quickly as they can.”

Career Accelerator programs are available in four formats:

• **Self-paced, online:** Students start anytime and work at their own pace with instructional support.
• **Accelerated, classroom:** Students blend online and immersive classroom experiences to complete a program in less than six months.
• **Group-paced, online:** Students join a group of fellow professionals in a traditional, part-time online format, earning a certificate in nine months.
• **Part-time, classroom:** Students attend in-person classes one evening per week, earning a certificate in nine months.

Career Accelerator’s first offerings included five popular certificate programs: Data Analytics, Data Science, Machine Learning, Project Management and Python Programming. With help from a talented team and the right technology, Career Accelerator moved from idea to launch in just 10 months.

The team, including instructional designers, course instructors and subject matter experts, coordinated to build the curriculum and all the tools students need to learn — lectures, videos, project assignments and more. They’re also keeping UW Continuum College’s commitment to quality by ensuring every certificate program delivers the same education, no matter which learning format students choose.

Career Accelerator is growing capacity in programs that once had yearlong waiting lists. For 2017–2018, Career Accelerator is boosting capacity by 93 percent — expanding access to more than 1,500 working professionals in high-demand career fields in a single year.

“Addressing capacity is the ability to offer our programs more flexibly — in the formats and timeframes when students can take them,” said Sandra Janusch, assistant vice provost of Academic & International Programs. “The design changes we’ve made in the Career Accelerator programs are influencing the way we approach the rest of our noncredit portfolio because we’ve learned so much. It’s an exciting project, especially since so many more students will have access to our programs in the coming years.”
EMPOWERING PROFESSIONAL GROWTH WITH A NEW SCHOLARSHIP FUND
The calls come in every year. Single parents who want a better future for themselves and their children. People struggling to overcome personal or financial hardships. Working adults who dream of a University of Washington education to move forward in their careers — if only they could afford it.

“We don’t want to turn people away from education,” said Rovy Branon, vice provost of UW Continuum College. “We’re here to help people access the UW across their lifespans and, hopefully, across their circumstances.”

This commitment to access is why UW Continuum College created the UW Certificate Scholarship Fund. In 2017, the first-ever awards — nearly $40,000 in need-based, full scholarships — went to 10 students who wouldn’t otherwise have been able to afford a professional certificate program.

“We want these scholarships to be a change agent for people,” said Kate Lorenzen, assistant director of academic programs. “Almost all who applied have had some challenges. And they’ve had some wins. But when they sent in their applications, they mean it. The fund gives them an opportunity to get some help.”

The UW Certificate Scholarship is the first such award in the 105-year history of UW’s continuing education enterprise. It’s also a national rarity; scholarships aren’t common for noncredit, professional education programs. As UW Continuum College moves forward to secure support for future scholarships, it’s also engaging in a larger conversation about access, opportunity and economic development with the local community.

“We’re thinking about employer needs and the talent pipeline, as well as our place and role in helping to build our local economy,” said Jo Gubas, alumni and industry relations officer. “We want to find a way to break down financial barriers so that more people can have the opportunity to take these programs, build their careers and lead meaningful lives.”

Future scholarships will be supported in part with contributions from staff, alumni and the community. BECU is joining the cause as a leading community partner, pledging $15,000 annually for five years to the UW Certificate Scholarship Fund. As more corporate partners, executives and community leaders respond with support for the scholarships, UW Continuum College is envisioning how it can help even more students get the education they need to thrive.

“When people hear about the scholarship program, it really helps them get a sense of where our heart is,” Gubas said. “Our goal is to grow and be able to offer twice as many scholarships next year — or more.”
IN PURSUIT OF A DREAM

Meet a few of our 2017 scholarship recipients.
“My mom always told us that we can be whatever we want to be with education. She instilled in us that hunger for knowledge that registered with all of us in our minds and hearts.”

While growing up in Nigeria, Tolulope Daramola dreamed of pursuing an education that would help him end the cycle of poverty in his family. It was a dream fueled by his determined mother, a low-paid school teacher raising four kids on her own after her husband died. Despite financial hardship, Tolulope’s mother sent all of her kids to school. And her dedication paid off.

Today Tolulope has two degrees to his name. And he’s still learning — and building a business — with help from a UW Certificate Scholarship.

“‘I’m embarking on a journey to create a new chapter for myself and my three children. I’m excited to learn new skills and to show my children what strength, bravery and determination looks like.”

A stay-at-home mom for more than a decade, Laura Kirch was nervous about re-entering the job market. Would her skills still be relevant? What about the gap in her resume? How would she adapt?

She found the answer to her questions in a UW certificate program — a path to highly sought-after skills and a respected credential. The only problem? She couldn’t afford the program.

But with help from a UW Certificate Scholarship, Laura can go back to school and start building a brighter future for herself and her family.
“When people are in dark places with their careers, their lives, I believe I can be tangible proof that with hard work and a little help from others, anybody can do this.”

As a single father, Jeremiah Walters worked furiously to juggle his job as a bartender with the often-exhausting responsibilities of raising his son. Then, he decided to work smarter instead of harder. Jeremiah knew education was the path to a better life for him and his son. And he’s weathered homelessness, financial instability and humbling appeals for help in his pursuit of learning.

Now, with a UW Certificate Scholarship, Jeremiah can take a big step toward what’s next, undaunted.
One conversation at a time, a new coaching team is revitalizing the adult learning experience.

Coaches in Enrollment Services, one of UW Continuum College’s newest teams, reach out to prospective students as they first learn about noncredit certificates and courses offered through UW Professional & Continuing Education.

As the coaches begin to understand who each prospective student is as a person and what they’re looking for in a program, they strategically match working professionals to the right education, at the right time. And Enrollment Services stays in touch with students through each stage — applying, enrolling, acquiring textbooks, figuring out locations, making payments — until all courses and the certificate are complete.

“When we leave a conversation with a student, they have a next step they can take that brings them closer to that ultimate goal,” said Claire Lewis, director of Enrollment Services. “It’s helping students to be really present and take ownership of their educational journey.”

In the team’s first 18 months, they received more than 15,000 requests for coaching via the UW Professional & Continuing Education website. And, in September 2017 alone, Enrollment Services took on more than 4,050 one-to-one conversations — emails and phone calls with students offering assistance, encouragement and good advice.

The team of nine coaching professionals definitely made a difference. Enrollments in noncredit programs increased 15 percent for the 2017 autumn quarter over the previous year.

“It’s a big commitment for people, so we take it very seriously and we’re dedicated to each individual,” said Bronwyn Wright, assistant director of Enrollment Services. “It validates the decision they’ve made to invest in themselves.”

Coaches know adult learners all have different life circumstances, but there are common concerns — finances, time commitments, figuring out the best courses or certificates for the careers students want. Coaches sometimes do bear bad news, such as when a program has a wait list, but the team is trained to have those hard conversations and help students through it.

At a university that’s world-renowned but complex, students say they’re grateful to the coaches for a human connection at a time when it’s not always easy to find answers.

“The University of Washington does not always feel accessible,” said Risa de Gorgue, senior director of Marketing and Enrollment Services. “It’s very important to us to make sure students feel like this is an accessible option to continue their education.”
UPGRADING THE STUDENT DIGITAL EXPERIENCE
Big improvements in technology behind UW Continuum College’s educational enterprise are bringing a double upgrade to the student digital experience.

Throughout 2017, UW Continuum College also prepared to launch another important software system improvement: a new customer relationship management system that can track every step of a student’s learning experience. With an initial focus on noncredit certificate students, the CRM offers advisers and program managers better information about how learners discover the programs that are right for them, as well as their paths through enrollment, coursework, graduation — and beyond.

The holistic view of interactions with UW Continuum College also makes it possible to provide learners with the right information, at the right time, through personalized advising, communications and services.

“We want to make sure we’re serving a student where they are, but then also using that information in a big way, across our whole portfolio,” said Claire Lewis, director of Enrollment Services.

Once the new CRM system is running at full capacity, UW Continuum College experts can channel time and energy into the detective work they’ve always wanted to do. They’ll use CRM information to discern when and how to best reach out to prospective and current students. They’ll mine data for insights that will help grow programs and design new ones. And they’ll make data-driven decisions about how to develop the most effective marketing and communications.

“The journey isn’t linear for an adult learner,” Lewis said. “The CRM will give us the perspective of being able to narrow in on what’s working well and where there’s room for improvement. We’ll be able to create better processes and policies to help students reach the point of success — and make sure we’re measuring it in the right way.”

Much of 2017 was devoted to preparing a long-awaited software system improvement: online registration for fee-based degree students. The upgrade, set to launch in time for spring quarter 2018, eliminates antiquated processes — think phone, snail mail, fax, in-person visits — that have long been in place for fee-based degree programs. Using the online student portal MyUW, students in any degree program will be able to select and pay for courses online.

“It’s a holistic place for the student to interact with us,” said Chris Powell, associate director in UW Continuum College’s Project Management Office. “To do whatever it is that they need to do, seamlessly and invisibly.”
ACADEMIC YEAR 2017 FAST FACTS
57% of certificate students are 35 or under

2,972 students earned a certificate

1.24 M visits to the UWPCE website

12% of certificate graduates go on to enroll in additional certificate programs

12% of certificate graduates see a change in job responsibilities during or after completing a program*

694 incoming UW freshman enrolled in Early Fall Start

7,286 enrollments in online degree courses**

36% of certificate graduates

734 F1 I-20s issued by UW Continuum College

46 UW faculty supported UW in the High School classes across 92 high schools in Washington state

1,273 students ages 6–18 attended Summer Youth Programs, and 10 need-based scholarships were awarded

6,808 guests attended 19 academic conferences

*2016/17 Certificate Student Exit Survey

**Online degree enrollments are at the course level and include online courses that are part of classroom-based degrees, hybrid degrees and online degrees.
To determine the degree count, we followed the University’s institutional metadata rules and tracked ABBV-pathway-level-type. If the same degree had multiple pathways within the same reporting period, it was counted only once.

**PROGRAMS BY THE NUMBERS**

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<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td>Total number of fee-based degrees*</td>
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<tr>
<td>Credit certificate programs</td>
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<td>Noncredit certificate programs</td>
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<tr>
<td>IELP programs &amp; courses offered</td>
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<tr>
<td>Summer Youth courses offered</td>
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<td>UW in the High School courses offered</td>
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<tr>
<td>Courses offered through the Summer Quarter program</td>
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<tr>
<td>Courses offered through Osher</td>
<td>59</td>
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*To determine the degree count, we followed the University’s institutional metadata rules and tracked ABBV-pathway-level-type. If the same degree had multiple pathways within the same reporting period, it was counted only once.*
## COURSE ENROLLMENTS & STUDENTS SERVED

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<td>COURSE ENROLLMENTS</td>
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<td>Summer Youth Programs</td>
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<td>Summer Quarter</td>
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<td>Community (Shared) Access Courses</td>
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<td>Open Online Courses</td>
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<td>— Free</td>
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<tr>
<td>— Paid</td>
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<td>TOTAL PAID</td>
<td>132,721</td>
<td>54,311</td>
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*Includes certificate programs designed for an international audience.
On campus and across the region, Continuum College is your UW partner to bring learning ideas to life. Our experts bring 105 years of proven success to every partnership, from idea to launch — and beyond. We’re here for you when it’s time to start something new.

800-506-1325 / continuum.uw.edu/partner-with-us
MAKE A GIFT

Everyone deserves the chance to learn and grow. Now more than ever, continual learning is critical for professional success. Your tax-deductible gift to the UW Certificate Scholarship program can help more people experience life-changing learning for a boundless future.

Learn more at continuum.uw.edu/support-us.