

North Dakota: Increasing Enrollment

February 19, 2014



NRS

National Reporting System
for Adult Education

for Adult Education

Background

- ▶ ND's labor market is very needy
 - Don't have enough people to fill the positions that are open
- ▶ Focus was on how to help employers get the employees they need, not enrollment



What We Did

- ▶ Went into the field to talk to employers
 - Discovered many employers didn't require a GED or HS diploma for employment
 - Encouraged employers to hire people with a GED and educated as to what skill sets are now included in the 2014 GED
 - Diminish stereotype of GED as a watered down equivalency exam
- ▶ Reached out to students in mid-2012 who had 3 of 5 2002 GED series tests to recruit to take remaining tests prior to Dec 2013



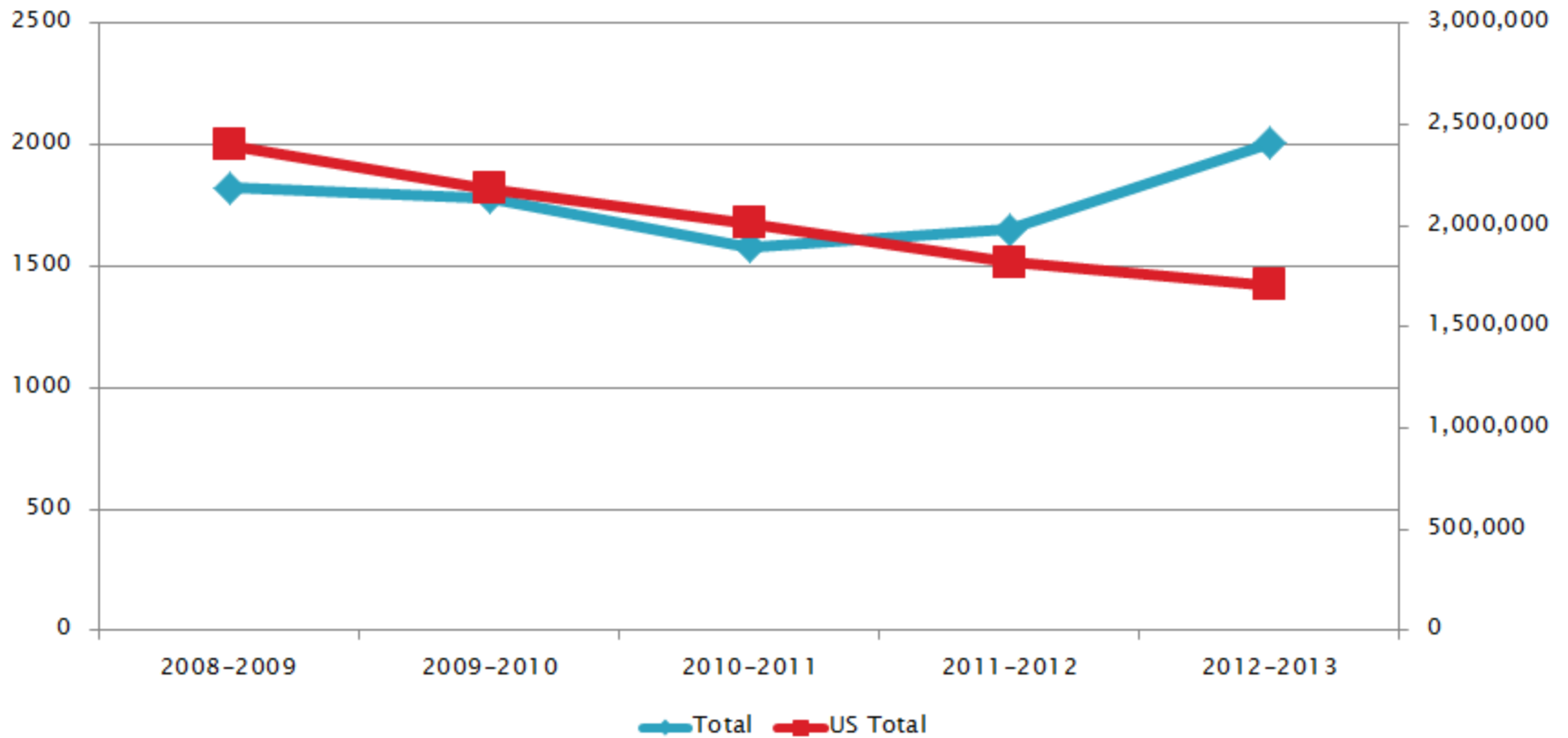
The Results

- ▶ Received feedback from up to 40 employers who changed job requirements to include HS diploma or GED as a result of knowing new GED demands
- ▶ Increased enrollment for ND adult education:
 - Was a result of those who wanted to complete GED under 2002 series rather than start again;
 - Now a result of increased employer demands for minimum of GED;
 - We now have those students who can't secure or keep a job in a very healthy job market (very low skill set requiring intense instruction).



What Data Show

Enrollment for PY 2008-09 to PY 2012-13, ND and US



Our Best Tips

- ▶ Serve students to improve their education and subsequently, jobs and future.
- ▶ Serve businesses and subsequently communities to promote GED as a “new minimum” for jobs and the potential for stronger workforce and self-sufficient tax paying citizens.
- ▶ Remind business and legislators on the solid return on investment that adult education creates.



Contact Information

Valerie Fischer

Director of Adult Education

ND Department of Public Instruction

701.328.4138

vfischer@nd.gov

