



Completion With a Purpose™

2017 MSI MEASURING COLLEGE VALUE GRANTEE MEETING

Oct. 2-4, 2017

Indianapolis



Purpose First

**ASSIST STUDENTS IN IDENTIFYING A
SENSE OF CAREER PURPOSE PRIOR TO
MAKING THEIR “BIG” MAJOR DECISION**

WHAT MOST STUDENTS EXPERIENCE NOW

Placement Exam

Academic Advising

Before

At Enrollment

During College

Last Semester

**Career Interest
Assessment (maybe)**

**Not Much
At All**

**Resume & Job
Search Help
(Panic)**



...a disconnected set of tools and services

WHAT OUR RESEARCH (AND COMMON SENSE) SUGGESTS WOULD BE BETTER

Before

At Enrollment

During College

Last Semester

Integrate career advising early and continuously into academic advising – creating a single advising system.

Incorporate labor market information and return on investment calculation into advising.

Infuse career exploration and career building skills into curriculum and strengthen experiential and work-based learning.

Success

...a coherent system of tools and practices

PURPOSE FIRST – CORE PRINCIPLES

- A purpose-driven process must happen at the **beginning and throughout** a students' matriculation
- Academic **Advisors** and Career **Counselors** are key to student success
- Informed major choice requires other **personal and academic assessments**, in addition to **career/labor market data**
- A well designed system will aid in **closing achievement gaps.**

COMMITMENTS BY PARTICIPATING STATES

- Development and deployment of a comprehensive approach to building students' career purpose by **Fall 2017**
- Host 2 In-State planning events
- Campus and state Leads attend 3 national convenings
- Establish consensus on metrics of Purpose First
- Utilize CCA technical assistance experts in planning

PARTICIPATING STATES



25+ Campuses



PURPOSE FIRST QUANTITATIVE OUTCOMES

For Each Meta Major Category

Number of students enrolled in a major or meta major within 1 year

Number of students who complete 30+ credits within 1 year

Number of students with at least 9 credits associated with program of study after 1 Year

Number of students who change their major after the end of the 1st year

GPA or Level of Academic Standing by meta major in the first year

Broken out by:

race/ethnicity, age, gender, pell status, remedial status

PURPOSE FIRST QUALITATIVE OUTCOMES

Survey of Student Participants

- have an increased understanding of careers connected to majors
- have meaningful exposure to career and labor market data
- feel career and labor market data helps inform their major choice
- feel their advisors incorporated career and labor market data into discussion regarding major choice
- feel like first year courses are applicable to career

STRATEGIC PARTNERSHIPS

- American Association of College Registrars and Admissions Officers
(AACRAO)
- National Association of College Employers **(NACE)**
- National Career Development Association **(NCDA)**
- **NACADA:** Global Advising Community
 - Content Experts
 - Attending In-state institutes
 - Shared involvement in development and dissemination of Product

TECHNOLOGY SEAL OF APPROVAL

- **Year #1 – 2016**

- Default students onto their chosen degree map
- Easy integration of the registration process and software
- Mechanisms for ongoing monitoring and reporting for when students get off track.

- **Year #2 - 2017**

- Proactive Advising
- Informed Choice of Major

SEAL OF APPROVAL – YEAR 2

- **Intake** form or process to assist with alignment to majors, course load, etc
- **Academic/non-academic assessments** collected and included with the user profile
- **Align skills, experience, goals** and proficiencies to major recommendations and selection
- Career and job opportunity data presented to students when selecting a major
- **Counseling** incorporated into advising for career readiness
- Exploration and skill-building built into planning and learning opportunities
- Calculate the **cost of completing** a degree, including costs for current and change of major.

Every advisor needs the right tools do their job effectively

Navigate supports advisors by giving them all the information they need to

Navigate's early alert capabilities enable strategic, timely, and effective case management to identify and triage students in need of support.

Advisors are able to proactively schedule appointments with their students directly through Navigate.

The Student Success Predictive Model

Predictive analytics allow visibility into the likelihood of term to term persistence. The model provides community colleges with an innovative way to uncover and understand student risk, helping those at the frontline better identify and prioritize the students that need assistance.



Privileged & Confidential - Do Not Distribute



Welcome to Career Coach

Discover majors and in-demand careers and education based on your interests!

Take Career Assessment

Take a Career Assessment to learn about yourself and Career Coach will give you career suggestions based on your interests.

Take the Assessment

Explore Careers

Browse careers and we will give you relevant data on wages, employment, and the training you need.

Explore Careers

Explore Programs

Explore the available programs that lead to the career you want.

Explore Programs

Have a military background?

Find your Military Occupation Code to find similar civilian careers. Get Started



Registered Nurses

Overview About Wages Employment Job Postings

\$76,342

Median Salary

New workers start around \$51,118. Normal pay is \$76,342 per year. Highly experienced workers can earn up to \$120,080.

24,209

Job postings in the last six months

In the last six months companies have posted 24,209 jobs for this career.

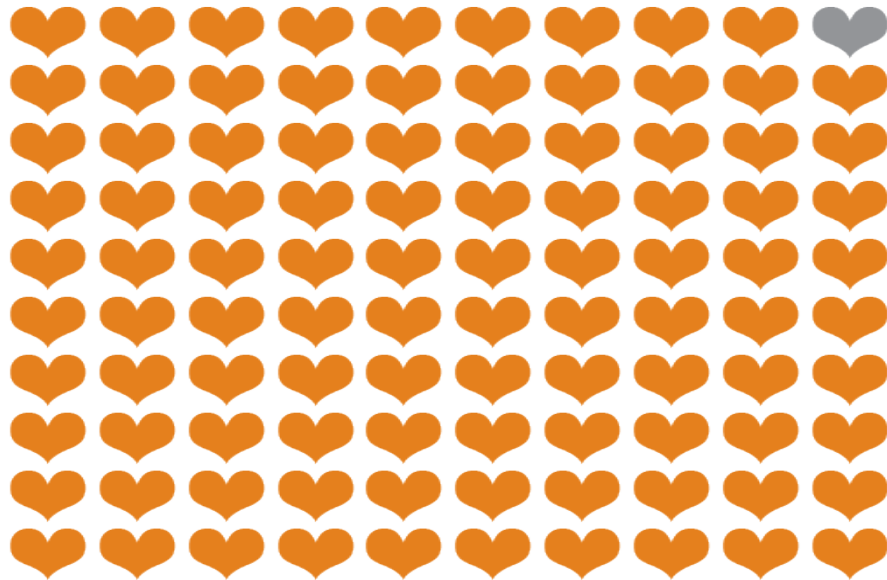


Selected Region

Available Programs

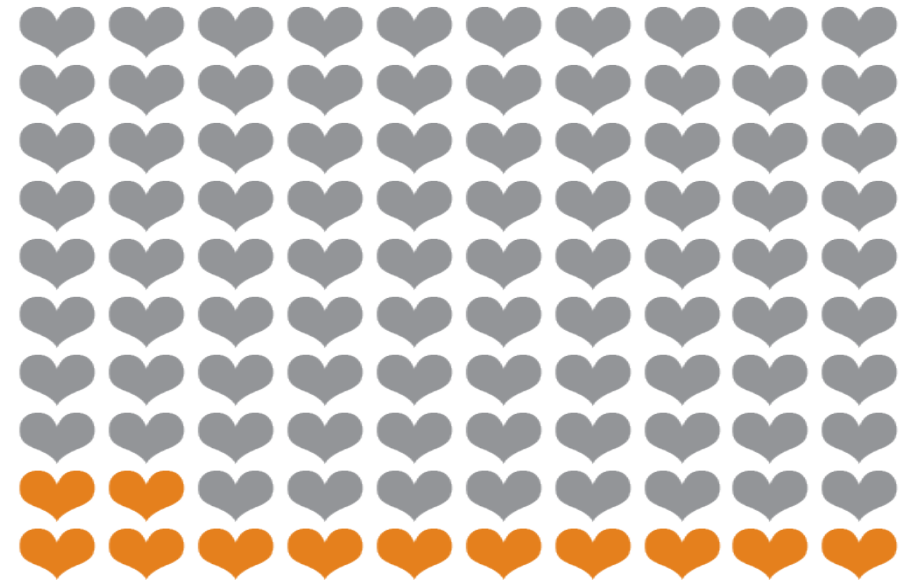
BEHAVIORAL ECONOMICS: DEFAULT

Organ Donation Rates



Austria (OPT-
OUT)

99%



Germany (OPT-
IN)

12%

PURPOSE FIRST

High-Impact Practices Publication & Web Portal

Higher education should be a launching pad, not simply a gateway, to a meaningful career, empowering students with the knowledge to make good decisions and the tools needed for success.

- Labor-Market Data
- Technology to Empower Intentional Exploration
- Documentation that Provides Robust Information on Majors and Career Prospects





COMMUNITY COLLEGE SYSTEM OF
NEW HAMPSHIRE (CCSNH)

CCSNH'S MISSION CENTERS ON STUDENT SUCCESS, ALIGNING WITH WORKFORCE AND TRANSFER NEEDS



College Locations



- CCSNH serves 28,000 students annually, which translates to roughly 2.5 percent of the adult population of New Hampshire any given year being a CCSNH student (excluding dual-credit programming with HS's).
- 40 percent are 25 and older
- 43 percent are first-generation
- Colleges serve “two New Hampshires” – one in the southeast part of the state closer to Boston metro, and another in the remaining mostly rural part of the state, characterized by population dispersion and lower rates of educational attainment

STUDENTS EXPERIENCE BARRIERS ARTICULATING GOALS, AND DEVELOPING PLANS FOR ACHIEVEMENT

What CCSNH – alongside the University System of New Hampshire – hope to change

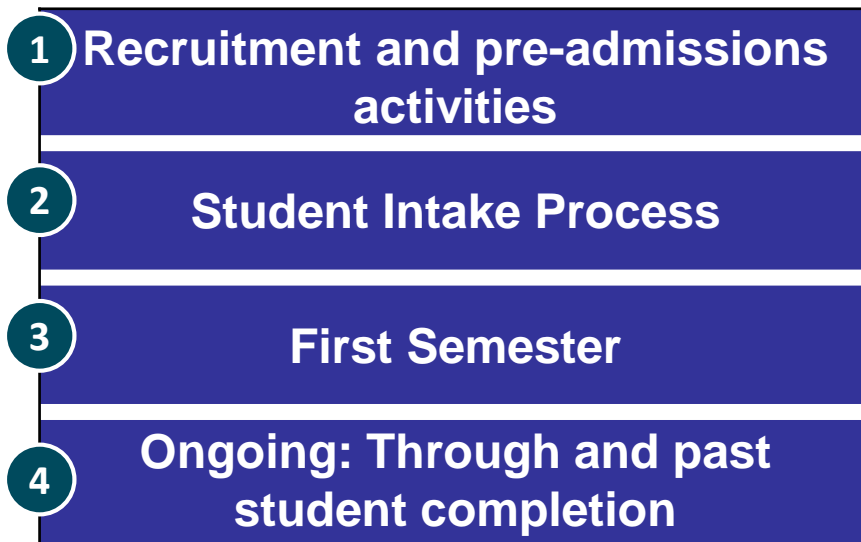
- Students can register for classes without having conducted a career assessment
- For the students who develop education plans, plans are not tethered to registration process
- NH employers look to higher education to provide skilled workforce but not enough students enroll into potentially lucrative programs, often because they were never sufficiently educated on academic options
- The university system and the community college system work with students through different processes and technological platforms for student advising, planning and career assessment

Against this backdrop, CCSNH – along with the University System – began working with Complete College America on the PurposeFirst Initiative to operationalize purpose-driven student onboarding and major choice – before, during, and after the registration process. For CCSNH, implementation began in earnest in Fall 2017...

CCSNH EMPHASIZES NEW PROCESSES AND TECHNOLOGY ACROSS STUDENT LIFECYCLE WHILE FOCUSED FOREMOST ON REGISTRATION MOMENT

With the aim of all students on relevant, individualized, semester-by-semester maps for respective programs of study, CCSNH built a broad framework for student support strategies derived from PurposeFirst

Emphasized student lifecycle stages



5 Operational support

- Meta-Major critical for structuring conversations at each stage
- Professional development, including Fall events
- Data-tracking with CCA forms foundation for intervention-tracking
- Technology enabling PurposeFirst-thinking throughout

FOR NEW HAMPSHIRE, PURPOSE FIRST STARTS IN K-12

Recruitment Activities

- CCSNH is sharing its recently launched Career Coach platform with high school counselors so students will
 - be well-informed on higher education options and offerings before registration
 - take junior- and senior-level courses strictly in alignment with prospective academic pathways.

Using focus areas to work with K-12 system

- K-12 has adopted CCSNH's seven focus areas (meta-majors)
- Targeting end of November full mapping of junior- and senior-level courses for each focus area, to tighten dual-credit and dual-enrollment programs to education options in New Hampshire.
- Using CollegeBoard information collected during SAT – mandatory in 11th grade – for info on interests to target advising



Partnership with Employers

- New Hampshire has one of the lowest unemployment rates in the country
- Employers do not have enough talent to fill needed positions
- Outreach from employers to higher education for dynamic curriculum work has been difficult

CCSNH will shortly go live with an employer-centric Web portal CCSNHWorks for navigating programs and contact information depending on skills required – a corollary to the Career Coach on the student-side to help academic supply meet business demand.

STUDENT INTAKE AND FIRST SEMESTER ACTIVITIES ARE MOST CRITICAL FOR DRIVING PURPOSE FIRST THINKING

2 Student intake process

- Today, all program maps now fit focus areas for student advisement during registration process and just-in-time industry and transfer information for informed decision at registration.
- CCSNH is implementing *EMSI Career Coach* and *EAB Navigate* with *tight integration points* to establish goal-setting technically linked to planning, and planning technically linked to registration

3 First semester – *2017 – 2018 Emphasis*

- First-year experience coursework and advising supplementation will provide space for deep career assessment, focus area exploration, and student selection of precise pathways.
- Guttman-esque, transferable “Ethnography of Work” put front-and-center.
- CCSNH-wide focus areas will be inclusive of “semesters five through eight” in pathways from local four-years, such as Plymouth State University and UNH-Durham

Co-curricular events, IUPUI-inspired conscious parallel planning, and combined career-and-academic advising emphasized throughout

WORK IN PROGRESS: PURPOSE FIRST INITIATIVE EMPHASIZES STUDENT ENGAGEMENT, INTENTIONALITY, AND DRIVE THROUGHOUT ENTIRE STUDENT LIFE CYCLE

Increase sense of Purpose

- Progressive experiential component every semester to build readiness to meet career / ongoing education goals
- Build in concert with SLO's from Plymouth State 1-credit per-semester course

Increase intentionality / momentum

- Students lend precision beyond specific program of study towards “8-semester” or “2+2” maps, inclusive of experiential components described above.
- Apprenticeship / other career-based opportunities increase.

Increase engagement

- Purpose across the curriculum: Use of social media, system-wide events, **student life activities and clubs** structured around academic focus areas and corresponding career prospects, bringing employers onto campus.
 - Intentional work-based learning affirms purpose, including in off-boarding process

PROFESSIONAL DEVELOPMENT AND PERFORMANCE MANAGEMENT ENABLING PURPOSE FIRST...

Professional development will focus on culture change

- Explicit re-training of advisement to emphasize PurposeFirst tenets
- CCSNH-wide symposium October 11 and Plymouth State University September University Days emphasize PurposeFirst tenets
- Second NH CCA on-site event for PurposeFirst for November 2 at Plymouth State

Metrics and Evidence

- PurposeFirst / CCA provides strong template for measuring success – will see results same-time next year
- Academic-focus-area-based structural changes must follow enrollment, success, movement between/per meta-major
- Control for intervention effect (courses, tech, experiential components, etc...) on CCA measures broken by academics and demography.

Bolstered by Technology



Enabling technologies for career assessments to inform academic choices



Data tools bring together disparate systems for ongoing decision support

SUMMARY – TIE PURPOSE FIRST TO EVERYTHING...

CCSNH is early in implementation but tremendously optimistic for strong data outcomes same time next year

- Emphasis from start on helping students recognize strong programs through employer engagement, soft skills components and job placement linkages (e.g., apprenticeship grant)
- Weaving more information about academic programs at the point of decision, at registration itself, is absolutely critical but not enough:
 - Moving the needle requires 100 percent breadth of coverage – all students must have career assessment of some sort prior to registration
 - This coverage must connect assessment to plans, and plans to registration itself
- Constant data for them, constant data for us: We should see changes in student intentionality, programs chosen, retention rates, and, ultimately, graduation rates, across all cohorts, and into occupational areas associated with academic pursuit. For students reflecting less intentionality – risk profile developed and PurposeFirst-related interventions iterated to accommodate phase of student lifecycle
 - Performance management of intervention must tie to KPI's that themselves tie to mission!!!



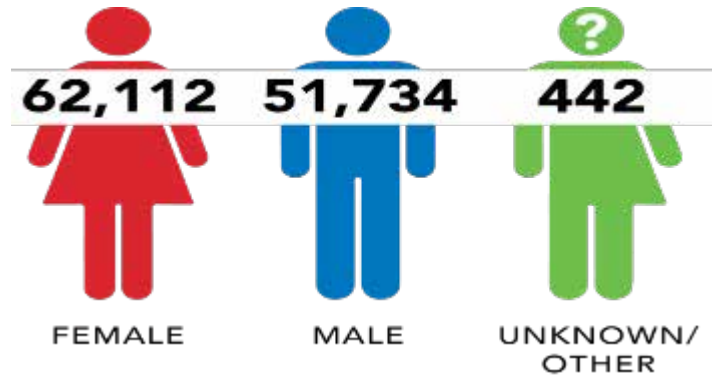
PURPOSE FIRST AT HCC

DR. BETTY FORTUNE

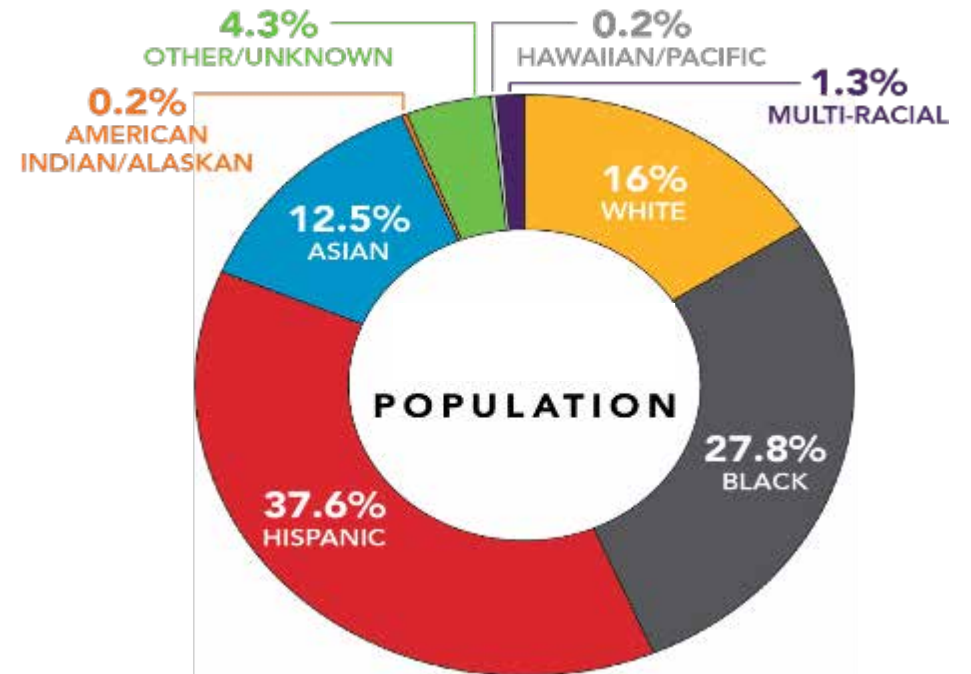
EXECUTIVE DIRECTOR , SUCCESS AND COMPLETION

BY THE NUMBERS – STUDENT DEMOGRAPHICS, 2015-2016

Gender



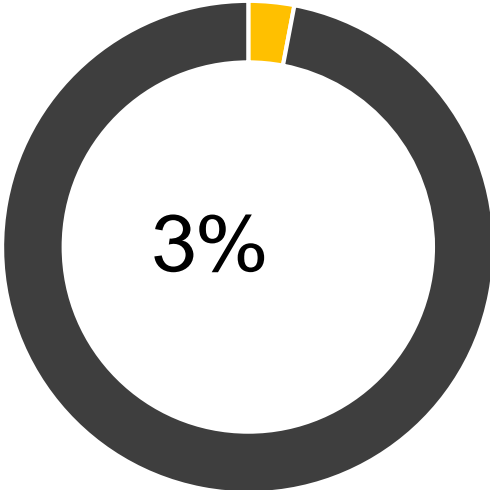
Age Group



What do the data say?

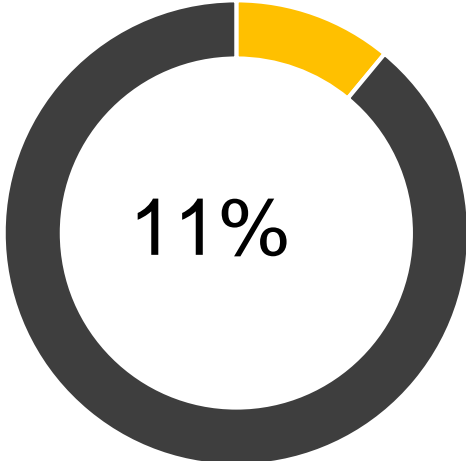
ASSOCIATES DEGREE- FTIC FULL-TIME STUDENTS

On-Time



■ Associates ■ No Degree

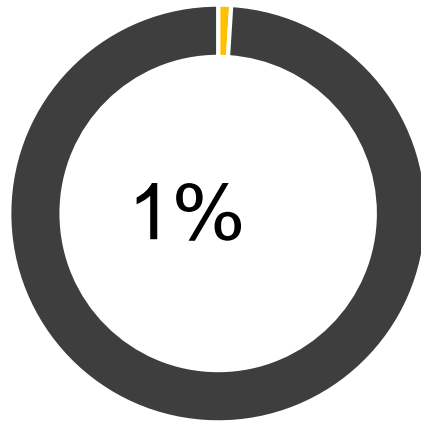
150% of Time



■ Associates ■ No Degree

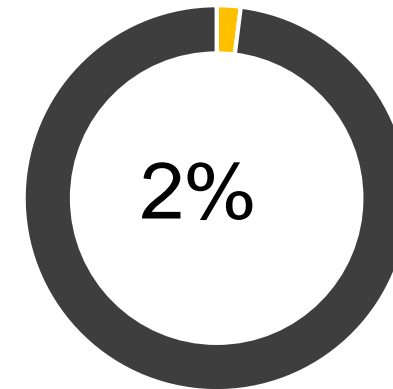
1-2 YEAR CERTIFICATE- FULL- TIME STUDENTS

On-Time



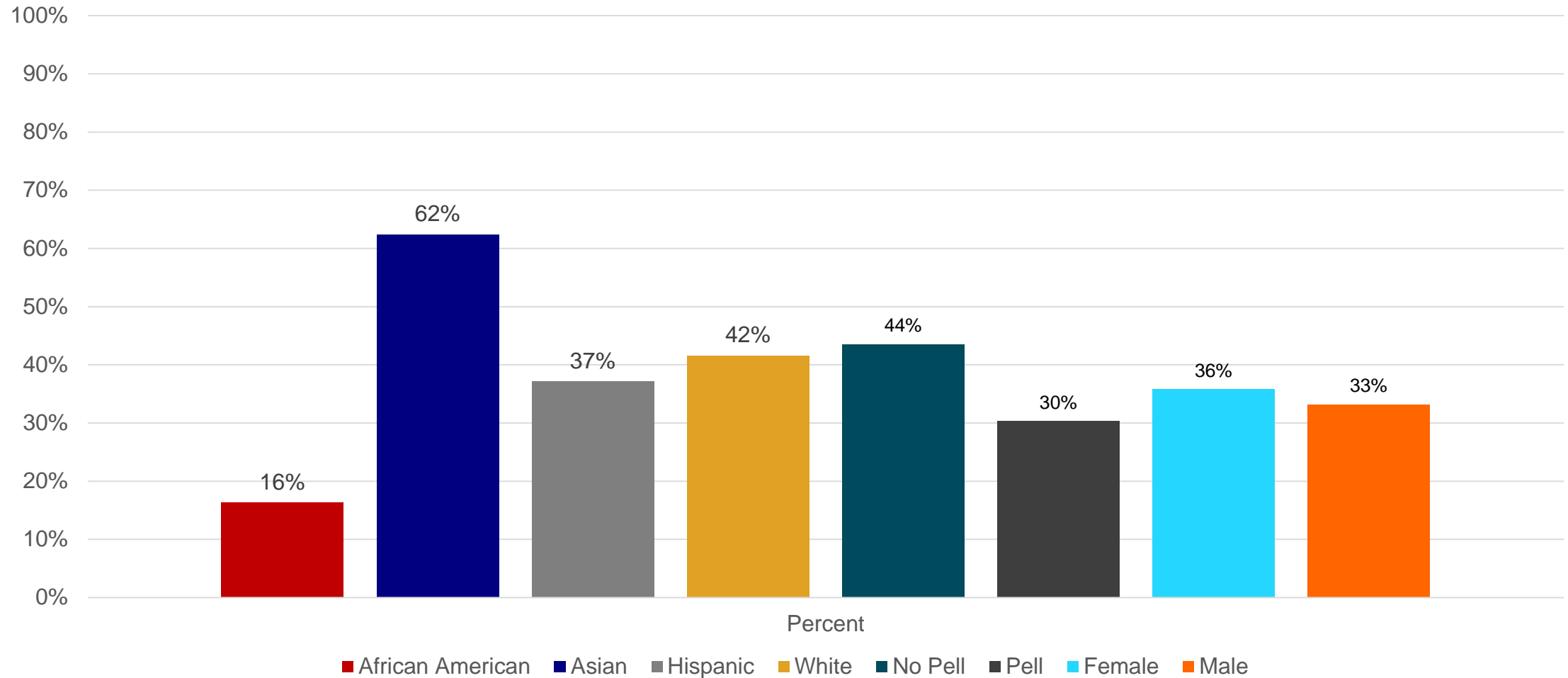
■ On Time ■ No Degree

150% of Time



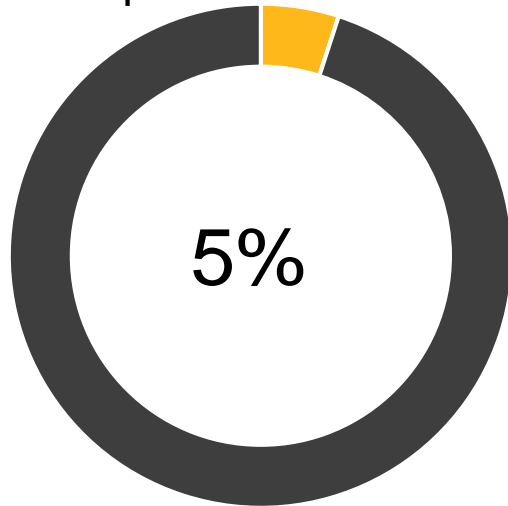
■ Associates ■ 150% of time

COMPLETED CORRESPONDING GATEWAY COURSE WITHIN 2 YEARS

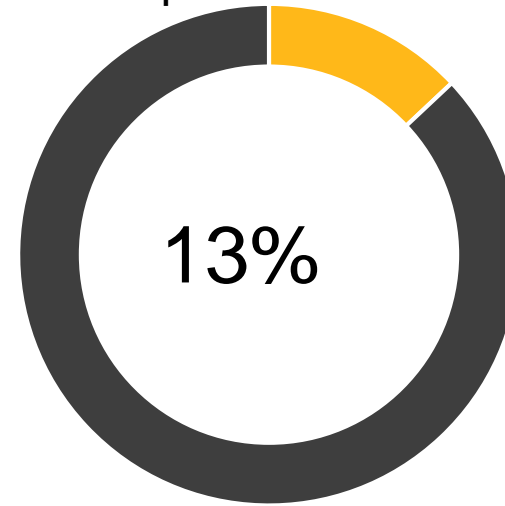


MOMENTUM – CREDITS PER YEAR OF STUDENTS WHO BEGAN FULL TIME

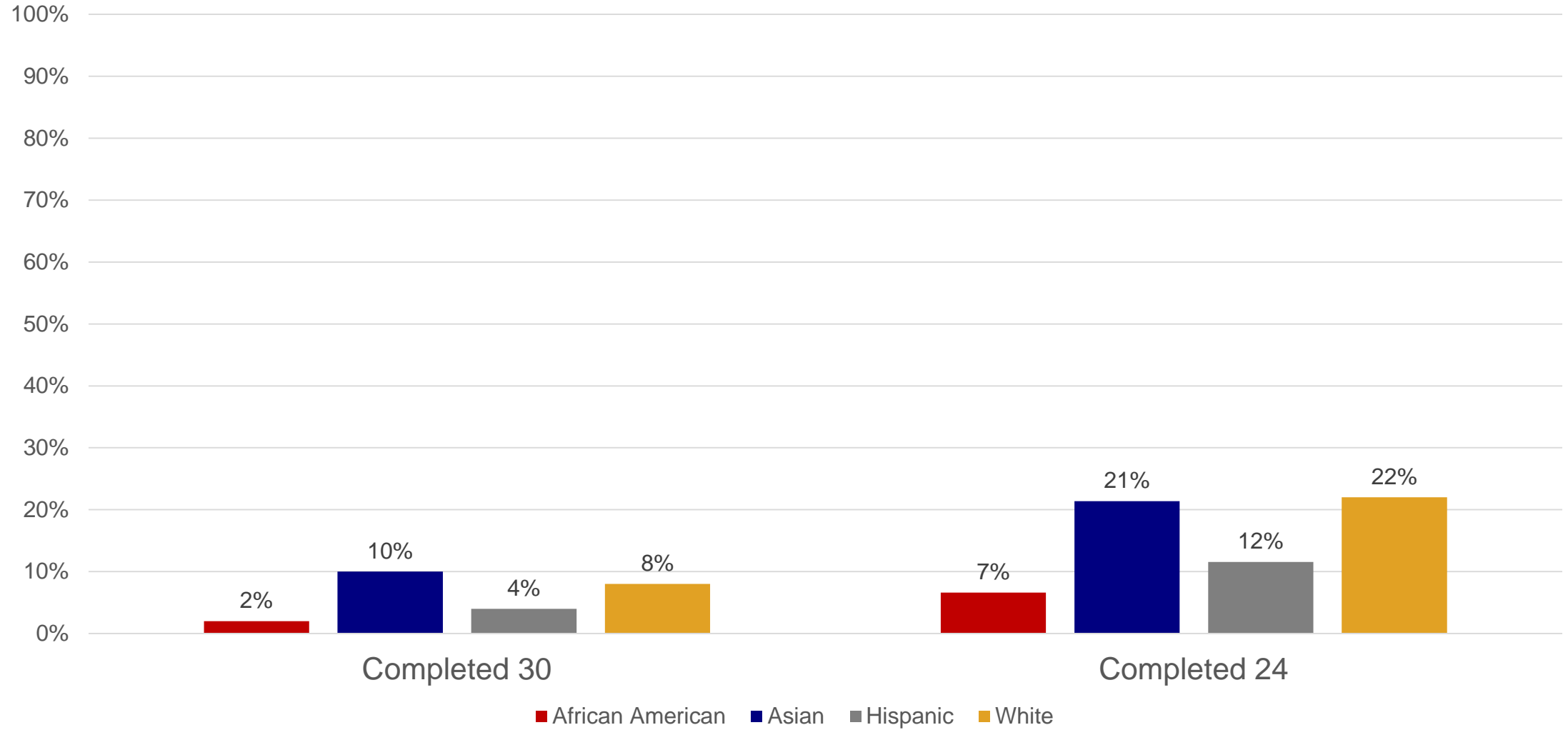
Completed 30 Credits



Completed 24 Credits



MOMENTUM



BEGINNING WITH THE END IN MIND: HOW WILL OUR PRACTICES IMPACT OUR STUDENTS' EXPERIENCE?

Milestone Goals

- Complete the onboarding process
- Select Area of Study and Major
- Register for appropriate first semester courses
- Gather information about support services available and how access them



Impacts/Outcomes

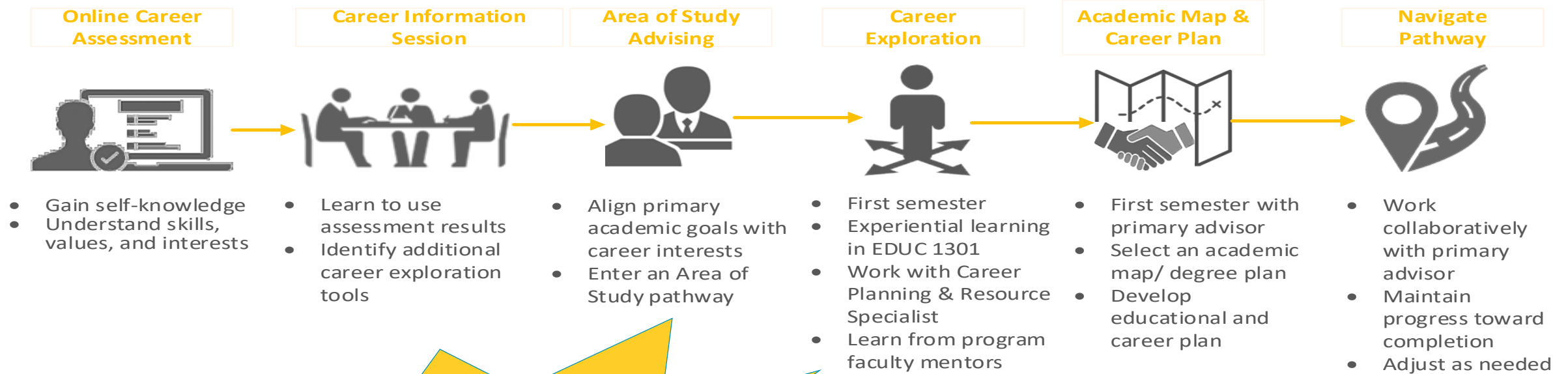
- All students are on a completion pathway by area of study
- Increased number of students earn 30 credits in year one
- Students successfully complete gateway math and English by their first year
- Required courses in program areas are available when students need them
- Students bypass excess credit accumulation
- Students persist (across term and across year) to completion of their educational goals

PATHWAYS TO THE ULTIMATE STUDENT EXPERIENCE

PULSE Framework



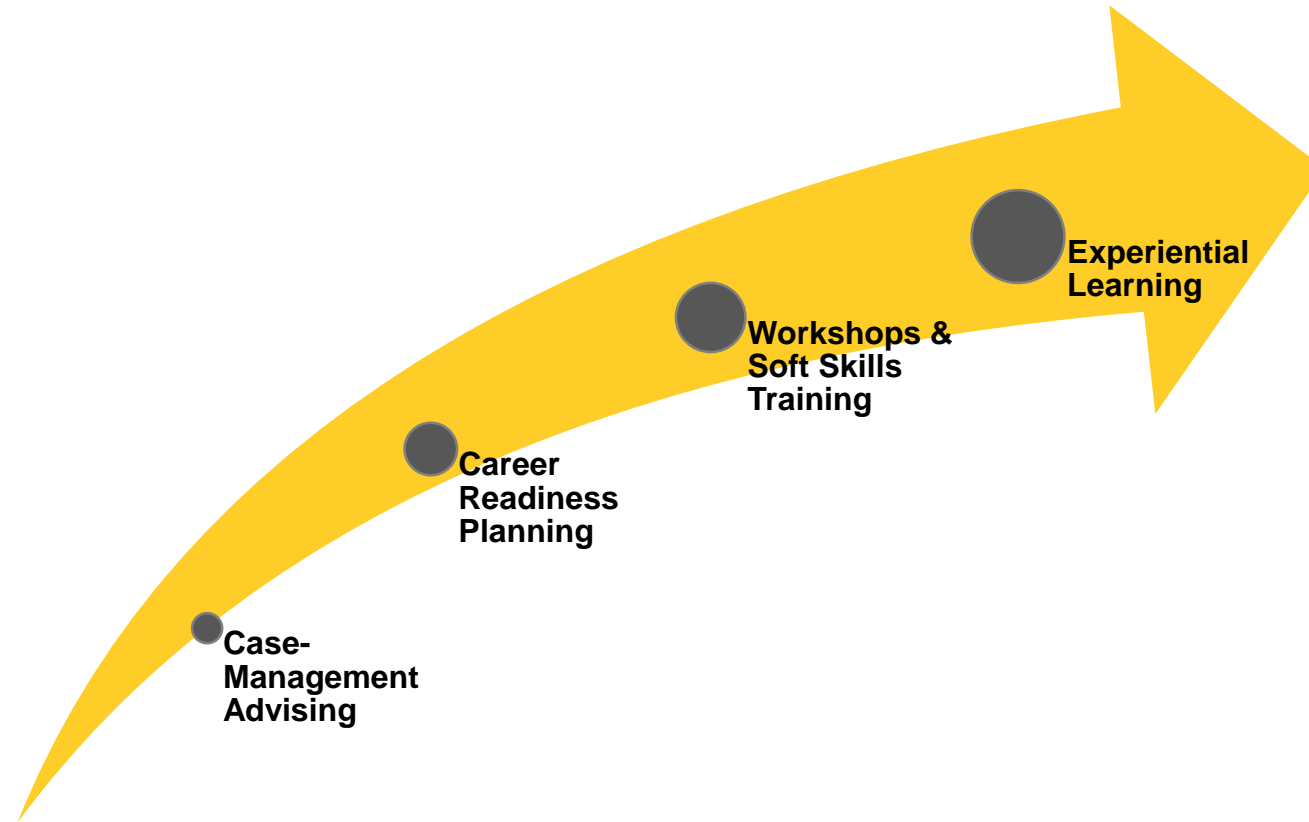
CHOOSE YOUR PATH



Active Engagement!

STAY ON COURSE

Provide students with continuous connection and support



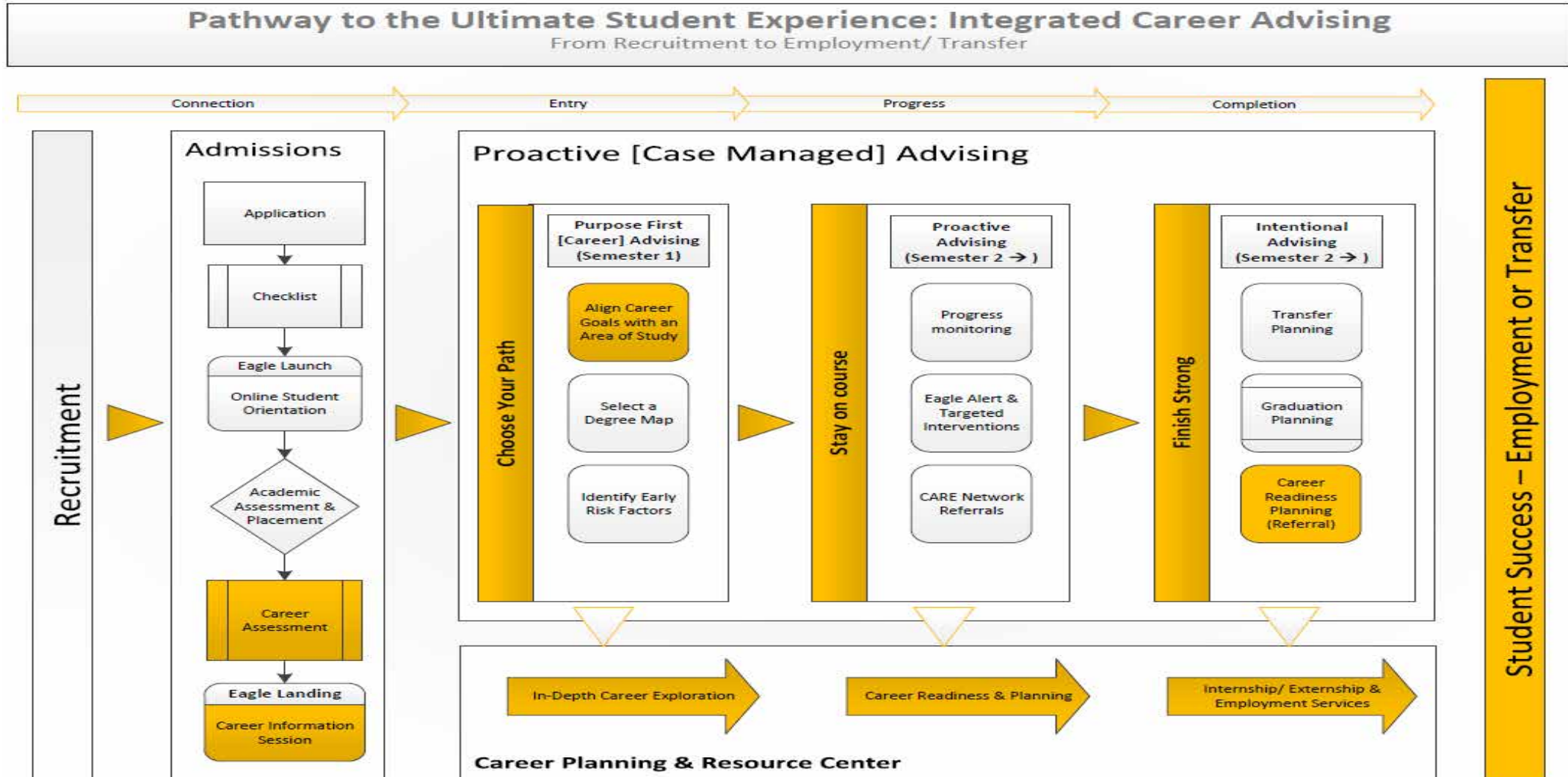
FINISH STRONG

Completion, Graduation, Transitioning



- **Work collaboratively with Career Planning & Resources to find relevant internships/ externships**
- **Guide students through the process of seeking gainful employment**
- **Assist the student in connecting with universities for transfer**

PATHWAYS: FROM CONCEPT TO PRACTICE AT HCC



CARE Team and Network: Collaborative Alliance for Responsive Engagement



NEXT STEPS

- PATHWAYS kick-off Celebration November 3, 2017
- PATHWAYS Launch (at-scaled) November, 2017
- PATHWAYS Institute 4 Spring 2018
- Debriefing June 2018
- 1st year Assessment Completed June 2019