Hardwiring Student Success at Middlesex Community College

November 2017
Start with best practices research

> Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
> At the core of all we do
> Peer-tested best practices research
> Answers to the most pressing issues

Then hardwire those insights into your organization using our technology & services

**Enrollment Management**

Our Royall & Company division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

**Student Success**

Members, including four- and two-year institutions, use the Student Success Collaborative™ combination of analytics, interaction and workflow technology, and consulting to support, retain and graduate more students.

**Growth and Academic Operations**

Our Academic Performance Solutions group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

1,100+
College and university members

10,000
Research interviews per year

250M+
Course records in our student success analytic models

1.2B
Student interactions
State of EAB Today

Growing Our Service to Higher Education

Serving 1300+ Leaders at 1000+ Institutions Across North America

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<th>IT Forum</th>
<th>Academic Affairs Forum</th>
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<td>Facilities Forum</td>
<td>Business Affairs Forum</td>
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<td>Enrollment Management Forum</td>
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Today’s Community College Executive Forum
New Resources and Expanding Reach

- 145 Member Colleges
- 25+ Best-Practice Initiatives
- 15+ Researchers with Laser Focus on Community College Strategic Challenges

Performance Technologies

Student Success Collaborative

- Spend Collaborative
- Campus Collaborative
- Navigate Collaborative
- Guide Collaborative

Source: EAB Interviews and Analysis.

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1. Why the Student Success Collaborative?

2. Defining the Problem

3. Navigate Demonstration

4. Next Steps at MCC
Feels Like the Stakes Have Never Been Higher

Intense Pressure to Improve Coming From All Sides

**External Pressures**
- Lack of Insight Value of Higher Education
- Increased Oversight from Governments

**Internal Pressures**
- Public Scrutiny Over Job Placement Outcomes
- Concern for the Achievement Gap
- Moral Imperative to Fulfill Our Promise

**A Public Crisis of Confidence**

**3.8 Years**
Average time to associates degree for full-time community college students

**50+%**
Loss of student enrollment from application to first day of classes

**9.2%**
Decrease in state funding per student, 2007 - 2012

Sources: Complete College America, EAB Research and Insights,
Not Just a Cyclical Trend

Community Colleges Losing Market Share Irrespective of Economy

Share of Total Enrollments in Decline Since 2002


Yesterday’s Landscape
Market share hovered between 40–44%, running countercyclical to economic trends

Today’s Landscape
Market share falling in response to competition from for-profits and market-driven non-profits

Many Approaches Falling Short

Graduate Rates Stagnate Despite Investments in Completion

Community College Graduation Rates Against Millions Spent

 Tested Interventions Still Not Moving the Dial

- **Too late to make a difference for students after financial aid has been spent**
- **Not designed with the end user in mind, so staff remain the primary beneficiary**
- **Not flexible enough for all students to benefit when work schedules or life priorities interfere**
- **Not able to keep pace with growing risk profile of student body**

Source: National Student Clearinghouse, Signature Report 2014; EAB Interviews and Analysis.
1. Why the Student Success Collaborative?

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Student Onboarding Akin to “Chutes & Ladders”

Enrollment Pain Points Audit Reveals Complex Web of Services Before Day 1

Learning By Doing
Our Experiences Applying to Community College

65+
Two-year colleges visited and observed between 2013-2015

20
States visited across the country, both rural and urban

600
Hours of observation for secret shopping, student interviews

1. Off-Track Onboarding
50%+
CC applicants lost before Day 1 of class

2. Poor Academic Planning
2.5x
Odds of attrition without academic plan

3. Wrong-Fit Schedule
1 in 6
First term drop out due to scheduling conflicts

4. Lack of Personalized Guidance
38%
Students reporting advising needs met

n=156 two-year colleges reporting application data.

Students Fall Through the Cracks of a Complex Onboarding Process

Primary Obstacles Impeding New Students

*Lessons from Adopting the Student Perspective*

- **Unexplained Delays**: slow movement from step to step
- **Generic Information**: given to students with diverse needs
- **Confusing Terminology**: makes intake even more intimidating
- **Countless Transfers**: between departments to answer inquiries

Students Spending Too Much Time (and Money) to Finish

**Year 5 Outcomes by Start of Progress Towards Credential**

(% Completed Program or Transferred)

*n = 11,328 Students*

- Taking Relevant Classes in Year One: 53%
- Taking Relevant Classes in Year Two: 37%
- Taking Relevant Classes in Year Three: 21%

**Credits Earned at Completion**

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Expected Credits</th>
<th>Actual Credits</th>
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<tbody>
<tr>
<td>AA/AAS</td>
<td>60</td>
<td>79</td>
</tr>
<tr>
<td>Cert.</td>
<td>30</td>
<td>64</td>
</tr>
</tbody>
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**Average Time to Associates Degree**

- **Expected**:
  - 2.0 years (full-time)
  - 3.8 years (full-time)
  - 5.0 years (part-time)
- **Actual**:
  - 3.8 years (full-time)
  - 5.0 years (part-time)

Sources: Complete College America, EAB Interviews
New Students Enter College Exhibiting Historically Risky Profiles

Snapshot of Community College Students¹

- **First-Generation**
  - 36%
  - First in their families to attend college

- **Low-Income**
  - 72%
  - Apply for financial aid to cover college expenses

- **Family Duties**
  - 33%
  - Care for family dependents at least one hour per week

- **Employed**
  - 74%
  - Work at least part-time while taking college classes

- **At-Risk Student**
  - Not taking correct classes
  - “I’m not smart enough”

- **Hard to schedule classes and work**
  - “I’ll work more hours”

- **Overwhelmed**
  - “My family needs me”

**Unclear Path to Outcome**

Students Are Navigating Disconnected Services

Even the Best Efforts Siloed by Technology and Limited by Lack of Data

Orientation -> Student Services on Campus -> Graduation

- Tutoring
- Financial Aid
- Advising
- Faculty Engagement
- Career Counseling
- Student Affairs

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Advisors Are Asked to Do *Even More*

Progressive Offices Extending Their Efforts to Become More Strategic

**Traditional Advising**
- Course Planning
- Major Guidance

**Extended Responsibilities**
- Study/Skills Coaching
- Early Alert Response
- Co-curricular Engagement
- First-Year Orientation
- Transfer Onboarding
- Holistic Advising

**Emerging Trends**
- First-Year Seminars
- Financial Aid Advising
- Career Counseling
- Personal Coaching

**Past**
Growing Portfolio of Advisors Responsibilities but Critical to Student Success

**Future**
Driving Results from Application to Attainment

Four Pillars of the Student Success Collaborative - Navigate

- **Guided Onboarding**: Enable informed program choice and connect students with right resources. Prevent Early Enrollment Leakage

- **Customized Academic Plan**: Enable intelligently designed degree plans updated term over term. Reduce Non-Productive Credits

- **Best-Fit Student Schedule**: Create a schedule that accounts for obligations, allowing balance in priorities. Reduce Attrition from Life Factors

- **Personalized Guidance at Scale**: Direct resources before difficulties arise, encouraging service usage. Increase Student Persistence
Your SSC Support Team

Contact Us

Introducing Your SSC Navigate & Campus Team

Consulting Team
- Primary contact for the Student Success Collaborative Navigate implementation
- Leads change management and platform configuration work
- Supports product launch and utilization goals

Technical Team
- Executes the implementation process in conjunction with your technical team
- Provides technical implementation guidance and ensures receipt of data extracts
- Maps data files, builds and validates your sites
- Supports product launch and user access

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