Beginning with the End in Mind: Starting College with a Focus on Career Success

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@CompleteCollege  
@DrElston  
#PurposeFirst
Working with states to significantly increase the number of Americans with quality career certificates or college degrees and to close attainment gaps for traditionally underrepresented populations.

www.completecollege.org
Our Approach

Work with states, systems and consortia to implement evidence-based strategies at scale to see double-digit gains in outcomes.
50 of 580+
public four-year institutions
On-Time Graduation Rates (Full-Time Students)

2-Year Associate
5% ON TIME

4-Year Bachelor's (non-flagship)
19% ON TIME

4-Year Bachelor's (flagship/very high research)
36% ON TIME

Four-Year Myth
150% Graduation Rates
(Full-Time Students)

2-Year Associate
13%
IN 3 YEARS

4-Year Bachelor’s (non-flagship)
43%
IN 6 YEARS

4-Year Bachelor’s (flagship/very high research)
68%
IN 6 YEARS
200% Graduation Rate
(Part-Time Students)

7% IN 4 YEARS

15 to Finish National Report, CCA
Time to Degree
(Full-Time Students)

2-Year Associate
3.6

4-Year Bachelor’s (non-flagship)
4.9

4-Year Bachelor’s (flagship/very high research)
4.4
Excess Credits
(Full-Time Students)

2-Year Associate
60 Credits Standard
80.9

4-Year Bachelor's (non-flagship)
120 Credits Standard
133.5

4-Year Bachelor's (flagship/very high research)
120 Credits Standard
134.6

Four-Year Myth
Estimated Bachelor's Degree Attainment by Income Quartile by Age 24

- **Bottom**: 10.7%
- **Second**: 15%
- **Third**: 33.9%
- **Top**: 79.1%
<table>
<thead>
<tr>
<th>Tuition and Loan Costs</th>
<th>One Extra Year, Public College</th>
<th>One Extra Year, Private College</th>
<th>Two Extra Years, Public College</th>
<th>Two Extra Years, Private College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portion of tuition paid out of pocket</td>
<td>$12,557</td>
<td>$18,992</td>
<td>$25,375</td>
<td>$38,115</td>
</tr>
<tr>
<td>Cost of a loan, with interest, over 10 years</td>
<td>$6,040</td>
<td>$7,823</td>
<td>$12,080</td>
<td>$15,645</td>
</tr>
<tr>
<td>Total cost</td>
<td>$18,598</td>
<td>$26,815</td>
<td>$37,456</td>
<td>$53,760</td>
</tr>
</tbody>
</table>
Retirement savings forgone

- By graduating in 6 years
- By graduating in 5 years
<table>
<thead>
<tr>
<th></th>
<th>One Extra Year, Public College</th>
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<th>Two Extra Years, Public College</th>
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<td>$18,598</td>
<td>$26,815</td>
<td>$37,456</td>
<td>$53,760</td>
</tr>
<tr>
<td>Opportunity costs</td>
<td>$128,429</td>
<td>$128,429</td>
<td>$245,253</td>
<td>$245,253</td>
</tr>
<tr>
<td>Total cost for not graduating in four years</td>
<td>$147,026</td>
<td>$155,244</td>
<td>$282,691</td>
<td>$298,995</td>
</tr>
</tbody>
</table>
The BIG Issues

- Uniformed major decisions
- Taking too much time
- Inability to access required courses
- Difficulty with registration
- Excess credits
- Not enough guardrails to prevent poor choices
- Spending too much money
- Not graduating
MATH PATHWAYS

COREQUISITE REMEDIATION

15 TO FINISH

GUIDED PATHWAYS TO SUCCESS

STRUCTURED SCHEDULES
Behavioral Economics: Default

Organ Donation Rates

Austria (OPT-OUT) 99%
Germany (OPT-IN) 12%
p = mv
GAME CHANGER

GPS: Direct

#GPSDirect
Too Many Choices and Too Little Guidance

- Most colleges have more than 100 majors and hundreds of courses.
- Most students are unaware of their career options.
- 45% of students haven’t seen a counselor by the third week of class.
GPS: Essential Components

1. Purpose First: Informed Choice & Meta-Majors
2. Academic Maps w/ Critical Path Courses & Aligned Math
3. Default “One-Click” Registration
4. Proactive Advising
Optimal Complete College Sequence

**ESTABLISH THE CONDITIONS** to catalyze change

- Determine Core Values
- Form a Diverse Team
- Set Attainment and Equity Goals
- Collect and Disaggregate Metrics
- Align Funding to These Outcomes

**RESTRUCTURE SYSTEMS** to improve outcomes and narrow gaps

- ADVISORS
  - Launch 15 to Finish
  - Create MOMENTUM Degree Maps (GPS)
  - Deploy Purpose First (GPS)
  - Begin Proactive Advising (GPS)
- FACULTY
  - Develop Math Pathways
  - Design Corequisite Support

**DEPLOY TARGETED INTERVENTIONS** to permanently close gaps

- Monitor Impact of Game Changer
  - Scaling to Drive Continuous Improvement
- Scale A Better Deal
In the first year of enrollment students who... are far more likely to graduate.

- Earn 30 Credits in First Year
- Complete Math and English Gateway Courses
- Enter a Program of Study
- Complete 9 Program Credits
# Default Degree Maps

## First-Year Core

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Term 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>**English 101</td>
<td>English 101+**</td>
</tr>
<tr>
<td>**Pre-calc 101</td>
<td>Pre-calc 101+**</td>
</tr>
<tr>
<td>Biology, Chemistry, or Physics Core w/lab</td>
<td>4</td>
</tr>
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<td>4</td>
</tr>
<tr>
<td>Student Success Seminar</td>
<td>1</td>
</tr>
<tr>
<td><strong>Credits 15</strong></td>
<td><strong>Credits 15</strong></td>
</tr>
</tbody>
</table>

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*Flag icon*: Milestone course required in this term

*Chain icon*: Gateway course with corequisite support
Why GPS?

1 counselor : 400 students
ADVISING IS TEACHING
GPS: Essential Components

1. Purpose First: Informed Choice & Meta-Majors
2. Academic Maps w/ Critical Path Courses & Aligned Math
3. Default “One-Click” Registration
4. Proactive Advising
36% would choose a different major
How Are Students Choosing Majors?
Questions for a Potential Nursing Student

- Are you prepared for Chemistry 101?
- Do you like working with people?

“Real-Life Questions”

- How do you feel about working with BLOOD and BEDPANS?
Assist students in identifying a sense of career purpose prior to making their “BIG” major decision
What Most Students Experience Now

**Placement Exam**
- **Before**: Career Interest Assessment (maybe)
- **At Enrollment**: Not Much At All
- **During College**: Not Much At All
- **Last Semester**: Resume & Job Search Help (Panic)

...a disconnected set of tools and services
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.

...a coherent system of tools and practices
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
Demonstration Project Objectives

1. Integrate career assessment and counseling

2. Provide real-time, labor market information

3. Return-on-investment (ROI) data into predictive analytics-supported advising
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

<table>
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<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students enrolled in a major or meta major within 1 year</td>
<td></td>
</tr>
<tr>
<td>Number of students who complete 30+ credits within 1 year</td>
<td></td>
</tr>
<tr>
<td>Number of students with at least 9 credits associated with program of study after 1 Year</td>
<td></td>
</tr>
<tr>
<td>Number of students who change their major after the end of the 1st year</td>
<td></td>
</tr>
<tr>
<td>GPA or Level of Academic Standing by meta major in the first year</td>
<td></td>
</tr>
</tbody>
</table>

**Broken out by:**
- race/ethnicity,
- age,
- gender,
- pell status,
- remedial status
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
Intended Outcomes

- Develop a Shared Best Practices Guide for Putting Purpose First that showcases how to:
  - Integrate labor market data into the pre-enrollment/enrollment process for students
  - Align Advisement, Career Planning and Enrollment practices in an integrated approach
  - Utilize technology solutions to support the staff and student success
- Results related to students staying on Path to their Purpose
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.
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 to 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.

- Ingest 5+ years of historical student data
- Mine data for predictive factors that impact your students’ success
- Train custom algorithms to predict each student’s risk
- EAB Consultant works with you to define appropriate risk classifications
- Display a range of predictive outputs in Navigate to inform support strategy
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.

Available Programs

Selected Region
THE CCA WAY
The Game Changers and Scaling Standards

Corequisite Remediation
Math Pathways
GPS Direct Purpose First
A Better Deal
The Alliance 15 to Finish

HIGHLY-STRUCTURED IMPLEMENTATION DESIGN

EQUITY: RACE, INCOME, AGE

METRICS AND EVIDENCE

POLICY

COMMUNICATIONS
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