# Unifying Faculty And Student Affairs For Improved Student Outcomes

EAB & The League for Innovation

# Meet Your Presenters

## Cynthia Wilson, Ed.D.
*Vice President for Learning & Chief Impact Officer*

The League For Innovation in the Community College

## Tara Zirkel, Ed.D.
Director, Strategic Research

EAB

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# League for Innovation in the Community College



## Cultivating Innovation in Community Colleges

- Leadership & Organizational Development

- Learning & Teaching

- Student Services

- Workforce Preparation & Development

www.league.org

# EAB

# Education's Trusted Partner to Help Schools and Students Thrive

## Your Imperatives Determine Ours

**INSTITUTIONAL STRATEGY**

### Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

**MARKETING AND ENROLLMENT**

### Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

**STUDENT SUCCESS**

### Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

**DIVERSITY, EQUITY, AND INCLUSION**

### Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

**DATA AND ANALYTICS**

### Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with 2,500+ institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

K12 • Community Colleges • Four-Year Colleges and Universities • Graduate, Professional, and Adult Programs • Employers

**eab.com**

# AGENDA

1 – Faculty Impact on Student Success

2 – Building Stronger Cross College Relationships: Pueblo Community College

3 – Six Roles For Faculty In Student Success

# Faculty Impact on Student Success

# Poll: Reflecting On Our Experiences

## How many did you have?

### The "Big Six" High Impact Experiences

1. Had at least one professor who made them excited about learning

2. Had professors who cared about them as a person

3. Had a mentor who encouraged them to pursue their goals and dreams

4. Worked on a project that took a semester or more to complete

5. Had an internship or job that allowed them to apply what they were learning in the classroom

6. Was extremely active in extracurricular activities and organizations

# What Matters in College

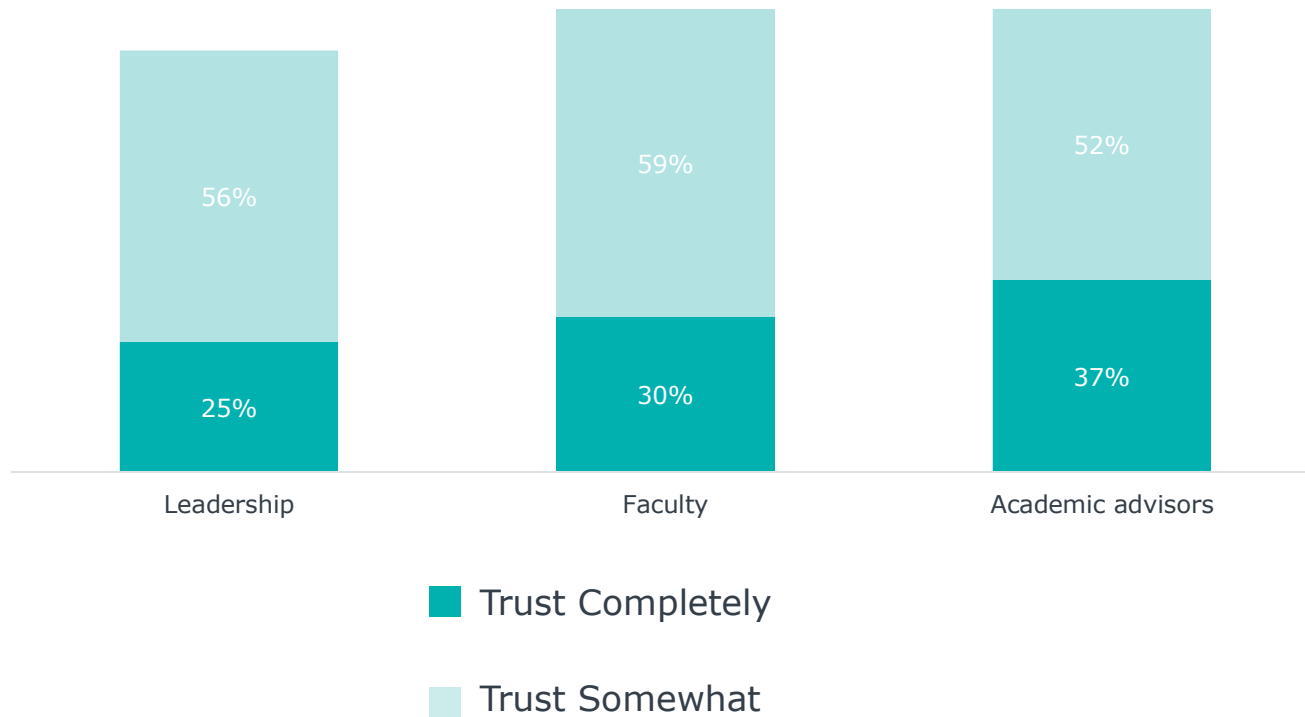## Experiences in College that Contribute Most to Long-Term Engagement

| "Big Six" Experience | Odds of being engaged at work if graduates had this experience | Strongly agree they had this experience |
|---|---|---|
| Had at least one professor who made them excited about learning | **2.0x** higher | **63%** |
| Had professors who cared about them as a person | **1.9x** higher | **27%** |
| Had a mentor who encouraged them to pursue their goals and dreams | **2.2x** higher | **22%** |
| Worked on a project that took a semester or more to complete | **1.8x** higher | **32%** |
| Had an internship or job that allowed them to apply what they were learning in the classroom | **2.0x** higher | **29%** |
| Was extremely active in extracurricular activities and organizations | **1.8x** higher | **20%** |

Source: https://news.gallup.com/poll/182306/big-six-college-experiences-linked-life-preparedness.aspx; EAB interviews and analysis.

▶ **Faculty and academic advisors** are the most trusted campus personnel



Leadership: Trust Completely 25%, Trust Somewhat 56%
Faculty: Trust Completely 30%, Trust Somewhat 59%
Academic advisors: Trust Completely 37%, Trust Somewhat 52%

■ Trust Completely

■ Trust Somewhat

# Discussion Poll
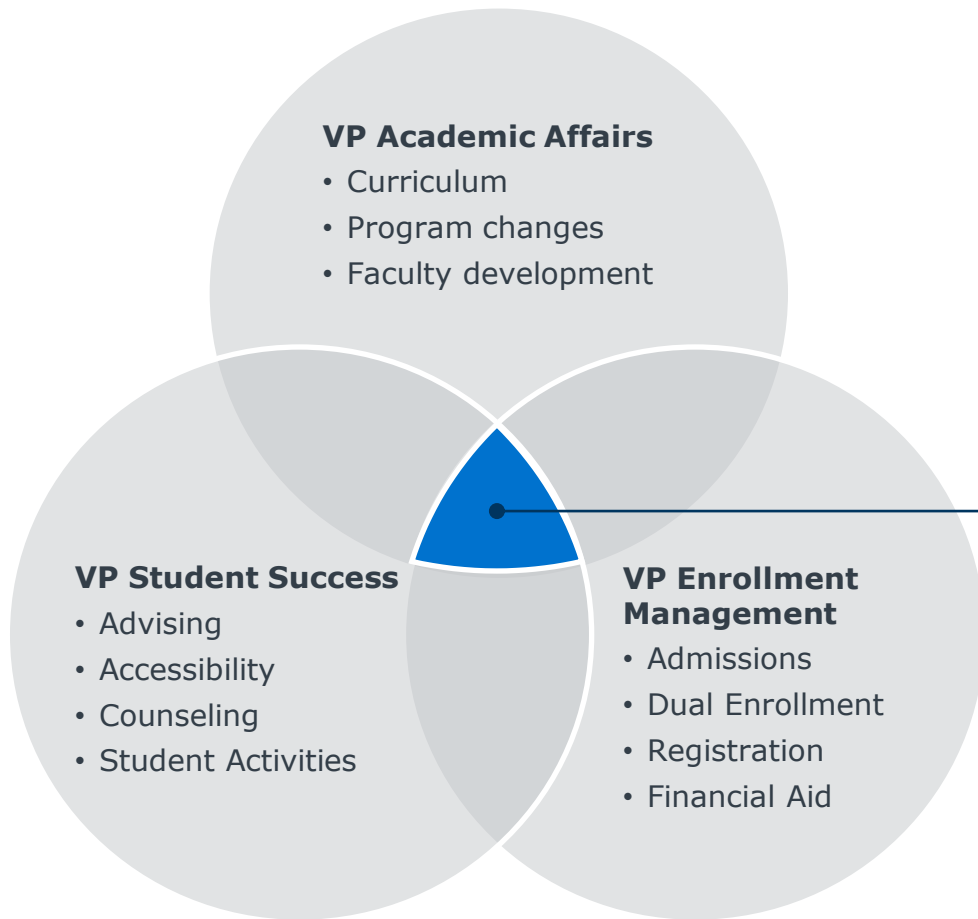
What blocks faculty and student affairs collaboration at your community college?

**Creating a Coordinated Care Model**

## VP Academic Affairs
- Curriculum
- Program changes
- Faculty development

## VP Student Success
- Advising
- Accessibility
- Counseling
- Student Activities

## VP Enrollment Management
- Admissions
- Dual Enrollment
- Registration
- Financial Aid

## Overlapping Responsibilities

Early Alerts

Orientation

Basic Needs

Career Guidance

Well Being & Belongingness

Communication & Nudges

Innovation

### Open Communication

- Create intentional spaces and times for direct communication
- Solicit input from all stakeholders
- Project and goal transparency

### Empathy & Shared Goals

- Learn about the roles and responsibilities of colleagues
- Focus attention on shared goals to create unity

### Cross Functional Teams

- Build deliberate teams with varied expertise and skills that span across faculty, student affairs, and other work units
- Break down silos, even if it's uncomfortable

### Feedback & Evaluation

- Celebrate the wins as a college community
- Acknowledge and appreciate people who go above and beyond
- Give cross functional feedback frequently

# Case Study: Pueblo Community College

Growing enrollment by boosting morale

**SECTION** 2

Missed enrollment predictions and team fatigue

**Challenge**
In August 2022, Fall enrollment **was down 10%**, even though initial projections anticipated flat enrollment.

**Solution**
Prioritizing build stronger **relationships** between faculty and advising, leveraging targeted **communications** campaigns, and creating space to **celebrate** enrollment wins.

**Impact**
Fall enrollment **grew to +8%** in a matter of weeks, and faculty and advisor relationships were strengthened.

**Success Coaches are a student's central point of contact. They are "part one" of our two-part advising model.**

**Foster Campus Partnerships**
Coaches partner with faculty in our Success Coach Advisory Group

**Care Coordination**
Provide "warm handoff" between student and other campus units

**Proactive Outreach**
Run Navigate reports to look at student and cohort data and conduct interventions

**Scheduling Made Easy**
Connect faculty calendars with so staff can easily check availability and set appointments for student based on faculty preferences

**Academic Advising**
Major and course selection, transfer and career planning

## Three Strategies to Enhance Faculty Buy-In

**Faculty are "part two" of our advising model. Buy-in and proof of value are essential.**

**Peer-to-Peer Connection**

Team up with Success Coaches to create seamless advising and open communication

**Proactive Outreach**

Leverage Navigate to track outreach, run appointment campaigns, and update calendar availability
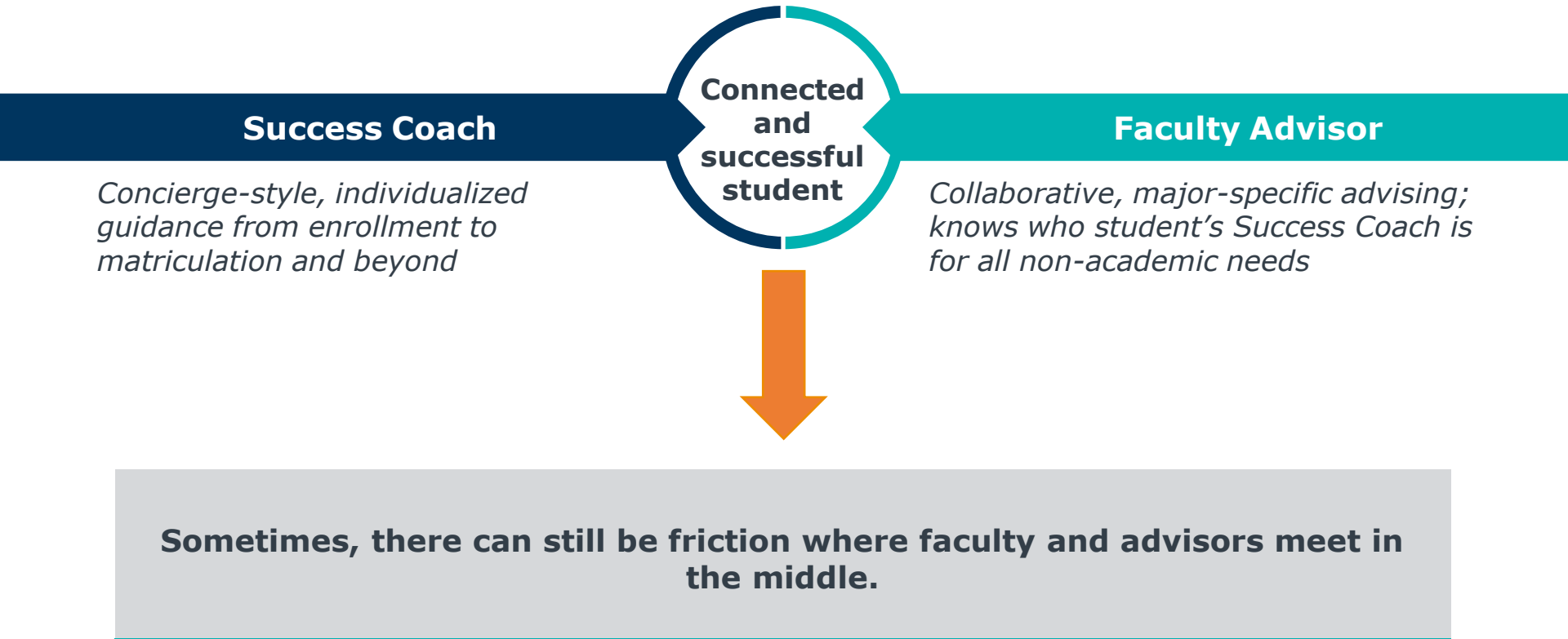
**Academic Plans**

Use Navigate to create academic plan templates for students ahead of Success Coach appointments

## Two-Part Advising Model Empowers Staff, Faculty and Students

**Connected and successful student**

**Success Coach**

*Concierge-style, individualized guidance from enrollment to matriculation and beyond*

**Faculty Advisor**

*Collaborative, major-specific advising; knows who student's Success Coach is for all non-academic needs*

**Sometimes, there can still be friction where faculty and advisors meet in the middle.**

Communication, Boosting Morale, and Technology

### Creating Stronger Relationships & Trust

- Advisors and faculty worked in smaller groups to build stronger personal connections
- Abandoned a "one size fits all" model of Navigate adoption
- Emphasis on learning about what other team members do in their day-to-day jobs. This gives a more holistic view of how their efforts weave together.

### Leveraging Navigate Communication Campaigns

- Encouraged the use of targeted communications campaigns that nudged students into the appropriate enrollment steps
- Empowered people to experiment with campaigns within their comfort level

### Celebrating & Learning From Wins

- Giving the ability for team members to send public kudos
- Sharing best practices and "a-ha" moments
- Sharing data that reflects the output of their efforts

Improved relationships to create the foundation for partnership and problem solving outside of "structured" times

Built greater literacy and empathy around the roles and responsibilities of other team members

Abandoned large scale meetings for more intimate sessions where faculty & advisors could have deeper conversations

**Working in Small Groups**

**A Day in the Life**

**Organic Collaboration**

# A Day in Your Life

What are **five things** that you wish your colleagues **understood** about your role and day to day **responsibilities**?

# Getting ~~All~~ Most Hands on Deck

**1:1 and small group Navigate trainings**

Creates the ability for all levels of tech savviness to learn how to setup campaigns in Navigate that have clear calls to action and personalization.

**Moving at a comfortable pace**

Success coaches helped more faculty learn how to send campaigns, but at a manageable speed so the tech curious would be more likely to give it a try.

**Progress is better than perfection**

Maximizing impact by not expecting 100% participation and leaning into people who were the most interested in learning something new.

Pueblo Community College

# Impact in Brief

## +8%

**In total enrollment in September 2022**

## +18%

**Net gain from a low point of −10% in August 2022**

# Collaboration Drastically Increase Advising Appointments

**Appointments made through a Navigate campaign**

## 4.4x
increase in advising appointments

616

139

8/1/21 to 8/20/21          8/1/22 to 8/20/22

**Appointments made through Navigate**

## 2.4x
increase in advising appointments

1284

542

8/1/21 to 8/20/21          8/1/22 to 8/20/22

Note: Excluding cancelations and no-shows

# Discussion Poll

When was the last time you received a written kudos from someone that wasn't in your department?

> "

*Heather, Mike, Chase, Trio, advisors, coaches, Richie and his team, financial aid folks, cashier's office personnel, academic departments and their admin. assistants,*

*HUGE kudos to those folks and everyone else who've worked so tirelessly to close this enrollment gap. I know there were others, so apologies if I left you off the list. The work done all summer has been outstanding, but you all outdid yourself in the last several days. So many creative ways to recapture students by thinking outside the box! Keep up the great work!*
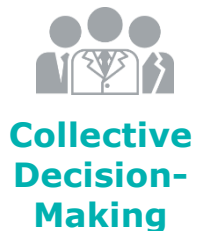
\- Rich Keilholtz & Faculty Council

# Six Roles For Faculty In Student Success

SECTION

**3**

# Six Roles for Faculty in Student Success

**Collective Decision-Making**

**1** **Remove Curricular Barriers to Completion**

*Considering student success in each stage of curricular decision-making*

**2** **Redesign Academic Policies**

*Garnering support for student-facing rule changes that promote persistence to degree*

**3** **Support Evolving Advising Models**

*Building buy-in for, confidence in, and collaboration with central and professional advising staff*

**Individual Contribution**

**4** **Enhance the Learning Experience**

*Evaluating and scaling high-impact learning innovations across courses and disciplines*

**5** **Flag Signs of Student Risk**

*Equipping faculty with the right tools and techniques to maximize early warning systems*

**6** **Mentor Rising-Risk Student Groups**

*Targeting faculty engagement efforts toward students lacking a strong connection to campus*

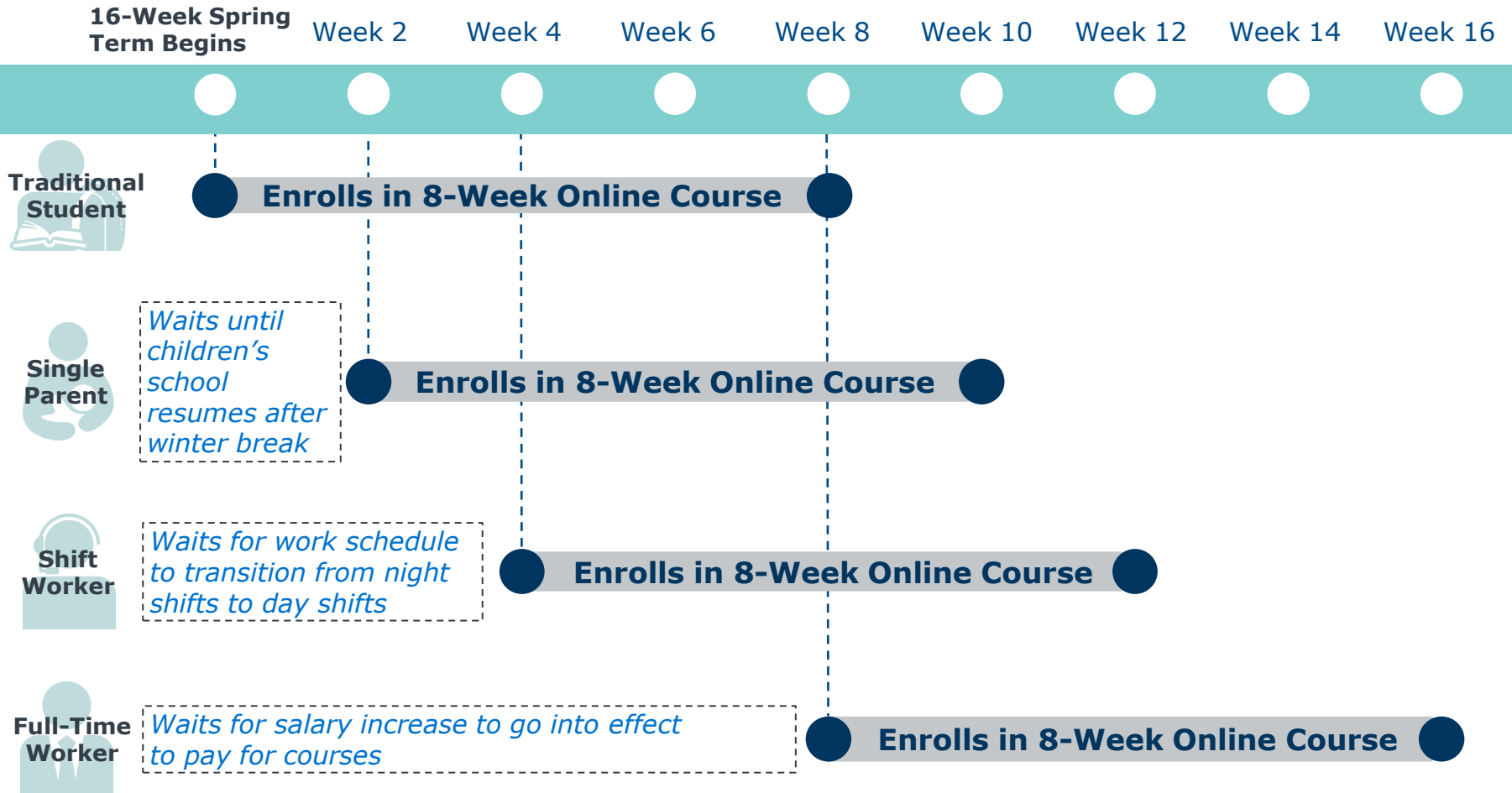**Sustaining Momentum** Through Structured Accountability and Incentives

➤ *Determining the right metrics, organizational structures, and incentives to encourage improvement among central administrators, deans, department chairs, and frontline faculty*

Flexible Start Dates Reduce Time to Credential, Minimize "Lost Semesters"

**NOVA** | **Northern Virginia Community College**

## Northern Virginia CC Offers Online Students a Variety of Course Start Dates

| 16-Week Spring Term Begins | Week 2 | Week 4 | Week 6 | Week 8 | Week 10 | Week 12 | Week 14 | Week 16 |

**Traditional Student**
Enrolls in 8-Week Online Course

**Single Parent**
*Waits until children's school resumes after winter break*
Enrolls in 8-Week Online Course

**Shift Worker**
*Waits for work schedule to transition from night shifts to day shifts*
Enrolls in 8-Week Online Course

**Full-Time Worker**
*Waits for salary increase to go into effect to pay for courses*
Enrolls in 8-Week Online Course

Source: EAB interviews and analysis.

# Unbundling the Advising Process



**Success Coaches**

"I don't fit in and I'm stressed at work"

"I can't afford to finish my degree"

**Faculty**

"Which subfield should I study?"

"I want to switch majors"

"How many courses should I take?"

"I need to pick a major"

**Self-Service**

"I need a new ID card"

"I need to register for classes"

**Academic Advisors**
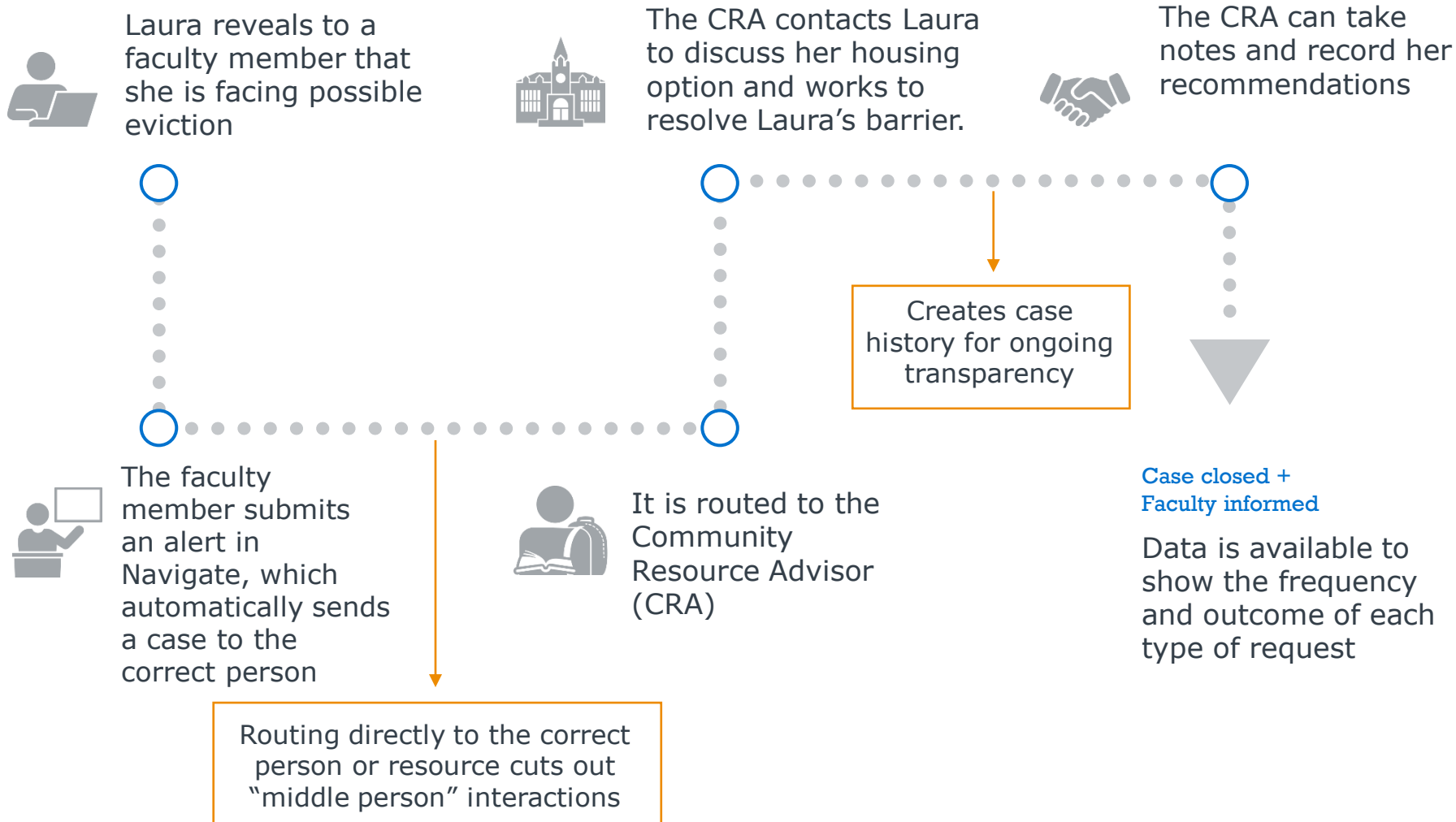
*Complex*

*Transactional*

*Non-Academic* → *Academic*
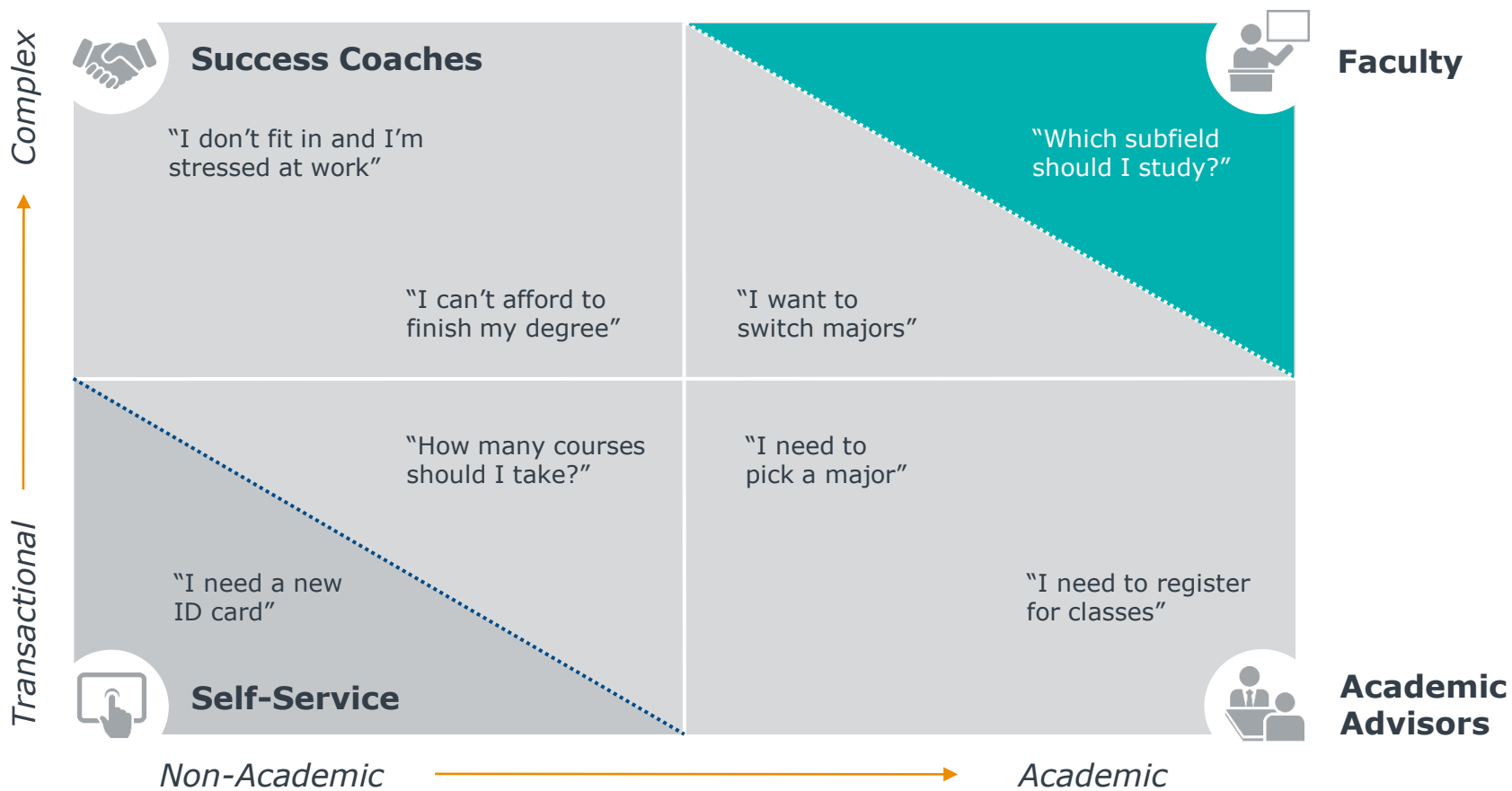
1) Source: EAB interviews and analysis.

# Early Alerts for Non-Academic Concerns

**The Case Creation Process: College of Lake County**

Laura reveals to a faculty member that she is facing possible eviction

The CRA contacts Laura to discuss her housing option and works to resolve Laura's barrier.

The CRA can take notes and record her recommendations

Creates case history for ongoing transparency

The faculty member submits an alert in Navigate, which automatically sends a case to the correct person

It is routed to the Community Resource Advisor (CRA)

**Case closed + Faculty informed**

Data is available to show the frequency and outcome of each type of request

Routing directly to the correct person or resource cuts out "middle person" interactions
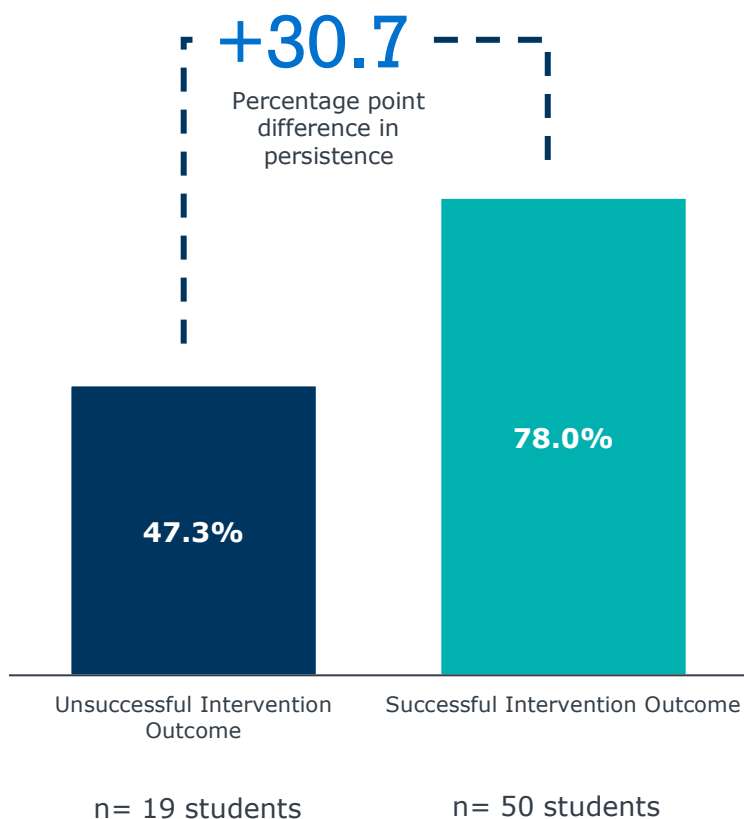
# Community Resource Alert Analysis

In the Fall 2022 semester, CLC started using the Community Resource Need/Concern alert reason to directly connect students with the Community Resource Advisor

**Persistence from Fall 22 to Spring 23 Term**

+30.7

Percentage point difference in persistence

78.0%

47.3%

Unsuccessful Intervention Outcome

Successful Intervention Outcome

n= 19 students

n= 50 students

**80**
Community Resource Alert Cases created in Fall 2022

**+30.7%**
Increase of persistence rate for student who were referred in the fall and successfully worked with the CRA to resolve their issue
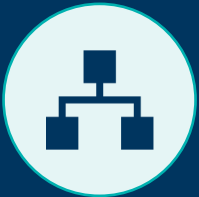
**$18.3K**
Approximate additional tuition revenue for one semester

# Key Takeaways From Today's Session

Pockets of innovation limit the reach of student success efforts. We need to scale best practices to serve all students.

Faculty can (and should) be included in setting policy beyond the curriculum to set students up for success.

Cross college trust, communication, and relationship building is foundational to advancing student success goals.

*I'd like to schedule a call with an EAB expert about…*

**1** **Using technology to improve student engagement** on my campus

**2** **Empowering faculty champions** to embrace new technology or success initiatives

**3** Improving **early alerts**

**4** Another student success topic

**Join us May 16th at 1:00p ET for our webinar,** *Resourcing Students for Success: Tech Enablement for Meeting Students' Holistic Needs*

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**Send me the Navigate community college case study compendium**