

2017 COMPLETE COLLEGE AMERICA ANNUAL CONVENING

ACCESS TO THE  
**AMERICAN  
DREAM**

NOVEMBER 29 - DECEMBER 1 | NEW ORLEANS, LOUISIANA

**GPS Direct Seal of Approval  
Advisory Board**

**COMPLETE COLLEGE** AMERICA

# Agenda

- Background and Purpose
- Program Details and Process
- Lessons Learned
- Benefits to the Alliance
- Considerations for Purchasing
- Open Discussion

# Background and Purpose

- GPS Direct and Purpose First have been widely accepted as gamechangers for student success and the completion agenda
- Some Alliance institutions and states wanted assistance identifying technology solutions to support implementation of the gamechangers
- CCA created a competitive review program to identify the highest quality software to enable institutions
- CCA assembled an advisory board of industry leaders to oversee the program evaluation and awards

# Meet the Advisory Board

- Jason Elwood- CCA Consultant
- Chris Stanich- University of Houston System
- Larry Abele- Institute for Academic Leadership
- Gary Rodwell- University of Hawai'i
- Joe Lecluyse- Moran Consulting
- Susan L. Hawkins-Wilding- Ivy Tech Community College
- Nia Haydel- Dillard University
- Ana Borray- EDUCAUSE/IPASS
- Melanie Gottlieb- AACRAO
- Jennifer Joslin- NACADA

# Program Goals

- Establish an independent review utilizing industry leaders
- Develop a current list of best practice requirements that facilitate GPS essentials for pathways, intrusive advising and informed choice through software products and implementation practices.
- Award the Seal of Approval to recognize software vendors that provide tools for institutions to implement the best practices through technology and services throughout the implementation
- Signal to vendors to create software solutions that deserve the Seal
- Signal to states and institutions to adopt software solutions with the Seal
- Continue to move the conversation forward annually to continuously improve development and implementation of solutions

# Program Scope

- Guided Pathways- 2016 and 2017
  - Students choose coherent academic majors or programs, not random, individual courses. In this way, a clear path to on-time completion is prepared for students, term by term, all the way to graduation day. Students remain on their chosen path unless given approval to change by an adviser. Students stay on track for graduation — and fully understand the time and money consequences of making a change.
- Functional and Technical Support- 2016 and 2017
  - Software products are only part of the overall solution. Every engagement with software vendors requires levels of support during the implementation and maintenance phases of product utilization. The technical specifications of the product must support the highest standards of security, accessibility and integration. The product is only one ingredient to the recipe for success.

# Program Scope

- Proactive Advising- 2017
  - Innovations in technology now allow student support to be targeted and customized to meet the needs of individual students as colleges can more effectively monitor student progress. Early warning systems make it easy for institutions to track student performance in required courses and target interventions when they are most needed. Academic advisers can focus attention almost exclusively on students most in need of services instead of spreading themselves thinly over burdensome caseloads.
- Informed Choice- 2017
  - Colleges use a range of information such as past performance in high school to provide recommendations to students about programs of study that match their skills and interests. With this information, students can make more informed choices among a set of initial broad academic pathways that lead to academic programs.

# Program Details and Process

- Competitive program overseen by an advisory board consisting of experts
- The board publishes a set of requirements to which vendors submit written responses identifying how the requirements are satisfied by their software
- Board members review the responses and score each for software functionality, technical details, support and implementation
- Submissions meeting a threshold of the requirements are reviewed further during an in-person demonstration and discussion
- The board updates scoring based on the demonstration and selects finalists for reference checks
- Reference checks are conducted to validate written responses
- By board vote, awards are granted to vendors meeting the threshold

# Program Accomplishments

- In 2016 CCA recognized industry software that support guided pathways to graduation (4)
  - **CollegeSource**- Full Award
  - **EAB**- Full Award
  - **EduNav**- Emerging Technology
  - **Full Measure**- Emerging Technology
- In 2017 CCA recognized tools demonstrating high quality support for Informed Choice, Guided Pathways and Proactive Advising (2)
  - **EAB**- Full Award
  - **Hobsons**- Full Award
- The program will continue to include more GPS Direct and Purpose First principles, challenge solution providers to develop new technology support and advance support for institutions and students.

# Program Benefits

- Annual Convening
  - Announcement at the annual Convening
  - Exhibitor table at the annual Convening
  - Attendance at the annual Convening
  - Concurrent session presentation at the annual Convening
  - Connect with the participants session at the annual Convening
- Publicity
  - Announcement published on the CCA website
  - Case study published on the CCA website
  - Opportunity to provide a case study and associated research in a CCA publication.
  - Contact information published on the CCA website and publications
- Promotion
  - CCA webinar featuring a demonstration of the solution during the CCA Alliance in Spring
  - Participation in a recipient webinar
  - One co-presentation at an industry conference

# Lessons Learned

- There are great solutions available that fit various academic, budget and technology requirements
- Vendors are aligning with the GPS Direct and Purpose First principles to support Alliance member implementations
- A focus on career outcomes dominates the student engagement experience
- Implementation requires resource and leadership commitment
- Technical support for integration is a key factor
- Pre-implementation change management and business process review are keys to successful implementation for any of the products
- Alliance members aren't demanding software that supports GPS Direct and Purpose First

# Benefits to the Alliance

- Approved solutions that support GPS Direct and Purpose First
- Dialog with program participants about supporting the completion agenda
  - Opportunity area to collaborate with participants
- The feature list is a great place to start when defining requirements
  - 2017 Category and Requirement Summary
    - General- 4
    - Implementation- 10
    - Informed Choice- 8
    - Pathway- 8
    - Proactive Advising- 8
    - Reports and Alerts- 8
    - Technical- 10

# Considerations When Purchasing

- Clearly define goals and measurements of success
- Separate business processes from software functionality as software won't fix systemic problems
- Consider the total cost of ownership for multiple years, not just to go live
- Consider the resources necessary to take full advantage of the product, not just complete the implementation, not just to go live
- Contact the award winners
- Collaborate with the vendors but take ownership of the outcomes

# Open Discussion and QA

- How can the program benefit you?
- How can the program continue to support the completion agenda?
- What more from the program would you like to see?