

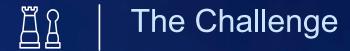




Agenda









-00

Creating a New Culture

#15toFinish Events & Incentives

Results

Next Steps





BREAKOUT PRESENTER'S LOGO About CSUB

CSUB FACTS

- Approximately 9,200 Undergraduate students
 - 61% Female, 39% Male
 - 80% Under the age of 25
- Hispanic Serving Institution (HSI)
 - 58% of Undergraduate students are Hispanic
- 84% of students attend full time (12 units or more)
- 60% of students enter the University needing academic support



CSUB FACTS

- CSUB converted from a quarter system to a semester system in Fall 2016
- As of Fall 2016, average unit load for incoming freshmen was 13.8
- As of Fall 2017, average unit load for incoming freshmen was 13.6



BREAKOUT PRESENTER'S LOGO The Challenge

CSUB GRADUATION RATES

First Time Freshmen

Transfers

Graduation Rates	N	Graduation 3 Years	Graduation 4 Years	Graduation 5 Years	Graduation 6 Years
Fall 2004 All	745	1.2%	17.2%	36.6%	42.8%
Fall 2005 All	770	1.8%	14.9%	31.9%	41.3%
Fall 2006 All	844	0.7%	14.2%	31.0%	39.0%
Fall 2007 All	850	1.3%	15.2%	32.8%	39.9%
Fall 2008 All	901	1.2%	16.1%	32.9%	41.2%
Fall 2009 All	1,049	0.4%	12.8%	28.8%	38.2%
Fall 2010 All	1,015	0.9%	14.6%	33.9%	42.1%
Fall 2011 All	1,208	0.9%	13.2%	34.0%	±
Fall 2012 All	1,293	1.6%	18.9%	•	

Graduation Rates	N	Graduation 2 Years	Graduation 3 Years	Graduation 4 4 Years
Fall 2008 All	604	27.6%	49.8%	58.9%
Fall 2009 All	716	26.5%	50.6%	59.9%
Fall 2010 All	808	28.0%	49.9%	58.8%
Fall 2011 All	711	27.0%	53.3%	61.7%
Fall 2012 All	743	28.9%	53.6%	62.6%
Fall 2013 All	603	32.8%	58.5%	*
Fall 2014 All	659	43.4%	*	•



GRADUATION INITIATIVE 2025

- Graduation Initiative 2025 is the California State
 University's ambitious initiative to increase graduation
 rates for all CSU students while eliminating opportunity
 and achievement gaps.
- Through this initiative the CSU will ensure that all students have the opportunity to graduate in a timely manner according to their personal goals, positively impacting their future and producing the graduates needed to power California and the nation.



THE CHALLENGE

Graduation Initiative 2025 Goals CSU Bakersfield

Metric	2025 Goal	Most Recent Rate
Freshman 6-Year Graduation	56%	39%
Freshman 4-Year Graduation	30%	14%
Transfer 2-Year Graduation	48%	36%
Transfer 4-Year Graduation	74%	64%
Gap - Underrepresented Minority	0	-2 % points
Gap – Pell	0	1 % points



ROADBLOCKS TO GRADUATION AT CSUB

- High number of students needing remediation, and not passing required courses in their first year
- Students who stop out
- Students eligible for graduation but have not yet applied
- Students enrolling in less than 15 units per term





<u>VISION</u>

 In April 2017, CSUB attended the 15 to Finish Institute hosted by the Central Valley Higher Education Consortium (CVHEC)

 Recognizing that low unit load was a hindrance to on-time graduation, CSUB implemented our own 15 to Finish campaign in the Fall 2017 semester



15 TO FINISH COMMITEE



- 2 members from the General Advising Center (Chair and Co-Chair)
- 1 member from EOP
- 2 members from Early Intervention Programs
- 1 member from A& R
- 2 members from Financial Aid
- 1 member from the School Advising Centers
- 1 member from Campus Programming
- 1 member from Reprographics
- 1 member from ASI
- 1 member from Outreach



BUDGET

Temporary Funding provided through the Division of Enrollment Management and the Presidents Office

Total Budget: \$24,500

Printing/Marketing \$1,800

Promotional Items \$6,700

Fall Event \$4,500

Spring Event \$4,200

Commencement Event \$4,300

Book Scholarships \$3,000



CAMPAIGN GOALS

- Address WHY students are taking less than 15 units per term
- Educate students on the benefits of taking 15 units per term
- Provide support to students so that they are successful in taking 15 units
- Celebrate their successes



Creating a Campus Culture





CAMPUS BRANDING

- Yard Signs placed around campus in high traffic areas year round
- Kiosk Signs put into each Kiosk on campus in the weeks leading up to Registration
- Sandwich Board Signs outside of each Advising Center on campus
- Bookmarks handed out during student advising appointments













CAMPUS OUTREACH

Street Team

- Peer Mentor Program
- On the "Red Brick Road" during high traffic times
- Would ask the student to "Commit to Complete"
- CSUB swag was handed out

Social Media Presence

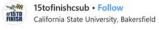
- Instagram, Snap Chat, Twitter
- Weekly Contests and Giveaways
- Notification of campaign events





COMPLETE COLLEGE

AMERICA



15tofinishcsub These lovely ladies just signed up to #commit2complete! Thanks for stopping by the #15tofinishcsub street team

We'll be back on Wednesday 9-1pm, so be sure to stop by to learn about more exciting reasons to join the campaign! Save II, graduate ♥ on time, start your career ♥!!! #supportyour15 #commit2completecsub steff a @m.martinez163 @ sanddy24







15tofinishcsub • Follow
California State University, Ba California State University, Bakersfield

15tofinishcsub Check out last Insta contest winner @elysiaraelynn with her #csub swag! #15tofinishcsub wishes all students success during finals week, you got this! CHEMP OF A CONTRACTOR

OQL 33 likes

DECEMBER 13, 2017





15tofinishcsub Hey #runners! The #15tofinishcsub street team is out by the student union Monday and Wednesday 9-1pm. Sign up to #commit2complete with us to be eligible for scholarship opportunities,

15tofinishcsub • Follow California State University, Bakersfield

free #csub swag, and more! (Link in bio)

CONTEST ALERT ■ Follow us and post a pic using #supportyour15 to enter our current giveaway to win some csub gear! Winner will be announced Friday 3/23 ♥♥ 輩 ①

 \Diamond \Diamond $\dot{\bot}$ 14 likes MARCH 19

Log in to like or comment.

CAMPUS OUTREACH

Website

- 15 to Finish CCA Video
- Commit to Complete
- FAQ

Resource Fairs and Orientations

- Table Banner
- Brochures
- Giveaways







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IN THIS SECTION:

15 to Finish Home Special Events Student FAQ's Support Your 15

Back to Previous Page CSUB Home Page



When you take at least 15 units per semester, or 30 units per year:

- You are more likely to graduate on time, allowing you to start your career and start earning 3 units FREEI
 You are more likely to graduate on time, allowing you to start your career and start earning an income sooned
 You are more likely to stay focused and earn a good GPA

By filling out this form, I commit to take at least 15 units a semester, or 30 units per year to graduate on time:

First Name:	
Last Name:	
Email:	
Student ID:	
Phone:	

I Commit to Complete!







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IN THIS SECTION:

Commit to Complete Special Events Support Your 15 Street Team

Back to Previous Page

15 to Finish is an exciting campaign that encourages CSUB college students to graduate on time by completing at least 15 units per semester, or 30 units per year. Most Thichme students save less than 16 units and don't finish on time, which can cost move time also monely. Join the #1850Pinish campaign now by signing up to "Committe Completing."

COMPLETE **15 UNITS EACH TERM**



If you successfully complete 30 degree-applicable* units at the end of each year, you can also:

BE ENTERED INTO ANNUAL SCHOLARSHIP DRAWINGS

EARN ON-CAMPUS INCENTIVES

ATTEND SPECIAL RECEPTIONS BE ENTERED INTO FUN PRIZE

OWN #15TOFINISH SWAG



Join the #15toFinish campaign now by signing up to "Commit to Complete" on the sidebar!

*winter intersession and summer sessions are encouraged! Be sure to ask your advisor about degree-applicable units

Bottom line: Students who take 15 units per semester are more 15 units per semester are more likely to graduate, pay less in tuition and living expenses, gain additional years of earnings, and free up limited classroom space for other students. 33

Check out a video about #15toFinish!















#15toFinish Incentives & Events BREAKOUT PRESENTER'S LOGO



STUDENT INCENTIVES

Book Scholarships

Priority Registration

Drawings and Giveaways

Invitations to 15 to Finish Events



FALL KICK-OFF EVENT

- Invitations went out to all students who had signed the "Commit to Complete".
- Picnic Lunch
- Games
- Speeches
- Giveaways
- 253 students attended along with 39 faculty and staff

















COMPLETE COLLEGE AMERICA

SPRING #SUPPORTYOUR15 EVENT

- Focus on how to maintain15 units a term
- Three stations with student activities
 - Study Skills
 - Time Management
 - Wellness
- Games
- Giveaways
- 150 Students participated in the event













Look for logical connections: (To remember that Homer wrote The Odyssey, just think, "Homer is an odd name."

When you have something to memorize, concentrate on learning it, take a break, and then go back and review it. Keep reviewing until you know it.

To be successful in any class, you need to do the following: Have a positive attitude, do all the work that's assigned, be focused, and participate.

DO YOU KNOW HOW TO **#SUPPORTYOUR15**

Wellness: Staying Motivated





Believe in yourself and surround yourself with positive people

Set goals and focus on your strengths

Turn failures into success - when something does not go well, try to learn from the experience.

Ask for help, guidance, and advice from someone who has encountered a failure and

DO YOU KNOW HOW TO #SUPPORTYOUR15

STUDY HABITS

Directions: Unscramble the words below. HINT: these are words to help you with academic success.

- 2. cilctria tiiknnhg
- 3. ytgsater
- 4. loags
- 5. iorgnotazain

TIME MANAGEMENT

Directions: List 4 activities you must do THIS WEEK. Rank them in order of importance.

WELLNESS

Directions: Self-care is vital to well-being. List at least 3 ways you will incorporate self-care into your routine.











order of importance (e.g. 1-5) the least important

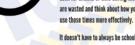
Look for chunks of time during the day that are wasted and think about how you can

It doesn't have to always be school or workrelated! Schedule small chunks of time for social media, TV, video games, and other enjoyable activities.

DO YOU KNOW HOW TO



















GRADUATION RECOGNITION EVENT





- All students who graduated in either
 2- or 4- years were recognized
- Students received an honor cord to wear at Commencement
- Over 550 students picked up their cord!























BREAKOUT PRESENTER'S LOGO Results

RESULTS OF THE INITIATIVE

- To date we have received over 1,300 Commitments
- Efforts from the 15 to Finish campaign kickoff helped raise the average number of units that our freshmen were taking from 13.6 to 14.7 in the 2017-2018 school year
- Incoming Fall 2018 class average unit load is 15.06



BREAKOUT PRESENTER'S LOGO Next Steps

2018-2019 SCHOOL YEAR

- Restructure the 15 to Finish Street Team
- Determine new budget and secure funding
- Team with the Transfer Coordinator to combine efforts focusing on transfer students
- Strengthen relationship with Student Affairs and ASI



BREAKOUT PRESENTER'S LOGO Questions?