



CSU Bakersfield

# 15 to Finish: The Challenge of Creating a New Culture

COMPLETE  
COLLEGE  
AMERICA

# Agenda



CSU Bakersfield



About CSUB



The Challenge



The Plan



Creating a New Culture



#15toFinish Events & Incentives



Results



Next Steps

# IMPACT

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

# IMPACT

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## The Challenge



# CSUB GRADUATION RATES

## First Time Freshmen

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%	*	*

## Transfers

Graduation Rates		N	Graduation 2 Years	Graduation 3 Years	Graduation 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
<b>Freshman 6-Year Graduation</b>	<b>56%</b>	39%
<b>Freshman 4-Year Graduation</b>	<b>30%</b>	14%
<b>Transfer 2-Year Graduation</b>	<b>48%</b>	36%
<b>Transfer 4-Year Graduation</b>	<b>74%</b>	64%
<b>Gap - Underrepresented Minority</b>	<b>0</b>	-2 % points
<b>Gap – Pell</b>	<b>0</b>	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

# IMPACT

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## The Plan



# VISION

- 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 COMMITTEE



- 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

# IMPACT

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## 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



**15tofinishsub** • Follow  
California State University, Bakersfield

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

We'll be back on Wednesday 9-1pm, so sure to stop by to learn about more exciting reasons to join the campaign! Save 📌, graduate 🎓 on time, start your career 🏆!!! #supportyour15 #commit2completecsub steff\_\_a @m.martinez163 @\_sandy24



**15tofinishsub** • Follow  
California State University, Bakersfield

15tofinishsub Check out last Insta contest winner @elysaraelynn with her #csub swag! #15tofinishsub wishes all students success during finals week, you got this! 🎉🎊👏👍🙌🙏🙇🙈🙉🙊🙋🙌🙍🙎🙏🙐🙑🙒🙓🙔🙕🙖🙗🙘🙙🙚🙛🙜🙝🙞🙟🙠🙡🙢🙣🙤🙥🙦🙧🙨🙩🙪🙫🙬🙭🙮🙯🙰🙱🙲🙳🙴🙵🙶🙷🙸🙹🙺🙻🙼🙽🙾🙿🚀🚁🚂🚃🚄🚅🚆🚇🚈🚉🚊🚋🚌🚍🚎🚏🚐🚑🚒🚓🚔🚕🚖🚗🚘🚙🚚🚛🚜🚝🚞🚟🚠🚡🚢🚣🚤🚥🚦🚧🚨🚩🚪🚫🚬🚭🚮🚯🚰🚱🚲🚳🚴🚵🚶🚷🚸🚹🚺🚻🚼🚽🚾🚿🛀🛁🛂🛃🛄🛅🛆🛇🛈🛉🛊🛋🛌🛍🛎🛏🛐🛑🛒🛓🛔🛕🛖🛗🛘🛙🛚🛛🛜🛝🛞🛟🛠🛡🛢🛣🛤🛥🛦🛧🛨🛩🛪🛫🛬🛭🛮🛯🛰🛱🛲🛳🛴🛵🛶🛷🛸🛹🛺🛻🛼🛽🛾🛿🚏🚐🚑🚒🚓🚔🚕🚖🚗🚘🚙🚚🚛🚜🚝🚞🚟🚠🚡🚢🚣🚤🚥🚦🚧🚨🚩🚪🚫🚬🚭🚮🚯🚰🚱🚲🚳🚴🚵🚶🚷🚸🚹🚺🚻🚼🚽🚾🚿🛀🛁🛂🛃🛄🛅🛆🛇🛈🛉🛊🛋🛌🛍🛎🛏🛐🛑🛒🛓🛔🛕🛖🛗🛘🛙🛚🛛🛜🛝🛞🛟🛠🛡🛢🛣🛤🛥🛦🛧🛨🛩🛪🛫🛬🛭🛮🛯🛰🛱🛲🛳🛴🛵🛶🛷🛸🛹🛺🛻🛼🛽🛾🛿

33 likes  
DECEMBER 13, 2017





Study habits



Wellness



Time Management

DO YOU KNOW HOW TO  
#SUPPORTYOUR15



#SUPPORTYOUR15

**15tofinishsub** • Follow  
California State University, Bakersfield

15tofinishsub Hey #runners! The #15tofinishsub 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, 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 🎉👏🙌🙏🙇🙈🙉🙊🙋🙌🙍🙎🙏🙐🙑🙒🙓🙔🙕🙖🙗🙘🙙🙚🙛🙜🙝🙞🙟🙠🙡🙢🙣🙤🙥🙦🙧🙨🙩🙪🙫🙬🙭🙮🙯🙰🙱🙲🙳🙴🙵🙶🙷🙸🙹🙺🙻🙼🙽🙾🙿🚀🚁🚂🚃🚄🚅🚆🚇🚈🚉🚊🚋🚌🚍🚎🚏🚐🚑🚒🚓🚔🚕🚖🚗🚘🚙🚚🚛🚜🚝🚞🚟🚠🚡🚢🚣🚤🚥🚦🚧🚨🚩🚪🚫🚬🚭🚮🚯🚰🚱🚲🚳🚴🚵🚶🚷🚸🚹🚺🚻🚼🚽🚾🚿🛀🛁🛂🛃🛄🛅🛆🛇🛈🛉🛊🛋🛌🛍🛎🛏🛐🛑🛒🛓🛔🛕🛖🛗🛘🛙🛚🛛🛜🛝🛞🛟🛠🛡🛢🛣🛤🛥🛦🛧🛨🛩🛪🛫🛬🛭🛮🛯🛰🛱🛲🛳🛴🛵🛶🛷🛸🛹🛺🛻🛼🛽🛾🛿

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

IN THIS SECTION:

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

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

1. You will save money! Taking 15 units costs the same as taking 12 units, which means you are getting 3 units FREE!
2. You are more likely to graduate on time, allowing you to start your career and start earning an income sooner!
3. 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:

Major:



IN THIS SECTION:

- Commit to Complete
- Student FAQ's
- Special Events
- Support Your 15
- Street Team

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15 To Finish

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 full-time students take less than 15 units and don't finish on time, which can cost more time and money. Join the #15toFinish campaign now by signing up to "Commit to Complete".

*"Bottom line: Students who take 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."*

*"The Power of 15 Credits"*  
 Complete College America

Check out a video about #15toFinish!



**COMPLETE 15 UNITS EACH TERM**

FALL SPRING ✓ **30 UNITS**

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 DRAWINGS
- 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*

**#15TOFINISH COMMIT 2 COMPLETE**  
[click here](#)

**120 / 4 UNITS / YEARS = 30 UNITS PER YEAR**

**BENEFITS OF 15 UNITS**

- SAVE MONEY
- GRADUATE ON TIME
- OPPORTUNITY TO SUCCEED
- START YOUR CAREER



@15tofinishsub



# IMPACT

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## #15toFinish Incentives & Events



# 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

**#15TOFINISH  
COMMIT 2 COMPLETE**

We are celebrating the #15TOFINISH campaign and your commitment to complete 15 units per semester, or 30 units each year!

**KICK-OFF PICNIC**  
Tuesday, October 10th  
11:00AM - 1:00PM  
@Alumni Park

Join in the fun – we will have food, games and activities, prizes, entertainment, and more!

Graduate on time, save money, and start your career!  
Contact us at [15tofinish@csub.edu](mailto:15tofinish@csub.edu) or visit us online [www.csub.edu/15tofinish](http://www.csub.edu/15tofinish)

**RSVP Required: [15tofinishkickoff.splashthat.com](http://15tofinishkickoff.splashthat.com)**

Space is limited!  
The first 100 students at the event will receive a **FREE #15TOFINISH t-shirt!**

Follow us on & @15tofinishsub for updates, prizes, and MORE!  
[#15tofinishsub](#) [#commit2completetecsub](#) [#csubstudentsuccess](#) [#csub](#) [#gorunners](#)



# SPRING #SUPPORTYOUR15 EVENT

- Focus on how to maintain 15 units a term
- Three stations with student activities
  - Study Skills
  - Time Management
  - Wellness
- Games
- Giveaways
- 150 Students participated in the event



**#SUPPORTYOUR15**

TAKING 15+ UNITS REQUIRES EXCELLENT STUDY HABITS, TIME MANAGEMENT, AND HEALTH AND WELLNESS.

**JOIN US TO LEARN STRATEGIES TO HELP YOU SUPPORT YOUR 15!**

**THURSDAY, APRIL 5<sup>TH</sup>**  
11AM - 1PM ALUMNI PARK  
RSVP REQUIRED: [SUPPORTYOUR15.SPLASHTHAT.COM](http://SUPPORTYOUR15.SPLASHTHAT.COM)

**ADMIT ONE**

Visit the time management, study habits, and wellness stations for helpful tips and free #15TOFINISH items!

Chat with librarians, tutors, advisors, counselors, and the student health center at the informative resource fair.

**FREE SHAVED ICE, LIVE DJ, GAMES, AND EXCITING RAFFLE PRIZES!**

RAFFLE PRIZES ARE NOT PAID IN CASH. PRIZES ARE LIMITED TO THE UNITED STATES AND CANADA.

THE FIRST 150 STUDENTS WILL RECEIVE FREE SWAG BAGS.

**#15TOFINISH  
COMMIT 2 COMPLETE**

**#SUPPORTYOUR15**

**COMPLETE THE ACTIVITIES ON THE BACK OF THE PASSPORT. STOP BY THE TIME MANAGEMENT, STUDY HABITS, AND WELLNESS STATIONS AND SHOW YOUR COMPLETED ACTIVITY IN EXCHANGE FOR A STAMP AND #15TOFINISH ITEM.**

**\*MUST COMPLETE ALL ACTIVITIES TO RECEIVE SHAVED ICE**

**Study habits: Effective Strategies**

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 overcame it.

**DO YOU KNOW HOW TO  
#SUPPORTYOUR15**

**Time Management**

Make a to do list and rank your tasks in order of importance (e.g. 1-5) (1) being the most important and (5) being the least important

Look for chunks of time during the day that are wasted and think about how you can use those times more effectively.

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

**DO YOU KNOW HOW TO  
#SUPPORTYOUR15**

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

- ormmieze \_\_\_\_\_
- cilctria tiiknnhg \_\_\_\_\_
- ytsater \_\_\_\_\_
- loags \_\_\_\_\_
- 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.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# 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!



# IMPACT

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**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

# IMPACT

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**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

# IMPACT

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Questions?

