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2017 COMPLETE COLLEGE AMERICA ANNUAL CONVENING

ACCESS TO THE
**AMERICAN
DREAM**

NOVEMBER 29 - DECEMBER 1 | NEW ORLEANS, LOUISIANA

**MSI Pre-Convening
Launching & Tracking 15 to Finish**

COMPLETE COLLEGE AMERICA

@CompleteCollege

#CCAMomentum

#CCADream17



A graphic with a black border. The background is a mix of pink and orange geometric shapes. The number 15 is prominently displayed in the center. Below it, the text 'CREDITS A SEMESTER TO GRADUATE ON TIME' is written in a bold, sans-serif font, underlined. At the bottom, the hashtag '#15TOFINISH' is written in a similar bold, sans-serif font.

15

**CREDITS A SEMESTER
TO GRADUATE ON TIME**

#15TOFINISH

COMPLETE COLLEGE AMERICA

Launching 15 To Finish at Minority-Serving Institutions

Dhanfu E. Elston, Ph.D. (*dah-nee-foo*)
Vice President



@CompleteCollege
@DrElston

#15ToFinish



GAME CHANGER

15 To Finish

15^{to} 
FINISH



2+2

THINK

Finish
in 4

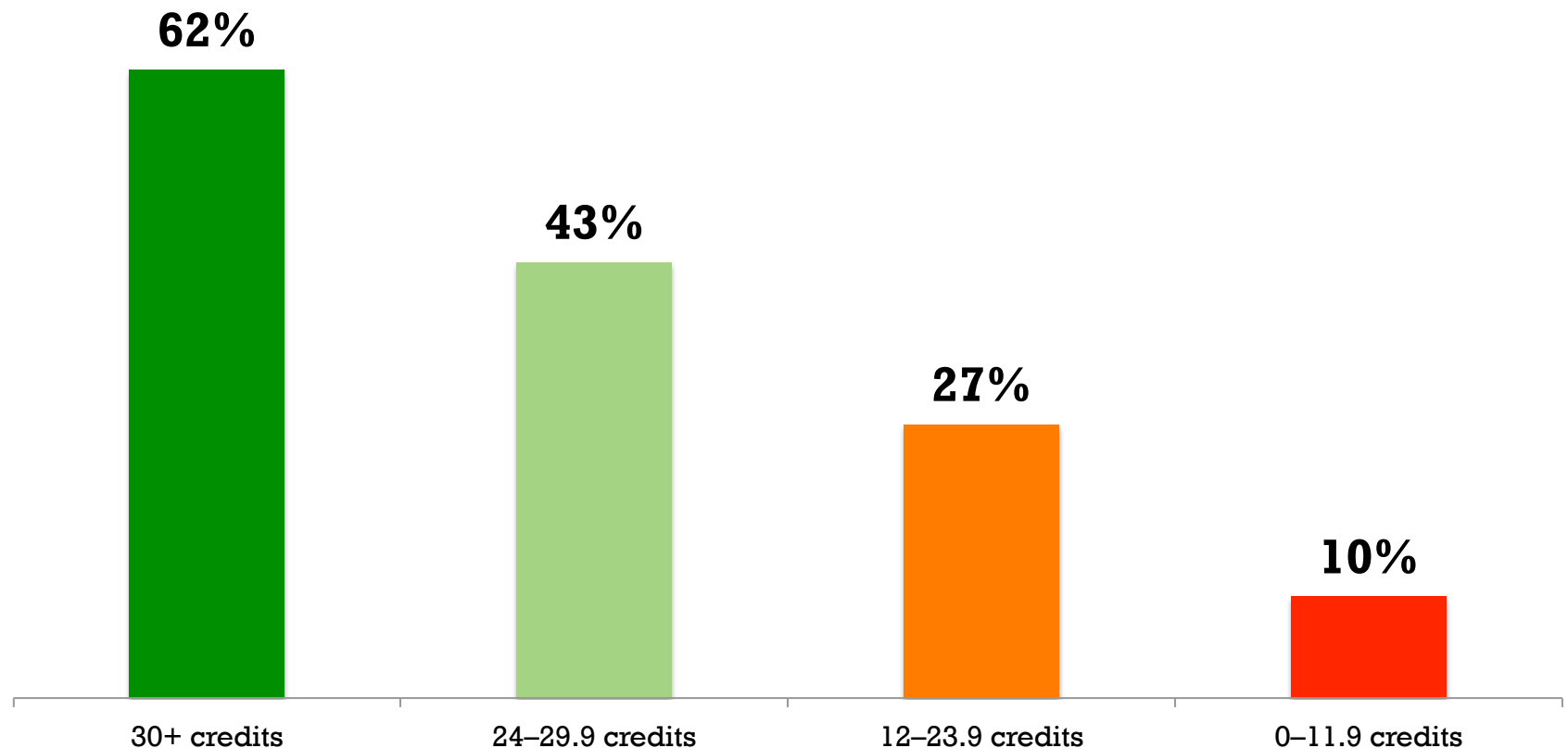
WASHBURN COLLEGE

EDUCATE • INNOVATE



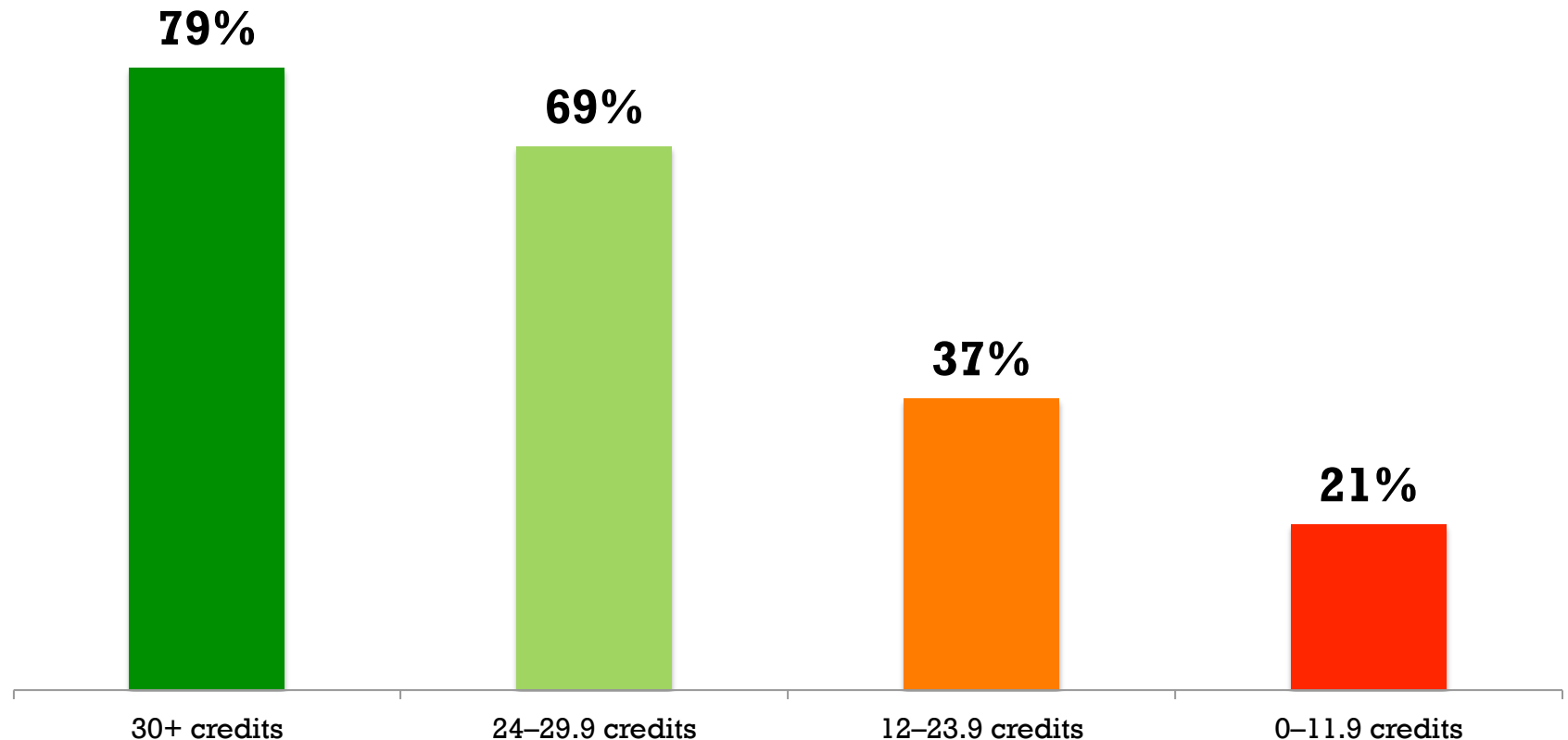
The Power of 15 Credits: More students graduate when they complete 30+ credits in their first year.

Associate Degrees



The Power of 15 Credits: More students graduate when they complete 30+ credits in their first year.

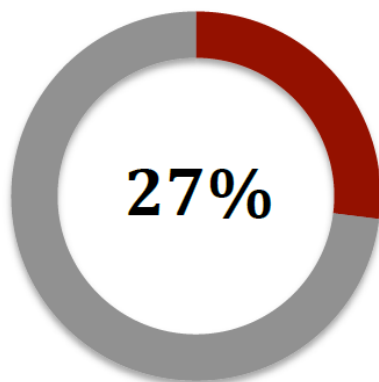
Bachelor's degree



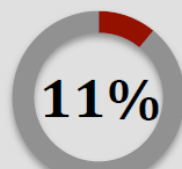
Half of American college students need just one more course per semester to be on track for on-time graduation.

Percent of Students
Completing 30 Credits Per Year
(*On-Time* Students)

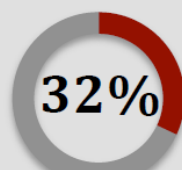
All Students



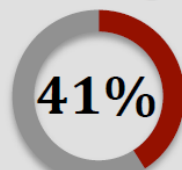
2-Year



4-Year NF

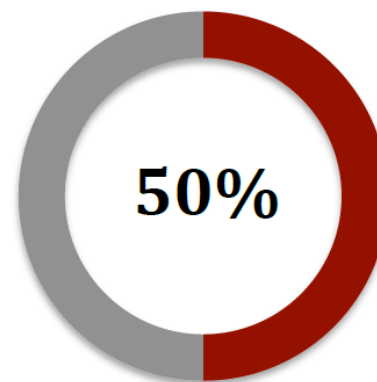


4-Year Flagship

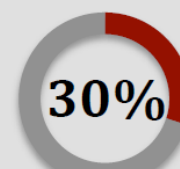


Percent of Students
Completing 24 Credits Per Year
(Full-Time but Not *On-Time*)

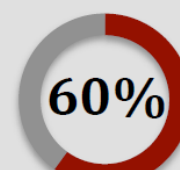
All Students



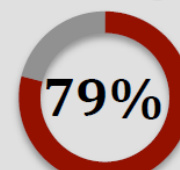
2-Year



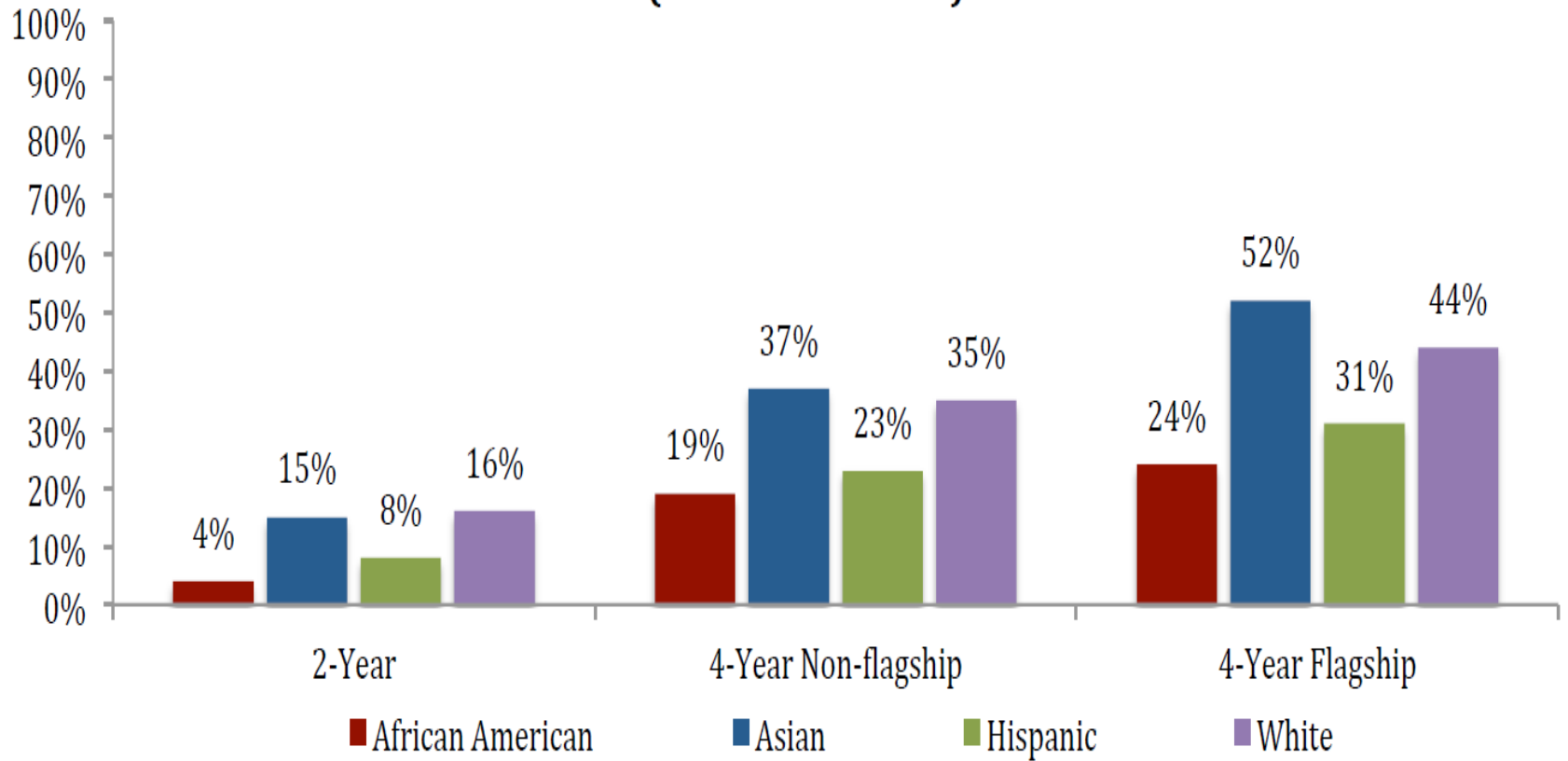
4-Year NF



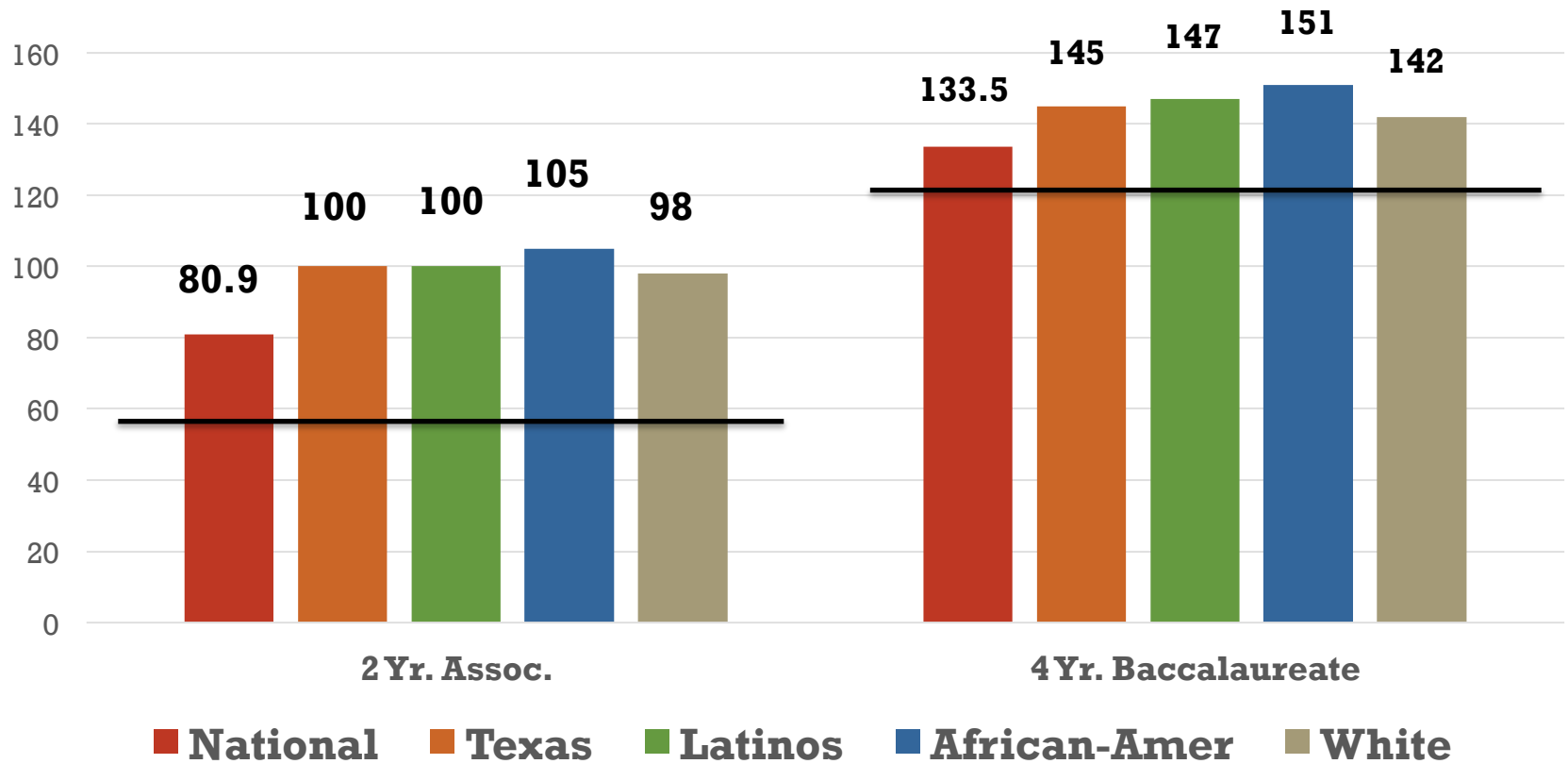
4-Year Flagship



Percent of Students Completing 30 Credits Per Year (*On-Time* Students)

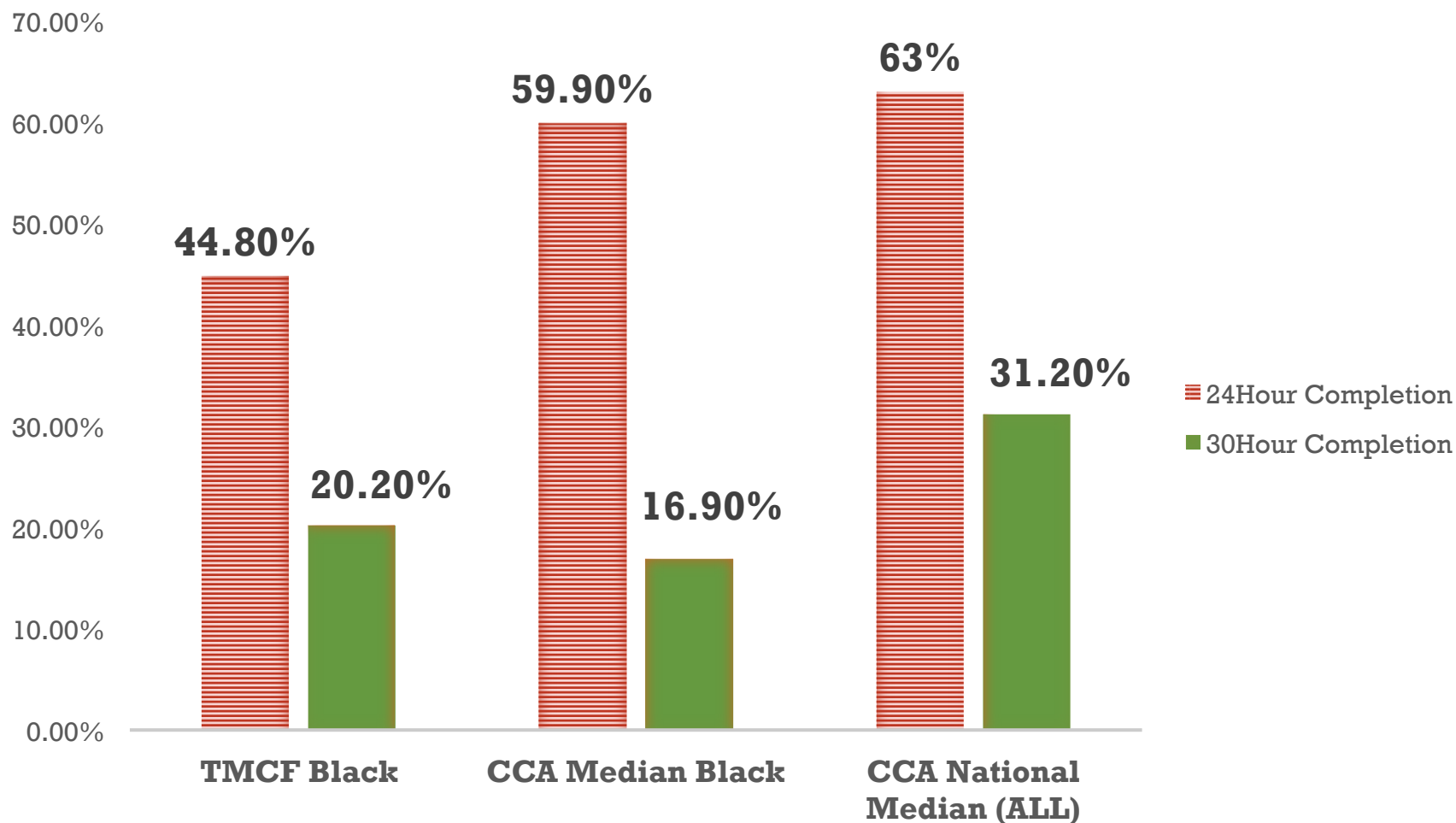


Excess Credits: Texas (Full-time Students)



Credit Completion (first-time, full-time)

*** Limited Sample of Public HBCUs ***

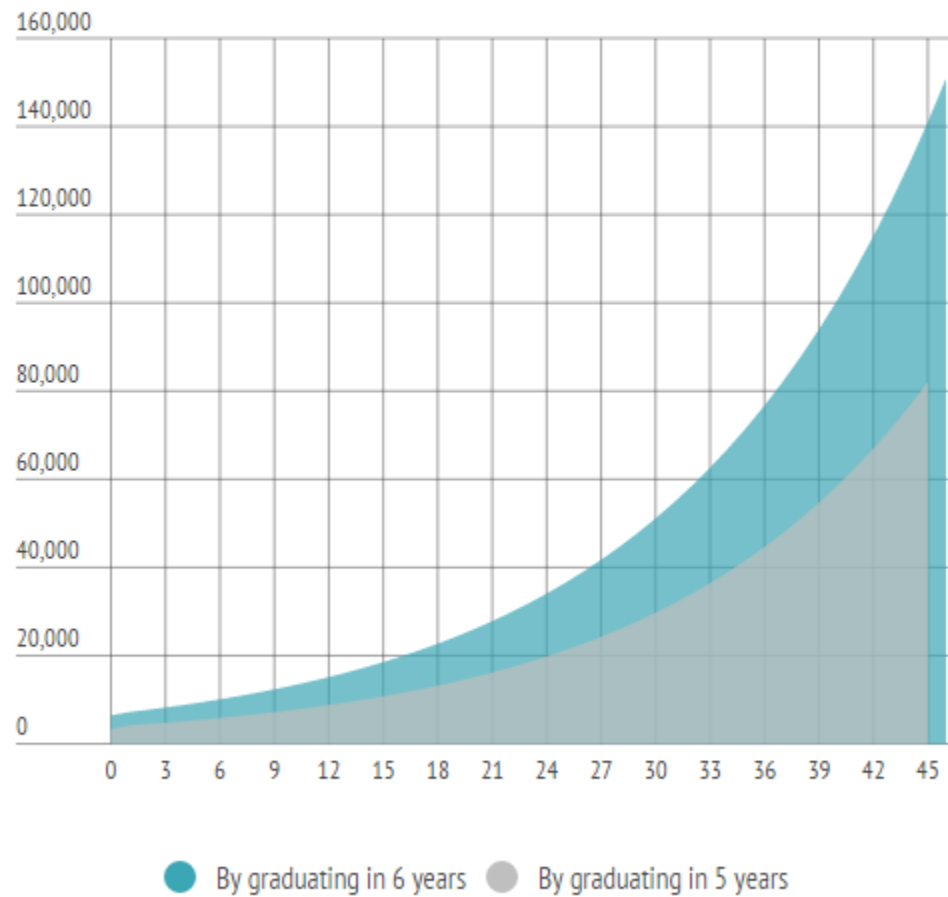


“The best strategy for reducing the cost of college is to ensure more students take the credits needed to graduate on time.”

(Complete College America, 2016)

TUITION AND LOAN COSTS	ONE EXTRA YEAR, PUBLIC COLLEGE	ONE EXTRA YEAR, PRIVATE COLLEGE	TWO EXTRA YEARS, PUBLIC COLLEGE	TWO EXTRA YEARS, PRIVATE COLLEGE
Portion of tuition paid out of pocket	\$12,557	\$18,992	\$25,375	\$38,115
Cost of a loan, with interest, over 10 years	\$6,040	\$7,823	\$12,080	\$15,645
Total cost	\$18,598	\$26,815	\$37,456	\$53,760

Retirement savings forgone



	ONE EXTRA YEAR, PUBLIC COLLEGE	ONE EXTRA YEAR, PRIVATE COLLEGE	TWO EXTRA YEARS, PUBLIC COLLEGE	TWO EXTRA YEARS, PRIVATE COLLEGE
Tuition and loans	\$18,598	\$26,815	\$37,456	\$53,760
Opportunity costs	\$128,429	\$128,429	\$245,253	\$245,253
Total cost for not graduating in four years	\$147,026	\$155,244	\$282,691	\$298,995







Analyze the Data

Assessing the Current Situation

At most campuses, the majority of FT Freshmen took 12 to 14 credits

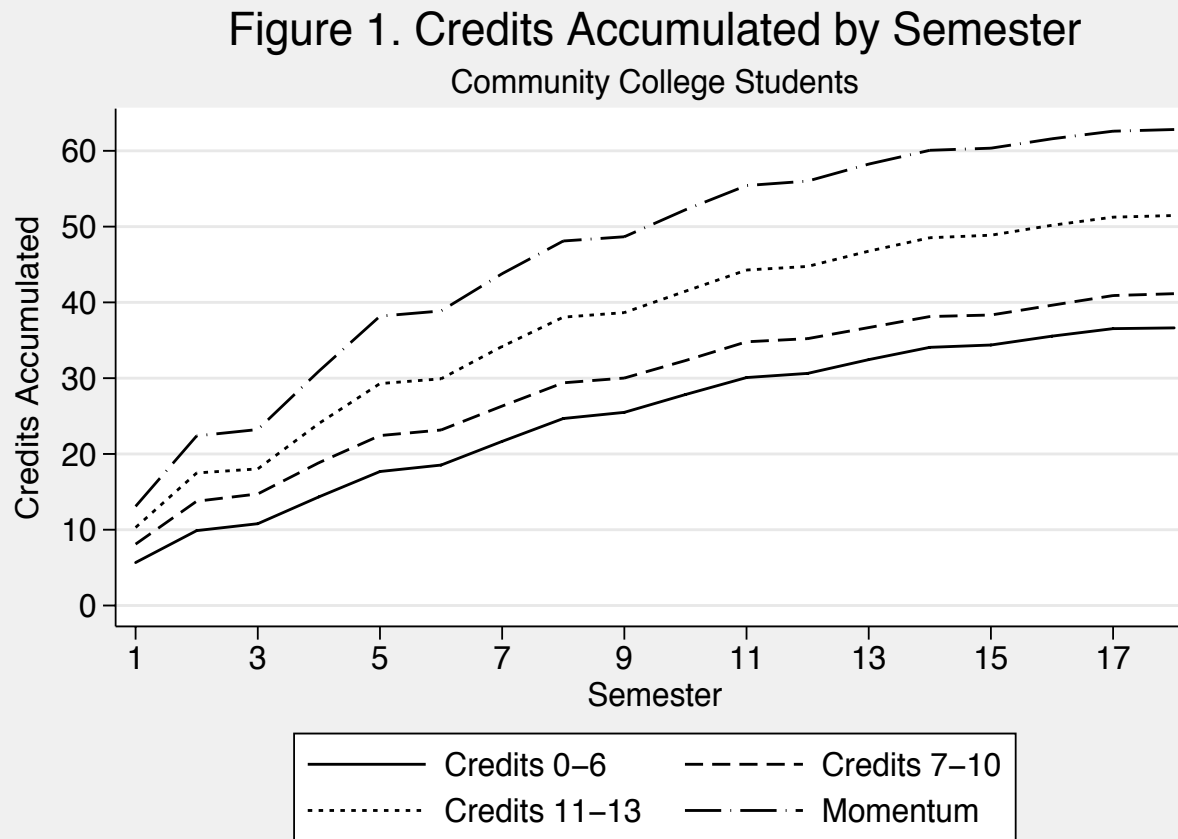
Freshmen Completing 30 or More Credits within First Academic Year, UH Mānoa

	Fall 07 Cohort	
Cumulative Credits 1st AY		Cohort
<12 credits	114	6.4%
12-23 credits	351	19.7%
24-29 credits	691	38.8%
≥30 credits	624	35.1%
TOTAL	1,780	100.0%
Graduate in 4 Years	Graduates	Grad Rate
<24 credits	6	1.3%
24-29 credits	311	23.7%
≥30 credits	201	32.2%
TOTAL	317	17.8%

Analysis of <15 & ≥ 15 Credits

- 15+ credits tended to be more prepared & have better academic success
- Students in 15+ credits had more academic success
- Similar success for Pell & underrepresented students

Momentum Benefits: CC Students



TBR data, fall 2008 cohort.

15 To Finish

Qualitative Data Collection

2017 Cohort						2018 Cohort	
First-time, Full-Time Students	Enrolled in 15+ Credits in the First Semester	Completed 12+ Credits in the First Semester	Completed 15+ Credits in the First Semester	Completed 24+ Credits in the First Academic Year	Completed 30+ Credits in the First Academic Year	First-time, Full-Time Students	Enrolled in 15+ Credits in the First Semester



SKEPTIC

“I DOUBT IT”

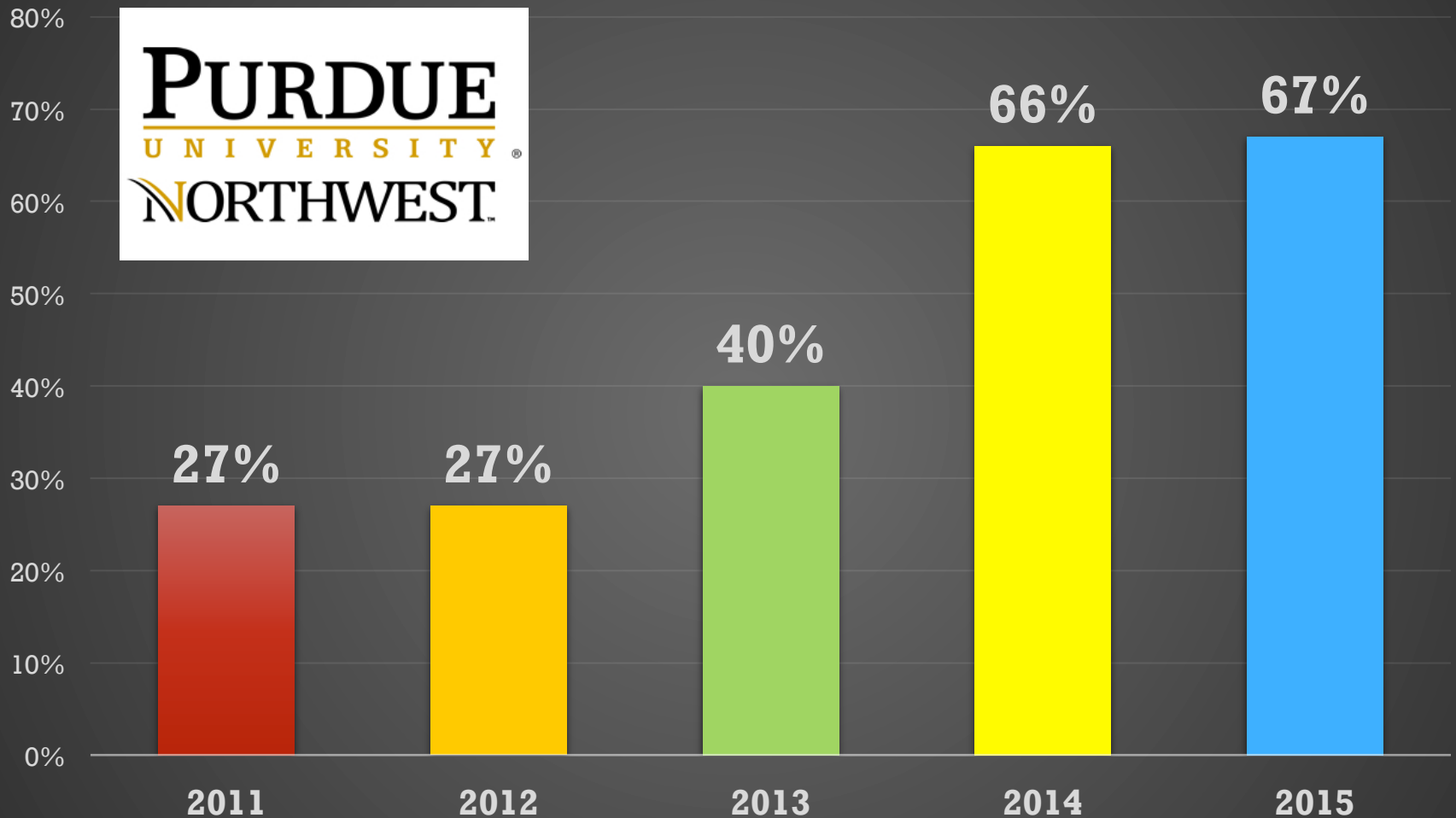
**THIS CARD ENTITLES THE BEARER
TO EVIDENCE UPON DEMAND**

VOID WHERE PROHIBITED BY LAW

Why Don't We Do It?



% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1st semester)





Projected Enrollment Revenue Opportunity

Estimated Impact for Purdue University - Calumet

Revenue Gains vs. Baseline

Model Inputs:

Total

Enrollment: 8,639

Net Revenue

Per Student: \$10,565

(net tuition and fees plus state appropriations)

Retention Improvement

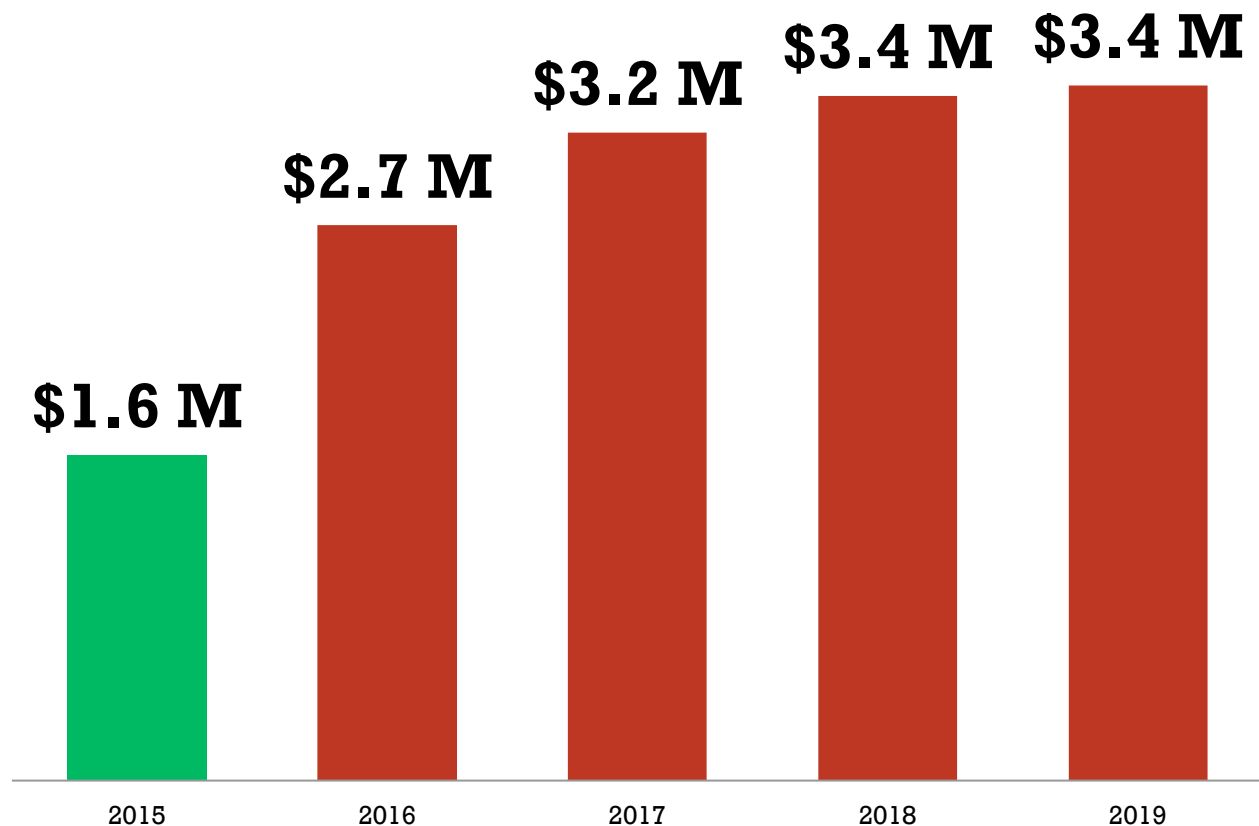
0-29 credits 4.7% total over 1 year

30-59 credits 0% total over 1 year

60-89 credits 0% total over 1 year

90-119 credits 0% total over 1 year

120+ credits 0% total over 1 year





Establishing A Campaign

Creating a Campus-wide Plan



- **Collect & Share Campus-Level Data**
 - Partner w/ Institutional Research & Faculty Senate
- **New Student Orientation**
 - Clear, Introductory Messages to Students & Parents
- **Degree Maps (2 & 4-year)**
- **Block Scheduling**
 - (Opt-Out vs. Opt-In to 15 credit hours)
- **Reinforced Messages – Changing the Culture to 15 Credit Hours**
 - Academic Advisors
 - Marketing Campaign



Pathways to Achievement, Completion, Career & Transfer

ACADEMIC MAP



718

Business Accounting Associate in Science

START here

1

SEMESTER 1 – FALL	CREDITS	MILESTONE	COMPLETED
ENG 101 – English Composition I	3		<input type="checkbox"/>
BUS 110 – Introduction to Business	3		<input type="checkbox"/>
CAP 101 – Computer Applications	3		<input type="checkbox"/>
Behavioral Science elective – Recommended: PSY 101– Intro to Psychology	3		<input type="checkbox"/>
MAT 120, MAT 177, MAT 182 –or– higher level math	3		<input type="checkbox"/>
IDS 101 – First Year Experience	1		<input type="checkbox"/>

TOTAL CREDITS 16

2

SEMESTER 2 – SPRING	CREDITS	MILESTONE	COMPLETED
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Milestone Courses
should be taken in the
order shown. This will help
you stay on track and
graduate on time.



**Make Your Summer
Matter.** Summer is a great
time to take some
elective courses and
get ahead.

Communications & Engagement Strategy

- Branding theme for consistency in messages
- Key messages by audience group
 - External
 - Students, parents, and the general public
 - Internal
 - Buy-In: Advisors, campus administrators, and faculty
- Media strategy – Utilize PR professionals to create and rollout
- Materials and website
- Maintain focus and a sense of urgency

15-Credit Strategies & Policies

Type of Strategy	Type of Policy
Communications campaigns	Banded tuition or aid to support 30-credit enrollment
Degree maps	Degree credit cap (60 or 120 credits)
structured schedules	Default scheduling
Financial incentives	

Indiana Legislation: HEA 1348



■ **Financial Incentive:**

- Requires students to complete 30 credits per year to remain eligible for full state aid.
- Students w/ a 3.0 gpa or higher are eligible for more aid.

■ **Structural Reforms:**

- Required institutions to:
 - provide degree maps and guarantee course availability
 - Allow full use of state aid during summer terms
- Encouraged institutions to use banded tuition

■ **Supports:**

- Public awareness campaign
- Additional academic advising



A graphic with a black border containing a pink and orange abstract background. The number 15 is prominently displayed in the center. Below it, text reads 'CREDITS A SEMESTER TO GRADUATE ON TIME' followed by a horizontal line and the hashtag '#15TOFINISH'.

15

**CREDITS A SEMESTER
TO GRADUATE ON TIME**

#15TOFINISH

POSTERS



BROCHURE



TABLE TENT





Complete College America

6 hrs · 🌐

Extra years of college can cost you thousands, both in what you pay and what you lose from not having a job. So, taking 15 credits a semester (or 30 credits a year) saves you money and lets you make more. Cha-ching! Students who take 15 credits a semester (or 30 credits a year) tend to get higher GPAs. So when it comes to getting better grades, taking 15 is sort of a no-brainer...



👍 Like

💬 Comment

➦ Share

AT&T

4:55 PM

25% 🔋



Photo



...

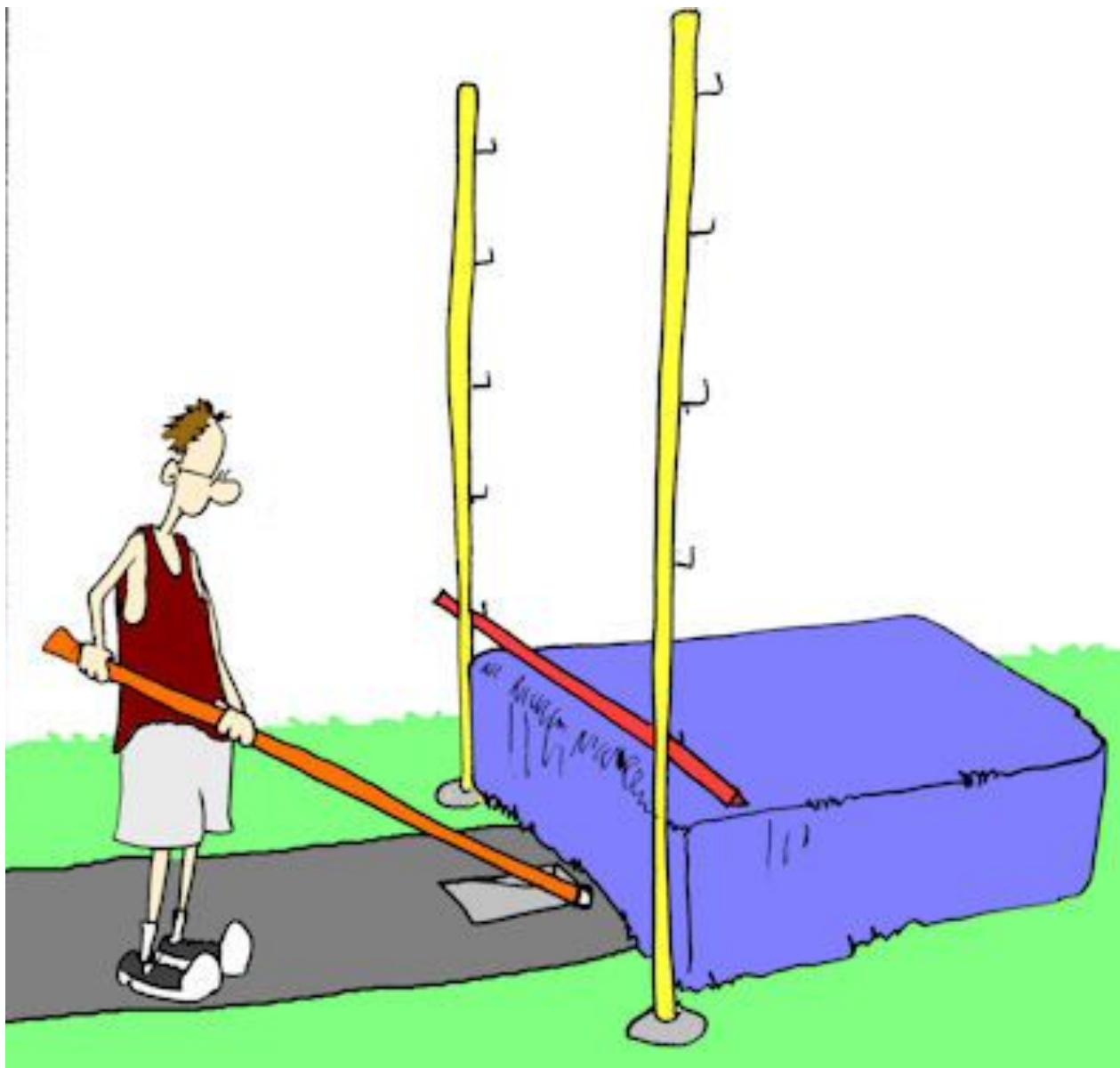


📍 56 likes

Complete College of America Extra years of college can cost you thousands, both in what you pay and what you lose from not having a job. So, taking 15 credits a semester (or 30 credits a year) saves you money and lets you make more. Cha-ching!



www.completecollege.org/15toFinishMaterials





SETTING
THE BAR

COMPLETE COLLEGE AMERICA



SHARED PRINCIPLES

Far too few full-time students graduate on time.

Graduating late or “taking an extra year” comes at great cost for students and their families.

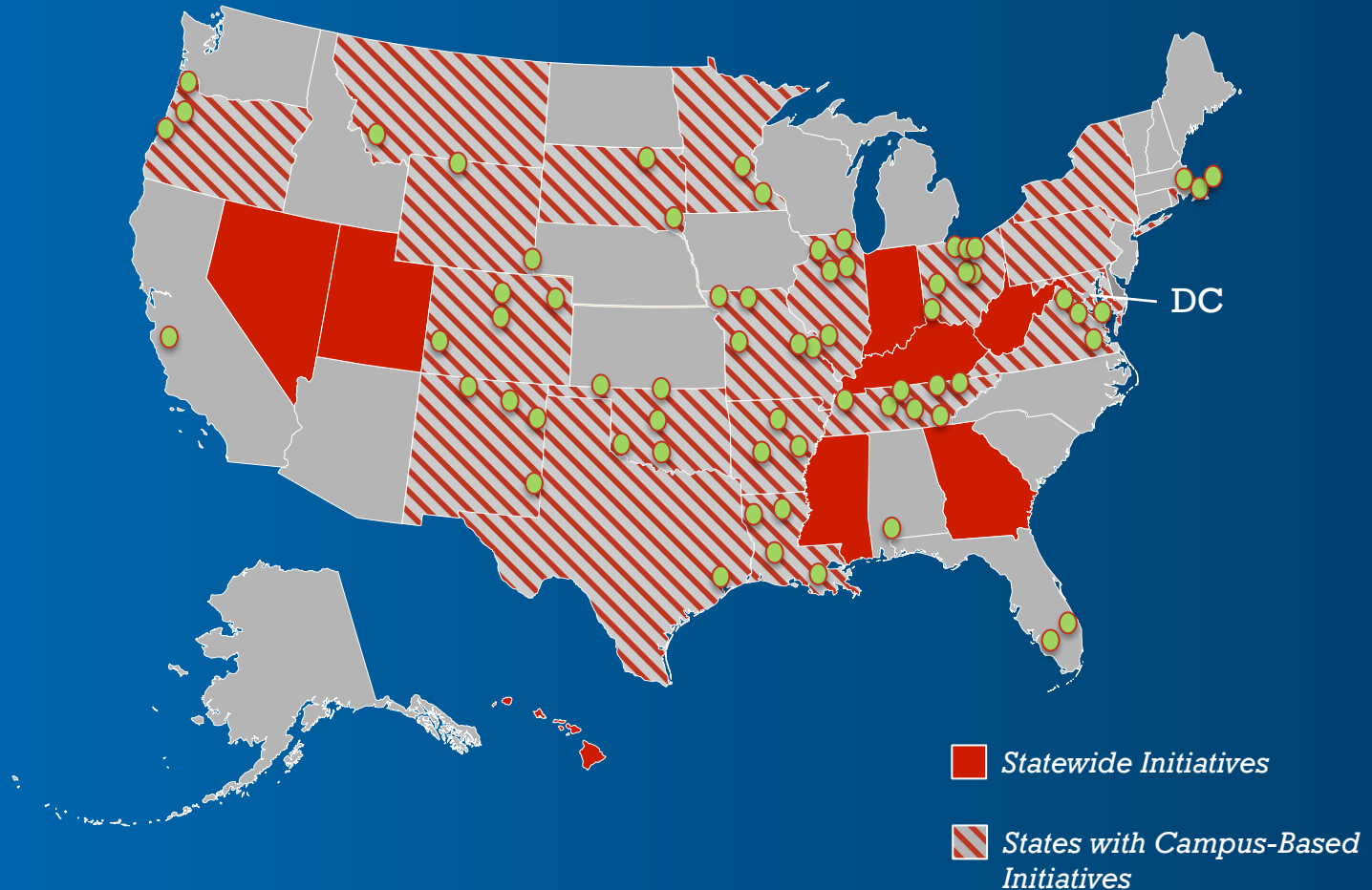
Advisors play a critical role in boosting student success.

Many more students can take 15 credits per semester or term, greatly increasing their likelihood of on-time completion.

#15toFinish informs students of their choices and ensures they know what it takes to graduate on time.



Fifteen to Finish





15

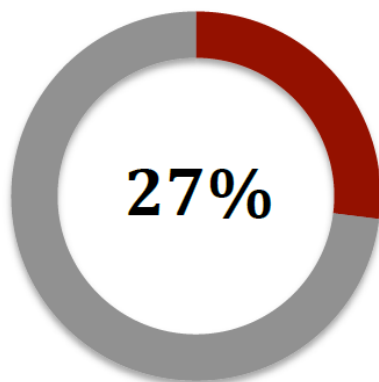
**CREDITS A SEMESTER
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#15TOFINISH

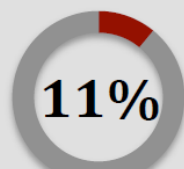
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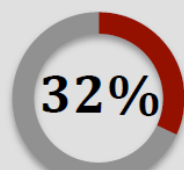
All Students



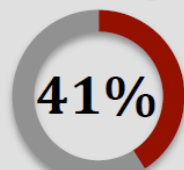
2-Year



4-Year NF

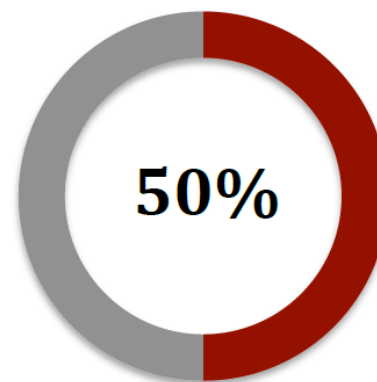


4-Year Flagship

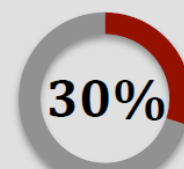


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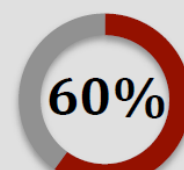
All Students



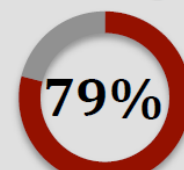
2-Year



4-Year NF



4-Year Flagship



15^{to} 
FINISH



2+2

THINK

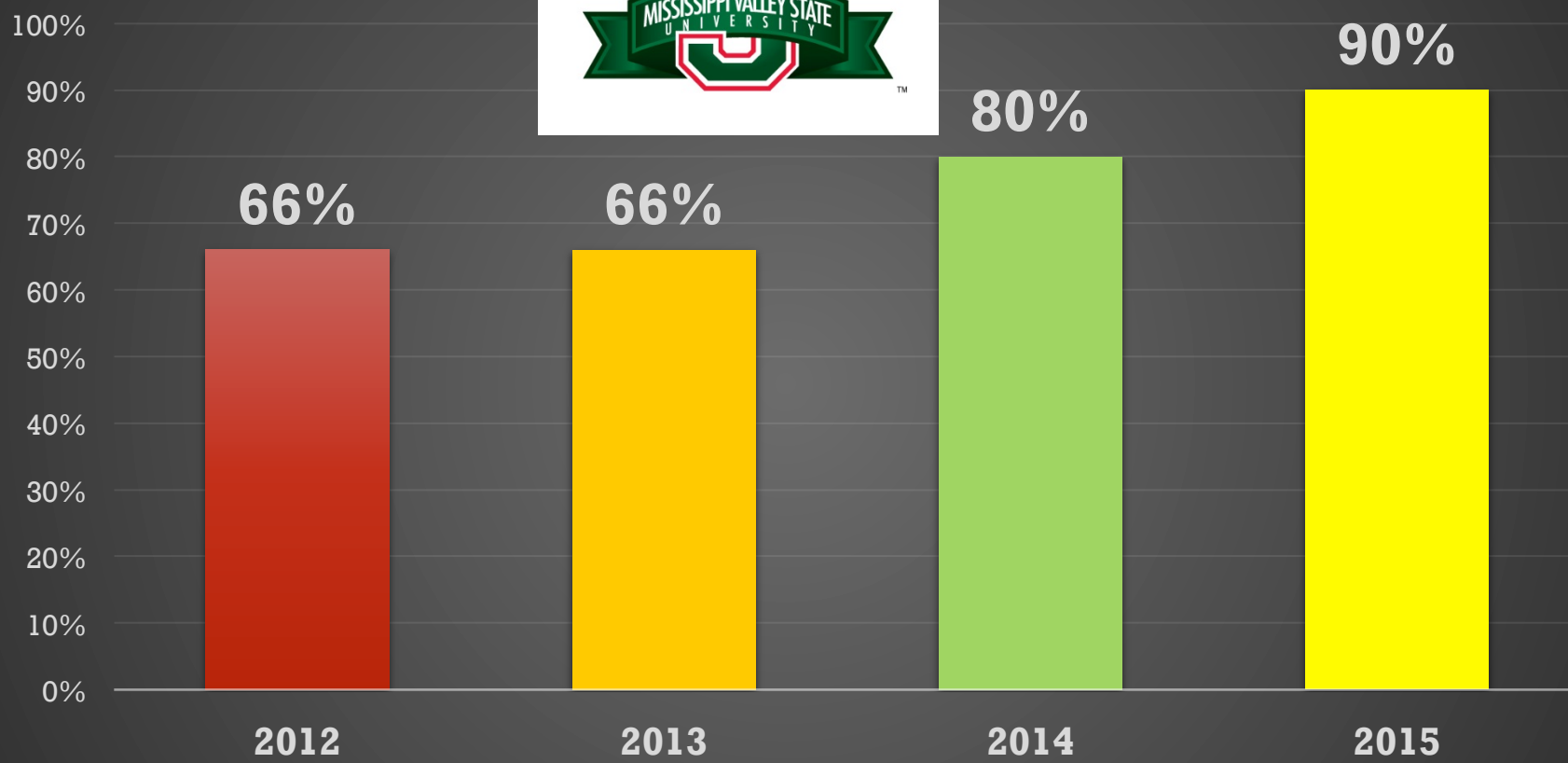
Finish
in 4

WASHBURN COLLEGE

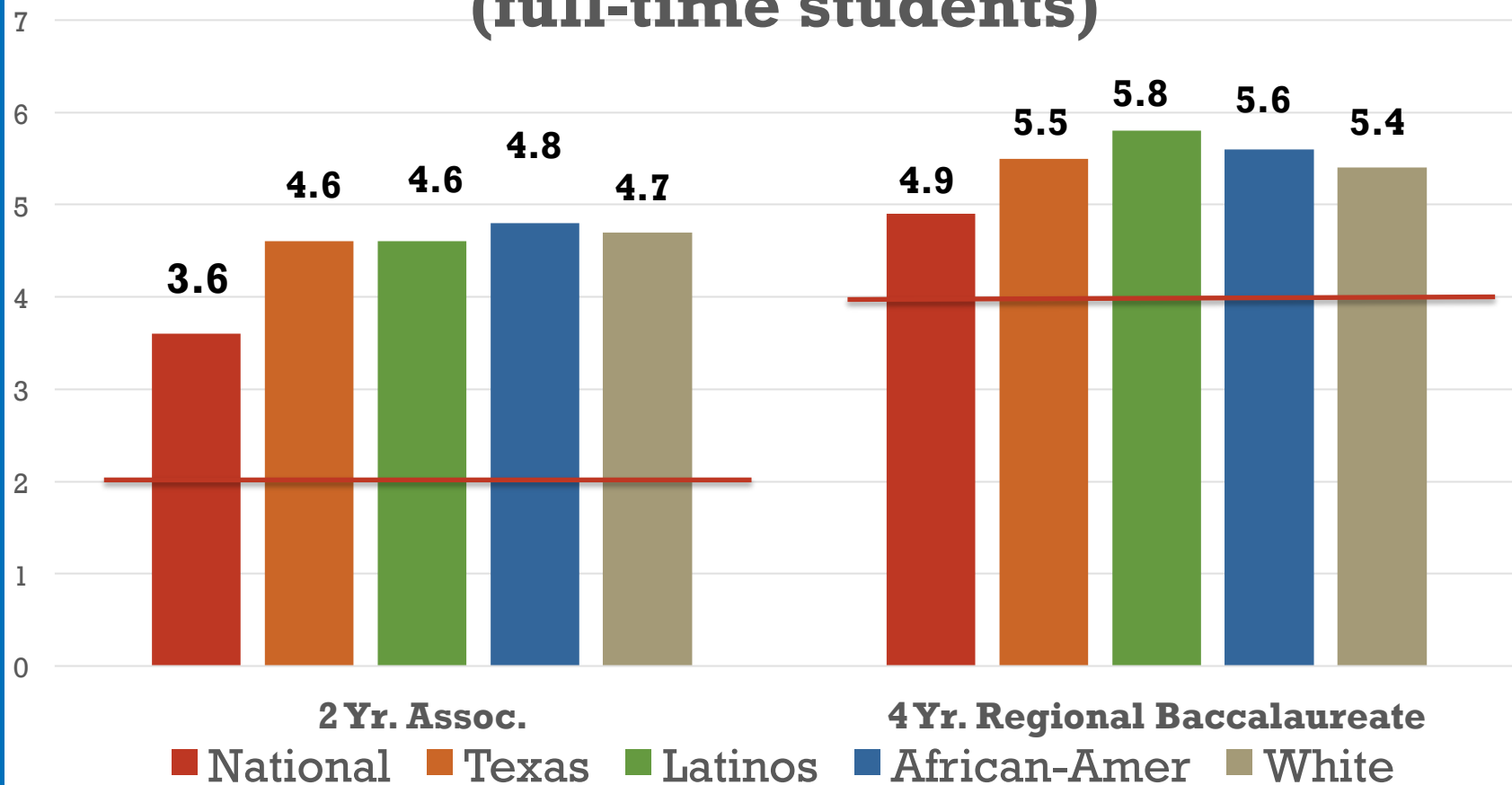
EDUCATE • INNOVATE



% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1st semester)



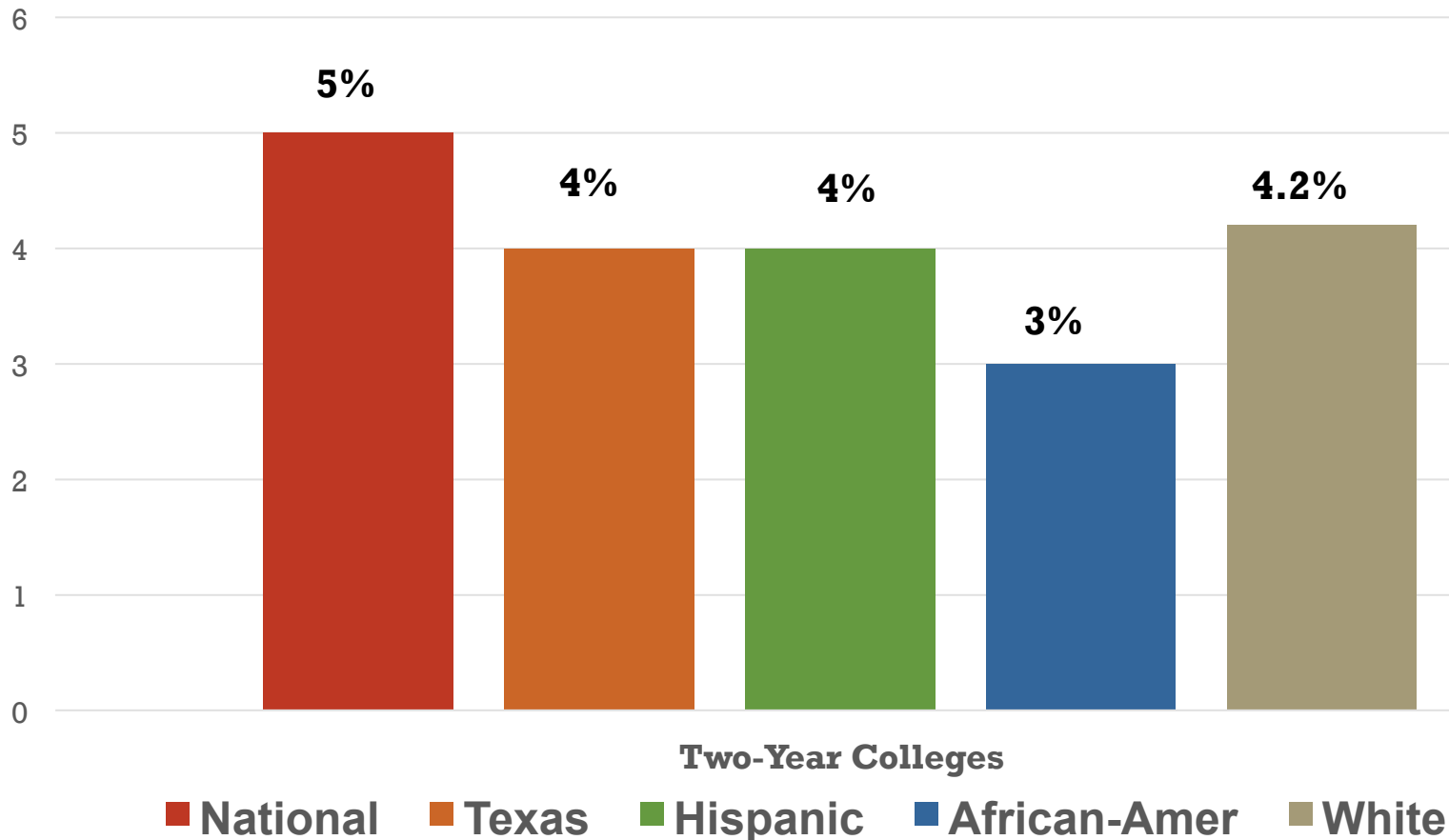
Time to Degree: Texas (full-time students)



Source: CCA Data Collection, 2012-2013 cohort

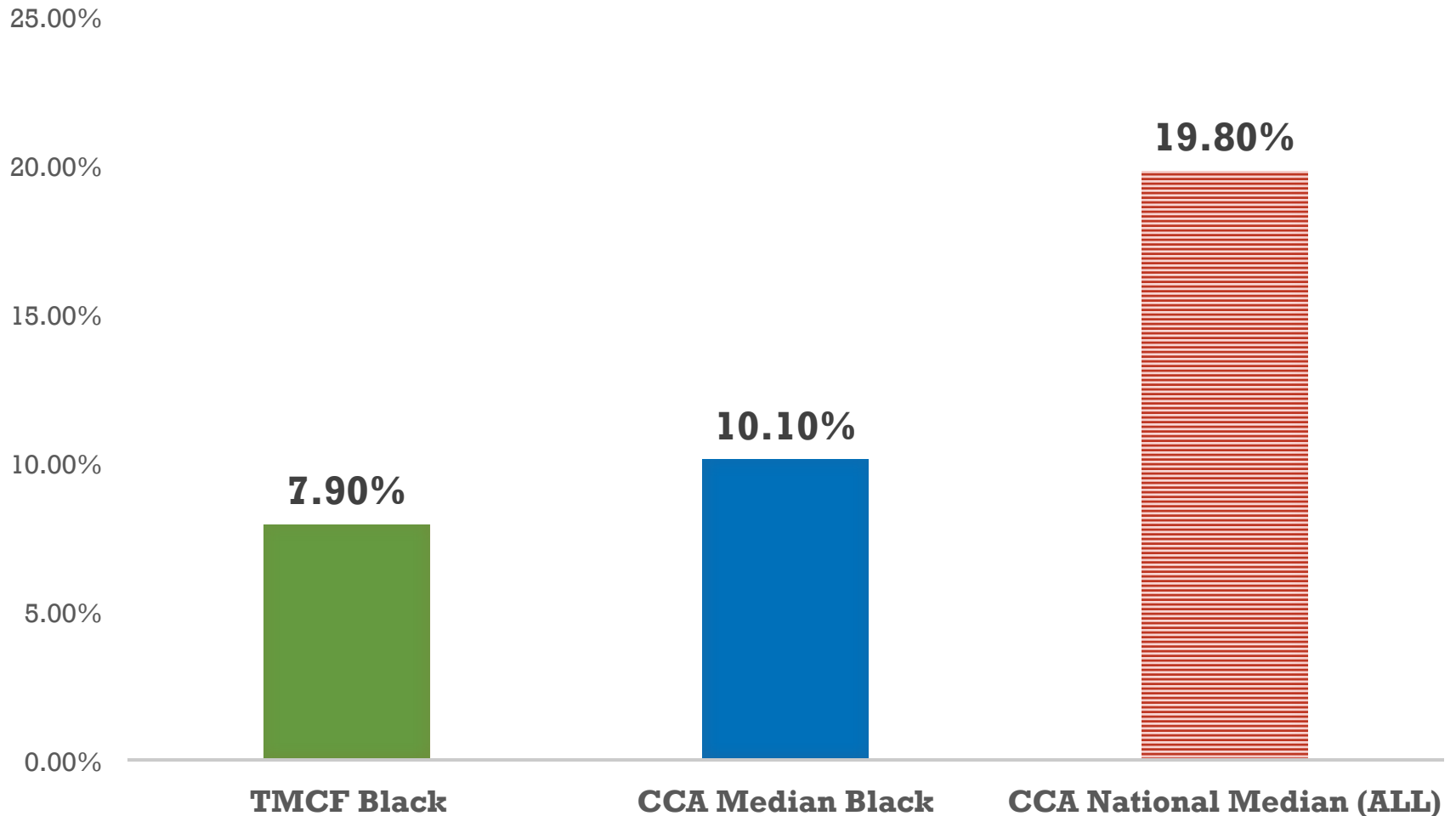
On-Time Graduation Rates: Texas

On-Time Graduation Rates at Two-Year Texas Colleges



On-Time Graduation Rates

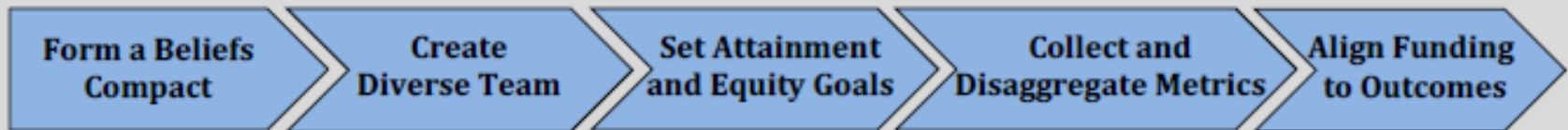
*** Sample Public HBCUs ***



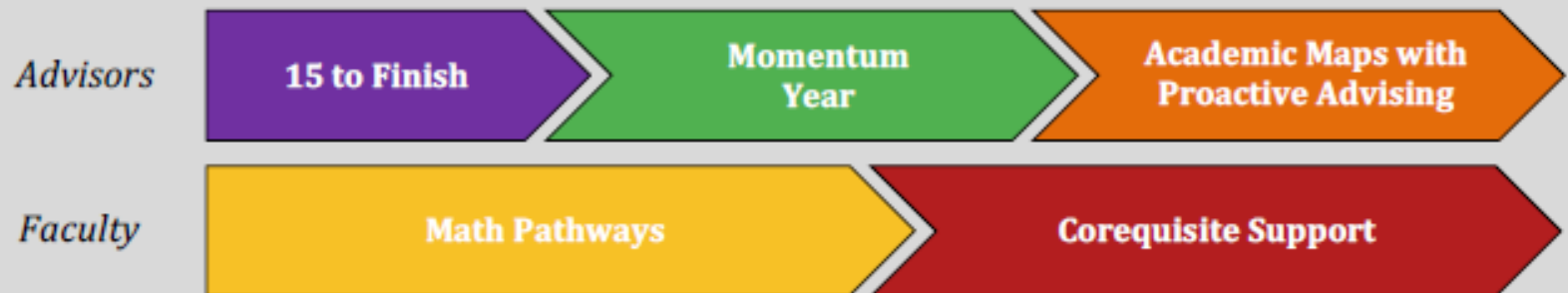
COMPLETE COLLEGE AMERICA

MOMENTUM PATHWAY

Establish the Conditions for Change



Restructure Systems to Improve Outcomes and Narrow Gaps

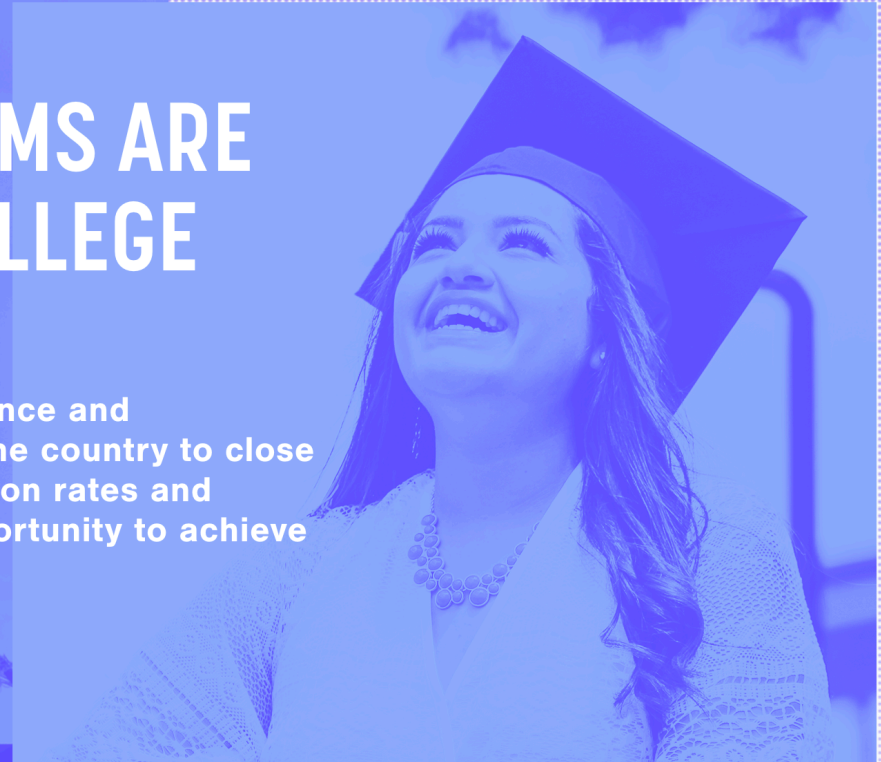


Deploy Targeted Interventions to Permanently Close Gaps



AMERICAN DREAMS ARE POWERED BY COLLEGE COMPLETION

At CCA, we're leveraging our Alliance and implementing strategies around the country to close achievement gaps, boost graduation rates and ensure every student has the opportunity to achieve their dreams.



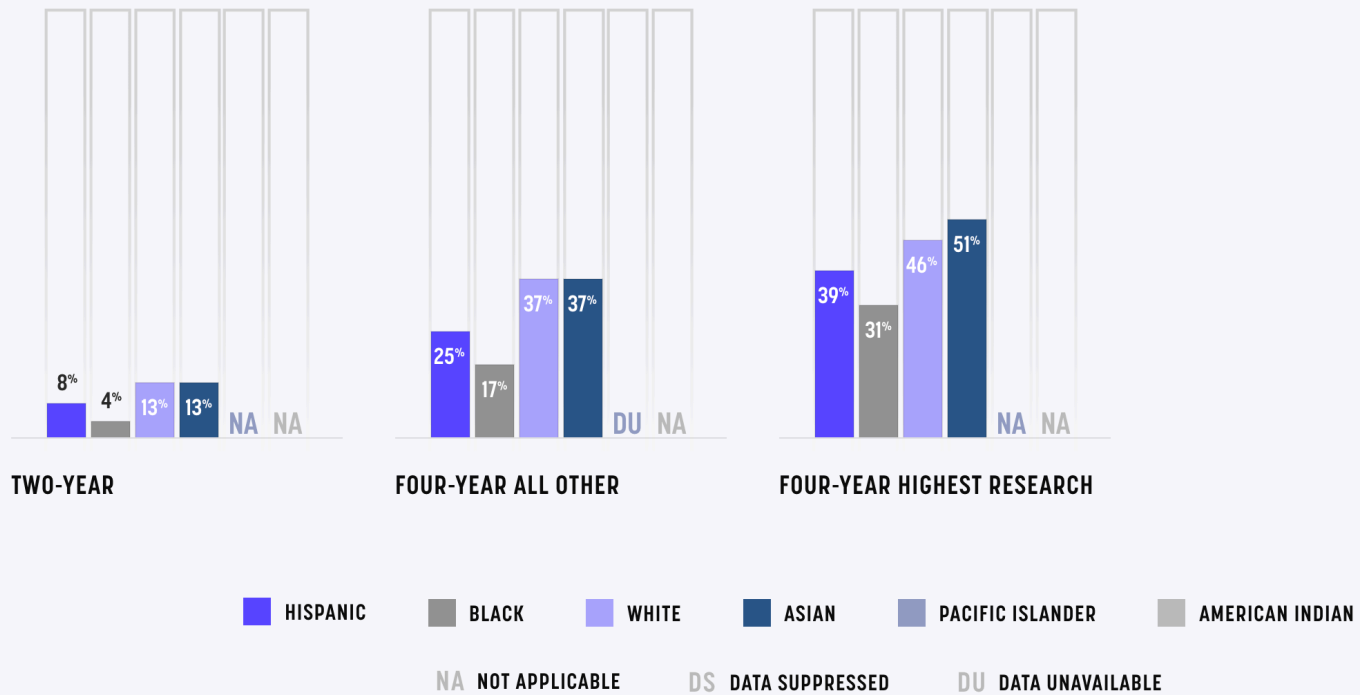
CREDIT ACCUMULATION

% OF STUDENTS COMPLETING # OF CREDITS IN THEIR FIRST YEAR



30 CREDITS PER YEAR

24 CREDITS PER YEAR



COMMIT

- Know the Problem
- Generate Buy In
- Create an Action Plan

ACT

- Design the Strategy
- Communicate with Stakeholders
- Implement the Strategy

IMPROVE

- Measure
- Refine the Implementation
- Sustain the Strategy

RESOURCES



**EARLY MOMENTUM THROUGH
#15TOFINISH AND PURPOSE
FIRST**

Panel explores #15toFinish efforts and CCA's Purpose First initiative, which seeks to help students make more informed majors and career track decisions.

[Learn More](#)

[VIDEO](#)

**MOMENTUM: THE ACADEMIC
AND ECONOMIC VALUE OF A
15-CREDIT FIRST-SEMESTER
COURSE LOAD**

CCRC

[Learn More](#)

[ARTICLE](#)

**ON SECOND THOUGHT: U.S.
ADULTS REFLECT ON THEIR
EDUCATION DECISIONS**

Strada/Gallup - More than half of U.S. adults have regrets.

[Learn More](#)

[REPORT](#)

ADDITIONAL RESOURCES ►

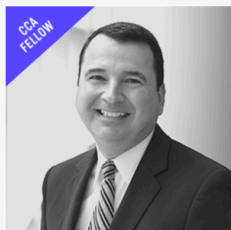
CONNECT WITH CONTENT EXPERTS

Below are state and institutional leaders from around the country who are leading efforts around the Momentum Year. Use the form below to ask questions and receive expert guidance for your own implementation efforts.

STATE ▼

ORGANIZATION TYPE ▼

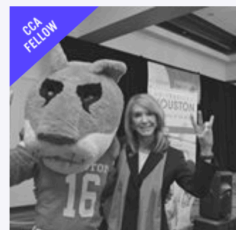
ROLE ▼

**TIMOTHY RENICK**

Vice President for Enrollment Management and Student Success, Vice Provost, and Professor of Religious Studies, *Georgia State University*
Atlanta, Georgia

**TRISTAN DENLEY**

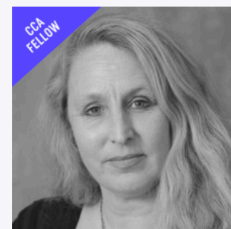
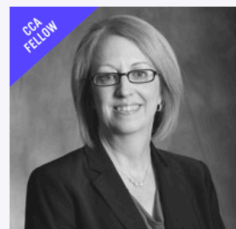
Executive Vice Chancellor for Academic Affairs and Chief Academic Officer, *University System of Georgia*
Atlanta, Georgia

**PAULA MYRICK SHORT**

Senior Vice Chancellor for UH System, Senior Vice President for Academic Affairs and Provost, *University of Houston*
Houston, Texas

**BRUCE VANDAL**

Senior Vice President for Implementation, *Complete College America*
Denver, Colorado



2017 COMPLETE COLLEGE AMERICA ANNUAL CONVENING

ACCESS TO THE **AMERICAN** **DREAM**

NEW ORLEANS | NOV 29 - DEC 1

- Grambling St. University
- Harris-Stowe St. University
- Jackson St. University
- Langston University
- Mississippi Valley St. University
- Norfolk St. University
- Texas Southern University
- West Virginia St. University
- Benedict College
- Clark Atlanta University
- Dillard University
- Lawson State Community College
- GateWay Community College
- Houston GPS
- Merced College
- Mercy College
- Phoenix College
- Pima Community College
- San Joaquin College

Next Steps

January

- Baseline data collection 2016-2017 cohorts

February

- Webinars
- Submit Implementation Plan & Sub Grant

March

- Feedback on Implementation Plan
- Decision on Sub Grant

April-August

- Marketing campaign
- Communication with stakeholders

December

- Quantitative intervention data

January-
February
2019

- Qualitative intervention data