Moving the Needle for First Generation College Students: Innovative Strategies to Support Completion

Monday, December 19, 2016
Webinar Technical Support

- GoToWebinar Technical Assistance: 1-800-263-6317

- To submit live questions, please use the “Questions” box on the control panel

- A recording of the webinar and other resources will be available at www.aypf.org
Workforce demand of postsecondary credentials

First generation, low-income students face unique challenges to college enrollment & degree attainment

- Academic
- Financial
- Social-cultural

Supports cannot only focus on access, but also need to address low completion rates through emphasis on success

Why This Topic?
AYPF VIDEO: First in My Family

First in My Family:

Supporting First-Generation College Students
Today’s Presenters

* **Austin Buchan**, Executive Director, College Forward

* **Ben Walizer**, Project Director, Office of the Vice President for Enrollment Management and Student Success, Georgia State University, & Fellow, University Innovation Alliance

* **Krissy DeAlejandro**, Executive Director, tnAchieves
Hello!

@collegeforward
@Austin_Buchan
MISSION

College Forward coaches motivated, underserved students to achieve the benefits of higher education and a college degree.
VISION

College Forward will lead by building and sharing the most effective, most efficient, and fun college access and completion programs in the country by 2018.
How do we do it?

AmeriCorps and Near-Peer Coaching!
How do we do it?

High School Program

1. After School Classes
2. Discovery of Colleges
3. ACT Test Preparation
4. Campus Visits
5. Assistance with College Applications
6. Assistance with Financial Aid and Scholarship Applications
7. College Persistence Strategies
How do we do it?

College Completion Program

1. Extensive Career, Salary, Employment and Degree Information
2. Corporate Visits
3. Job Shadowing
4. A Plan
5. Career-Focused Support
6. Internship Support
7. Portfolio Development
8. Utilization of Campus Career Offices and Job Placement Companies
9. Professional Jobs within 6 month of Graduation
Relationships

Supported by data & analytics
High Income Students

Low Income Students

College Graduation Rates by 2009
### Early Expansion

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
<th>Cost Per Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>30 Students</td>
<td>$3333 / Student</td>
</tr>
<tr>
<td>2004</td>
<td>56 Students</td>
<td>$1786 / Student</td>
</tr>
<tr>
<td>2005</td>
<td>103 Students</td>
<td>$1581 / Student</td>
</tr>
<tr>
<td>2006</td>
<td>325 Students</td>
<td>$1237 / Student</td>
</tr>
<tr>
<td>2007</td>
<td>641 Students</td>
<td>$965 / Student</td>
</tr>
<tr>
<td>2008</td>
<td>885 Students</td>
<td>$824 / Student</td>
</tr>
</tbody>
</table>

- $ = 100 students
- $100 = $100
We hit our goals

...And learned a lot in the process

Enrollment Growth vs. Cost Per Student

= 100 students

= $100
College Forward’s

Shift to College Completion

- Not enough CBOs focused on completion
- Success rates are still LOW for those who matriculate
- External pressures are (rightfully) mounting to solve this
Sheer Size of the Problem

- Students
- Colleges

x 21 Million
x 4165
x 1
“We’re here to solve the problem. We want to close our doors by 2040.”
Scale impact, not organization

(how might we influence systems already at scale?)
Social Venture 1.0: Success Partnerships

What else can fit into our Venn diagram?

- Fulfill Mission
- Systems Change
- Revenue-Generating
Social Venture 1.0: Success Partnerships

- = Donors
- = College Forward Students
- = Colleges

The image part with relationship ID rId18 was not found in the file.
Success Partnerships

Business Model

= College Forward Students

= Colleges

The image part with relationship ID rId14 was not found in the file.
Success Partnerships
A Stronger Program, Together

- Mapping Exercise with College Leadership
- Co-create Student Milestone Campaigns
- Access College Resources

⏹ = College Forward Students
⏹ = Colleges
Social Venture 1.0: SUCCESS!

- 6 Participating Colleges
- 14 by Fall 2017
- Scalable Funding Model
- Additional 3,035 Students Served in just two years
Success Partnerships: Initial Results

LSC-NH:
37% increase in Year 1

Sul Ross State University:
Leveled the Playing Field
CoFo will stand up a customized, effective student coaching program within three years.

Meanwhile, leaders working behind the scenes to build sustainability plan.
What’s Next at CoFo?

Direct service is not enough!
What’s Next: Scaling Impact through Tech
What’s Next: Student Advocacy

What’s Next: Student Advocacy
Advocacy Objectives:

1. Amplify Student Voice
2. Fund What Works
The image part with relationship ID rId2 was not found in the file.
• To submit live questions, please use the “Questions” box on the control panel
Improving Student Success Outcomes through Data Analytics

Ben Walizer, Project Director
Office of the Vice President for Student Success and Enrollment Management
Georgia State University
GSU’s Students

40% First Generation

60% Non-White

58% Pell Grant Students

30% have EFI <$30k

The Pell Institute, 2014
Our Approach to Change
1. Collect Data
2. Pilot
3. Revise
4. Scale

What We Changed
1. Early Alert
2. Advising
3. Majors
4. Financial Changes
Early Alert System

25 Million Grades
10 Years of Data
144,000 Student Records
800+ Alerts
Advising Changes

2011
- 750-1200 Students : 1 Advisor
- No Central Tracking
- Records were kept on folders in offices
- No consistency in staff positions

2016
- 300 Students : 1 Advisor
- Students are centrally advised until 89 hours
- A student can visit any advising center on campus and expect to be helped.
- Central training and job classifications
Meta-Majors and Freshman Learning Communities

2.4 Majors on Average
90 Majors Available
3000 Courses

4% Retention Rate Increase
7 s.h. fewer at graduation
.25 increase in GPA

• Themed Learning Communities (Business, Humanities, STEM, etc)
  • Blocked Schedules
  • General Ed Classes
• Students can still declare, but no need right away
• Hope Scholarship – State Lottery Funded Merit Scholarship
  • 3.0 GPA Requirement in HS to earn and college to keep HOPE
  • HOPE covers $233/credit hour at GSU (~80% of total costs)
  • Students can regain HOPE Scholarship 1x
  • Students are checked at 30, 60, 90 hours and each spring term.

• Keeping Hope Alive
  • For 1 year, if a student loses HOPE Scholarship
  • $500/semester grant
  • Required coaching/advising/programming

• 35% of students lose HOPE at some point
Panther Retention Grants

- Juniors and Seniors within 4 semesters of graduating
- Less than $2500 due and all financial aid exhausted
- Students are awarded the money, no strings attached*
  - They must be on track to graduate
  - They must agree to financial literacy training

To date we have awarded over $9,000,000
70% of PRG Students Graduated within 2 Semesters
Average PRG is ~$900
## Overall Results

<table>
<thead>
<tr>
<th></th>
<th>2005-2006</th>
<th>2015-2016</th>
<th>From Any 4 Year College</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Students</td>
<td>31.6%</td>
<td>50.4%</td>
<td>76.4%</td>
</tr>
<tr>
<td>Black Students</td>
<td>25.6%</td>
<td>58.4%</td>
<td>77.5%</td>
</tr>
<tr>
<td>Hispanic Students</td>
<td>22.0%</td>
<td>57.6%</td>
<td>76.7%</td>
</tr>
</tbody>
</table>

1645 Degrees Conferred to Black Students

#1 in National Universities
Future Directions

- Student Nudges and Instant Student Support
- Financial Management Center
- Taking GSU success to Perimeter College and the 2-year sector
Audience Q&A

• To submit live questions, please use the “Questions” box on the control panel.
The mission of tnAchieves is to increase higher education opportunities for Tennessee high school students by providing last-dollar scholarships with mentor guidance.
tnAchieves

Launched in Knox County in 2008, tnAchieves has worked with over 200,000 students since inception.

tnAchieves is a privately-funded nonprofit.

tnAchieves funded $16M in scholarships prior to the launch of TN Promise.

Changing Lives, Transforming Communities
GROWTH

Class of 2009
493 Students
knoxAchieves was founded in Knox County.

Class of 2012
6,485 Students
tnAchieves grew to 23 counties.

Class of 2014
14,356 Students
tnAchieves operated in 27 counties, representing 48 percent of the public high school population.

Class of 2015
54,896 Students
TN Promise launched statewide.
TN PROMISE

TN Promise provides a last dollar scholarship to all Tennessee high school seniors.

TN Promise applies at Tennessee’s 13 community colleges, 27 colleges of applied technology, and several four-year institutions offering associate degrees.

TN Promise is part of Governor Haslam’s Drive to 55 campaign.
KEY COMPONENTS

- Last Dollar Scholarship
- Volunteer Mentors
- Community Service
LAST-DOLLAR SCHOLARSHIP
Students meet a Free Application for Federal Student Aid (FAFSA) deadline. Funds are applied after other state and federal aid are exhausted.

Class of 2009 - Class of 2014
tnAchieves provided $16M in privately funded scholarships.
AVG. tnAchieves AWARD PER STUDENT: $970

Class of 2015 - Present
TN Promise provides lottery funded scholarships.
AVG. TN PROMISE AWARD PER STUDENT: $1,120
VOLUNTEER MENTORS

MENTOR ROLES:
- TASK MASTER
- ENCOURAGER
- RESOURCE

MENTORS BY SECTOR

- Business, 35%
- Local Education, 19%
- College & TCAT, 13%
- University, 5%
- Retired, 9%
- Non-Profit, 4%
- Other, 6%
- Government, 9%

NUMBER OF MENTORS

- Class of 2009: 176
- Class of 2010: 210
- Class of 2011: 275
- Class of 2012: 912
- Class of 2013: 1,212
- Class of 2014: 2,262
- Class of 2015: 7,390
- Class of 2016: 7,663
- Class of 2017: 9,056

TN Achieves
Changing Lives, Transforming Communities
## MENTOR RECRUITMENT/TRAINING

### RECRUITMENT

<table>
<thead>
<tr>
<th>COMMUNITY OUTREACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share our mentor opportunity with community groups</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with local news to broadcast and publicize the need for volunteers and to share hometown student stories</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BUSINESS/COLLEGE PARTNERSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Partner with business/industry to recruit employees to serve as mentors</td>
</tr>
<tr>
<td>• Formed Drive to 55 Alliance</td>
</tr>
<tr>
<td>• Host friendly competition between colleges</td>
</tr>
</tbody>
</table>

### TRAINING

<table>
<thead>
<tr>
<th>INTRO TO TNACHIEVES/TN PROMISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide mentors with the rules and details of TN Promise, as well as the role of a tnAchieves mentor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONE HOUR SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host both in-person and webinar options with at least one in-person training session in every county.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MENTOR HANDBOOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Guide mentors through each post-secondary step</td>
</tr>
<tr>
<td>• Outline all TN Promise requirements</td>
</tr>
<tr>
<td>• Include identical information as student handbook</td>
</tr>
</tbody>
</table>
Community Service

8 Hours of Community Service
Each student completes 8 hours of community service each semester.

Class of 2009 – 2014
10,497 Students
279,848 Hours Completed

Class of 2015
21,711 Students
446,093 Hours Completed

Class of 2016
22,611 Students
314,423 Hours Completed

1,040,364 Total Community Service Hours Completed
SUMMER BRIDGE PROGRAM

- 3 week college success boot camp
- Pre and post testing to measure results
- 14 campuses, 1,406 students served

SUCCESS BY YEAR

<table>
<thead>
<tr>
<th>Year</th>
<th>Test Outs</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>19%</td>
<td>42%</td>
</tr>
<tr>
<td>2013</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>2014</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>2015</td>
<td>50%</td>
<td>42%</td>
</tr>
<tr>
<td>2016</td>
<td>49%</td>
<td>40%</td>
</tr>
</tbody>
</table>

SUCCESS BY SUBJECT 2016

<table>
<thead>
<tr>
<th>Subject</th>
<th>Test Outs</th>
<th>Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need</td>
<td>59%</td>
<td>40%</td>
</tr>
<tr>
<td>Improved</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>Tested Out</td>
<td>70%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Subjects Required 2016

- 1 Subject: 44%
- 2 Subjects: 31%
- 3 Subjects: 25%
APPLICATIONS

STUDENT APPLICATIONS

Year | Applications
--- | ---
Class of 2009 | 493
Class of 2010 | 803
Class of 2011 | 1,073
Class of 2012 | 6,485
Class of 2013 | 7,802
Class of 2014 | 14,356
Class of 2015 | 54,896
Class of 2016 | 59,621
Class of 2017 | 60,826
SUCCESS INDICATORS

**CLASS OF 2014**
- **FALL-SPRING RETENTION**: 93%

**CLASS OF 2014**
- **FALL-FALL RETENTION**: 77%

**CLASS OF 2013**
- **3-YEAR GRADUATION RATE**: 31%*

**CLASS OF 2010**
- **6-YEAR GRADUATION RATE**: 47%*

*TN Community College 3-year graduation rate: 15% (IPEDS)
*TN Community College 6-year graduation rate: 26% (THEC)
Class of 2015

16,291 Students Enrolled

Increase in Full Time Freshman (FTF) Enrollment

10% Overall increase in enrollment in public higher education

- 24.7% Increase at community colleges
- 20.0% Increase at colleges of applied technology

4.6% increase in Tennessee’s college going rate
College-Going Rate of Tennessee High School Graduates

- 2007: 53.8%
- 2008: 55.4%
- 2009: 55.7%
- 2010: 55.7%
- 2011: 57.1%
- 2012: 57.0%
- 2013: 58.1%
- 2014: 57.9%
- 2015: 62.5%
# Class of 2016

<table>
<thead>
<tr>
<th>Metric</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>59,621</td>
</tr>
<tr>
<td>FAFSA File Rate</td>
<td>93%</td>
</tr>
<tr>
<td>Completed Community Service</td>
<td>22,593</td>
</tr>
<tr>
<td>Mentors</td>
<td>9,301</td>
</tr>
</tbody>
</table>

**2016 FAFSA Filing Rate**

<table>
<thead>
<tr>
<th>State</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tennessee</td>
<td>70.3%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>65.0%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>60.7%</td>
</tr>
<tr>
<td>Delaware</td>
<td>59.9%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>59.6%</td>
</tr>
</tbody>
</table>

- **Number of high schools working with tnAchieves**: 793
- **Number of high school meetings**: 278
LOCAL ADVISORY COUNCILS

LAC RESPONSIBILITIES

- Assist in volunteer mentor recruitment
- Navigate community culture and dynamic
- Serve as an advocate for Drive to 55

613 LOCAL ADVISORY COUNCIL MEMBERS IN 84 COUNTIES
- County Mayor
- Director of Schools
- Chamber of Commerce President
- Higher Education Representative
- Local Business Leader
THE DRIVE TO 55*

To achieve 55% statewide degree attainment by 2025, not all counties must meet 55%.

- Hancock County: 21.6% → 36.6%
  - $2.4 million Total Additional Income
- Sevier County: 28.2% → 46.6%
  - $144.2 million Total Additional Income
- Shelby County: 43.7% → 60.3%
  - $1.4 Billion Total Additional Income

Number of additional Tennesseans working:
- Hancock County: 528,630
- Sevier County: 1,984,268
- Shelby County: 528,630

Projected increase in income:
- Hancock County: $2.4 million
- Sevier County: $144.2 million
- Shelby County: $1.4 Billion

Projected amount of additional tax revenue:
- Hancock County: $76.4 MILLION
- Sevier County: $9.33 BILLION
- Shelby County: $76.4 MILLION

“With tnAchieves I have learned to value education, the benefits that the community can give and the faith the community can have in students who want to receive a degree in the state of Tennessee. I look forward to the day in which I can work as a mentor for incoming tnAchieves students, so I can express the impact and the success that tnAchieves has had on my life and can have on theirs.”

Timothy “Andrew” Frantz, Knox County
• To submit live questions, please use the “Questions” box on the control panel
Contact Today’s Presenters

* **Austin Buchan**, Executive Director, College Forward
  * abuchan@collegeforward.org

* **Ben Walizer**, Project Director, Office of the Vice President for Enrollment Management and Student Success, Georgia State University, & Fellow, University Innovation Alliance
  * bwalizer@gsu.edu

* **Krissy DeAlejandro**, Executive Director, tnAchieves
  * krissy@tnachieves.org
* Please remember to complete the survey upon exiting the webinar

* The slide deck and a recording will be posted at [www.aypf.org](http://www.aypf.org)