WELCOME TO #WCETWEBCAST

October 2, 2018

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.

WCET WEBCAST: THE FORGOTTEN STUDENTS - UNDERSTANDING THE STUDENT COMPLETION CRISIS IN HIGHER ED AND EMERGING SOLUTIONS

October 2

WELCOME!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

PowerPoint can be downloaded in the handouts pane.

Follow the Twitter feed: #WCETWebcast.

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QUESTIONS FROM THE AUDIENCE

If you have a question during the presentation, please add your questions to the question box.

We will monitor the question box and have time for Q&A after the presentations.
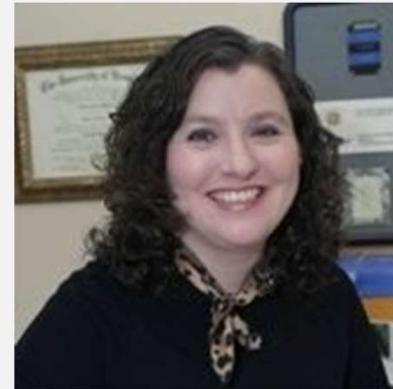
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Why Do So Many Americans Drop Out of College?

How America's higher education system became one big dropout factory

JORDAN WEISSMANN   MAR 29, 2012

The College Dropout Problem

Frederick Hess Contributor ⓘ
Jun 6, 2018, 07:00am • 2,442 views • #OnCampus

First Say Yes class: More earned college degrees, but dropout problem remains

By Jay Rey | Published July 15, 2018 | Updated July 15, 2018

College Completion Rates Are Still Disappointing

Preston Cooper Contributor ⓘ
Dec 19, 2017, 07:30am • 8,423 views • #OnCampus

What Can Higher Education Institutions Do to Reduce the College Dropout Rate?

by Chalk & Wire | June 29th, 2017

3.9 Million Students Dropped Out of College With Debt in 2015 and 2016

The for-profit sector produced a disproportionate share of indebted dropouts.

Bill Gates: US college dropout rates are 'tragic'

Abigail Hess | @AbigailJHess | 11:57 AM ET Tue, 10 Oct 2017

Dropouts: College's 37-Million-Person Crisis—and How to Solve It

ANYA KAMENETZ DEC 5, 2012

The Completion Report Card: Most Colleges Receive a Failing Grade

GRADE	GRADUATION %	NUMBER
A	90-100%	43
B	80-89%	101
C	70-79%	165
D	60-69%	259
F	0-59%	1,132

The Educational Policy Institute evaluated the graduation rates of 1,669 colleges and universities. As author Neal Raisman, Ph.D., notes, "Most colleges grade students on an A to F scale with A being excellent or superior and F representing a failing grade."

Impact: The College Earnings Premium and Professional Mobility

Median annual earnings among full-time workers ages 25 to 32, in 2012, dollars

- Bachelor's Degree or more: Silents (1965) $38,833; Early Boomers (1979) $41,989; Late Boomers (1986) $44,770; Gen Xers (1995) $43,663; Millennials (2013) $45,500
- Two-year degree / Some college: Silents (1965) $33,655; Early Boomers (1979) $36,498; Late Boomers (1986) $34,595; Gen Xers (1995) $31,173; Millennials (2013) $30,000
- High school graduate: Silents (1965) $31,384; Early Boomers (1979) $32,299; Late Boomers (1986) $30,525; Gen Xers (1995) $27,883; Millennials (2013) $28,000

- In 2013 the median annual earnings for full-time workers aged 25 to 32 were higher by **$17,000** for individuals with a Bachelor's Degree or higher compared to individuals with only a high school diploma

Rising Earnings Disparity Between Young Adults With and Without a College Degree

Impact: Lost Tuition to Universities

- The largest single school lost **$102,533,338**, while the average school lost **$9,910,811**

- Publicly assisted colleges and universities averaged a loss of **$13,267,214** due to attrition

- Private colleges and universities averaged a loss of **$8,331,593**

$16.5 Billion

IN TUITION REVENUE
IS LOST TO ATTRITION
EACH YEAR

Impact: Social Opportunity Cost

Individuals with college degrees are:

- 44% more likely to report health to be 'very good' or 'excellent' than those without degrees
- Significantly less likely to struggle with obesity or heavy drinking
- 3.6x less likely to have a disability that makes it difficult to live independently
- 4.9x less likely to spend time in jail or prison

The Forgotten Students: Debunking Common Myths

- Stopout students are typically weak students who struggle academically
- Students who leave school aren't interested in finishing their education
- Stopout students are primarily motivated to return to school for "extrinsic" reasons

Stopout Students: Why is bringing them back so difficult?

- **Locate**: Where are they?

- **Contact**: How do you get in touch with them?

- **Understand**: What circumstances led them to drop out? What would need to change for re-enrollment to become an option?

- **Guide**: What are the necessary steps for re-enrollment?

- **Support**: Who is acting as a support system for these students?

A New Approach to the Completion Crisis: Bringing the Forgotten Students Back

Don't treat stopout students as a **single, monolithic group**

One Profile, Three Personas

Married Female 2 Kids

Breadwinner on Budget

Multi-tasking Matriarch

Health Challenged 2nd Chancer

	MOTIVATION	CHALLENGES & NEEDS	UNIVERSITY RESOURCES	COMMUNICATION STYLE
Breadwinner on Budget	**External** - Better life for family	Finances Goal Setting	Budgeting & Financial Aid Services	Structured emails, Text reminders Direct talk
Multi-tasking Matriarch	**Internal** - Be example for family	Accountability Time Management Peer Engagement	Time Management Seminars Peer Networks	Text, Nudges Empowering language
Health Challenged 2nd Chancer	**Internal** - Finish what she started	Ability to work, write in cold weather due to arthritis	Writing support Disability Services	Phone, Nurturing language

Blend **humanity** and **technology**

The Evolution of Engagement Channels

Engagement Channels evolving over time
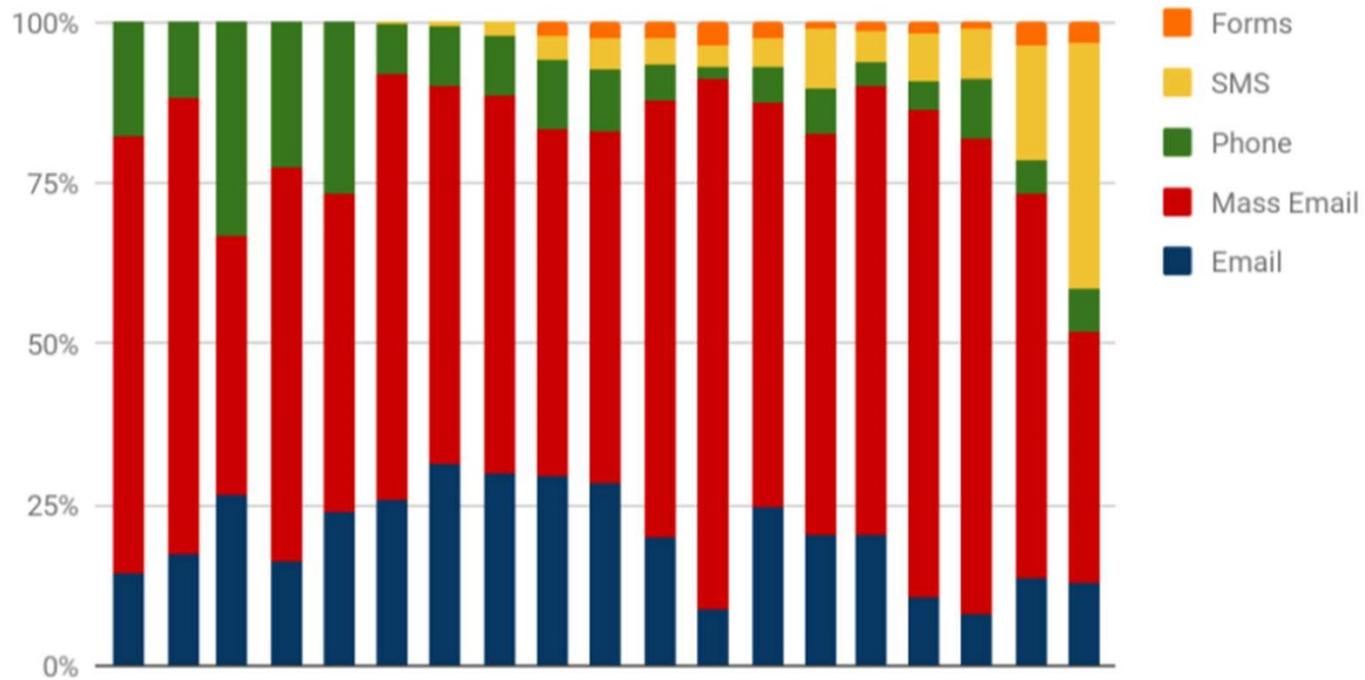
Apply **data** and **predictive** **analytics** to the stopout population

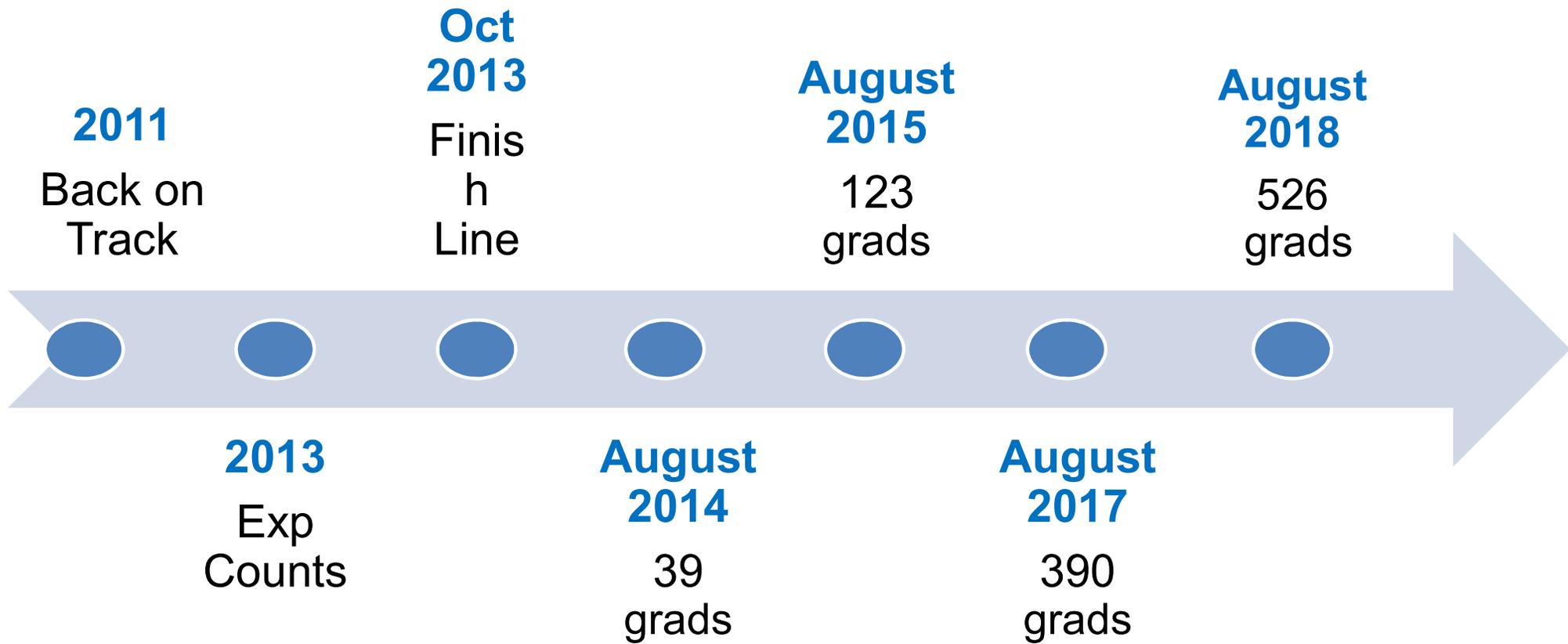Identify and **eliminate** barriers to re-entry

Case Study: **University of Memphis**

A degree completion program, launched in the fall 2013 semester, that re-recruits stop outs who were close to finishing their first bachelor's degree

Timeline

2011

Back on Track

2013

Exp Counts

Oct 2013

Finish Line

August 2014

39 grads

August 2015

123 grads

August 2017

390 grads

August 2018

526 grads

Finish Line Program Criteria

- Senior standing (90 + credit hours)

- One semester stop-out period

- Overall grade point average of 2.0

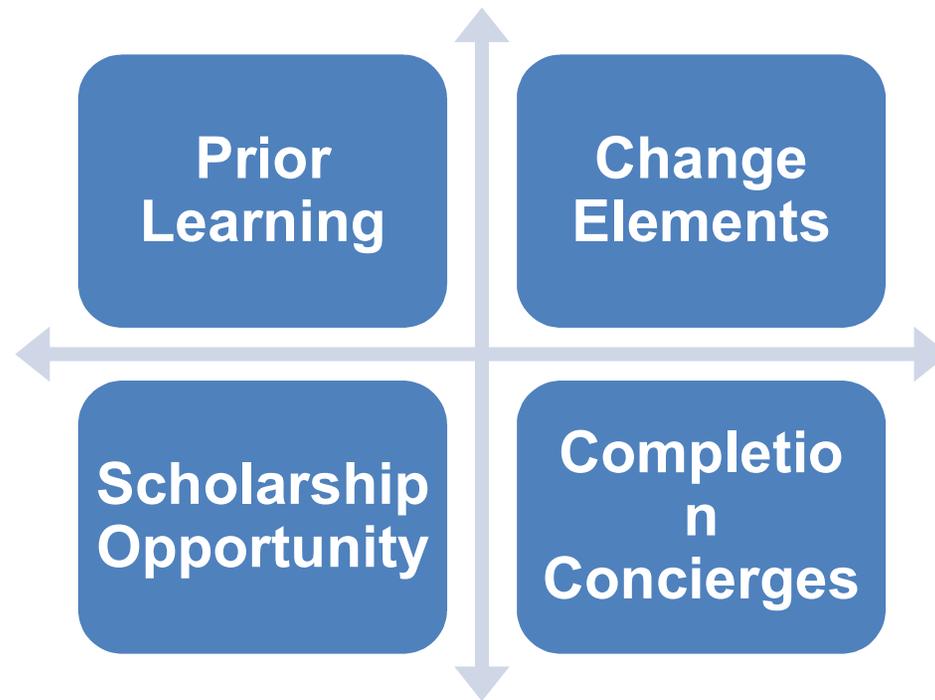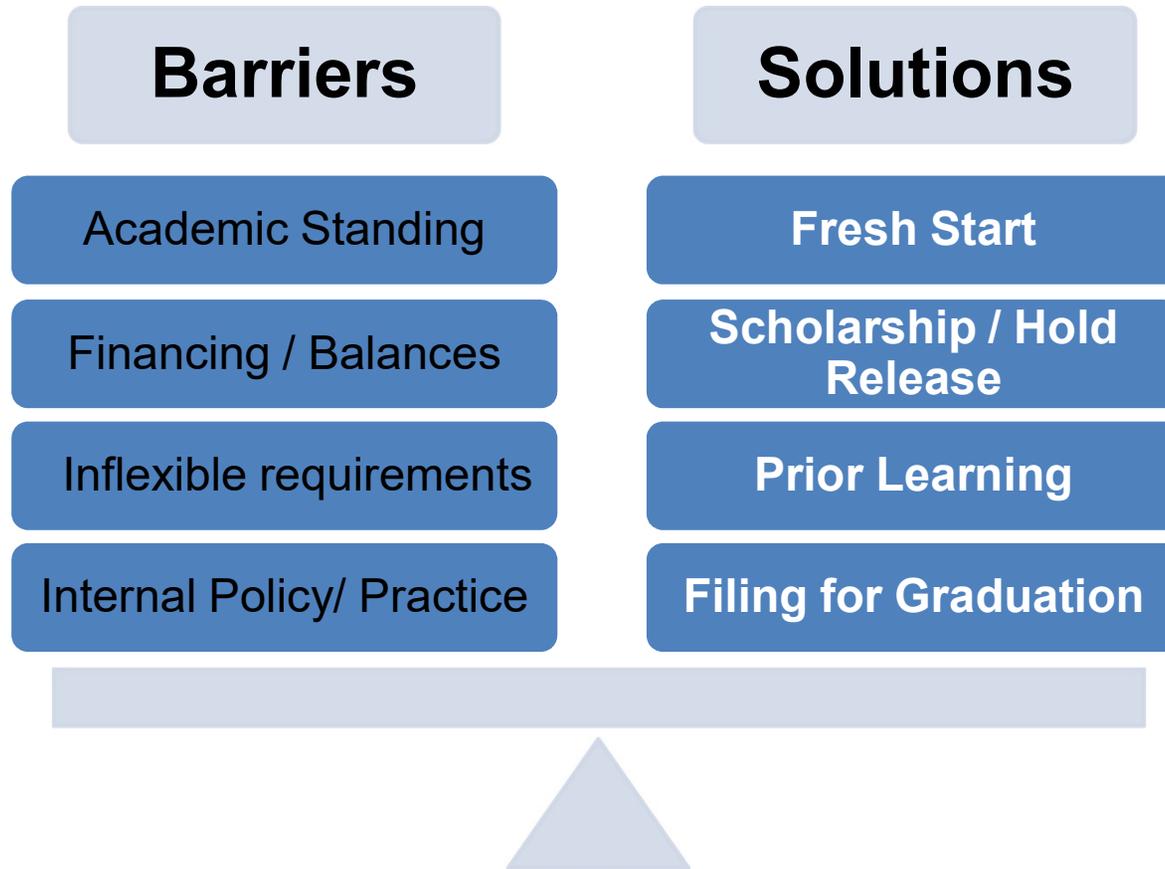WE WANT TO HELP YOU FINISH YOUR DEGREE!

NOW IS THE TIME!

THE UNIVERSITY OF MEMPHIS.

LEARN MORE

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Messaging:
Accessible, Affordable, Accelerated

Prior Learning	Change Elements
Scholarship Opportunity	Completion Concierges

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Solutions Approach

| Barriers	Solutions
Academic Standing	Fresh Start
Financing / Balances	Scholarship / Hold Release
Inflexible requirements	Prior Learning
Internal Policy/ Practice	Filing for Graduation

THE UNIVERSITY OF MEMPHIS.

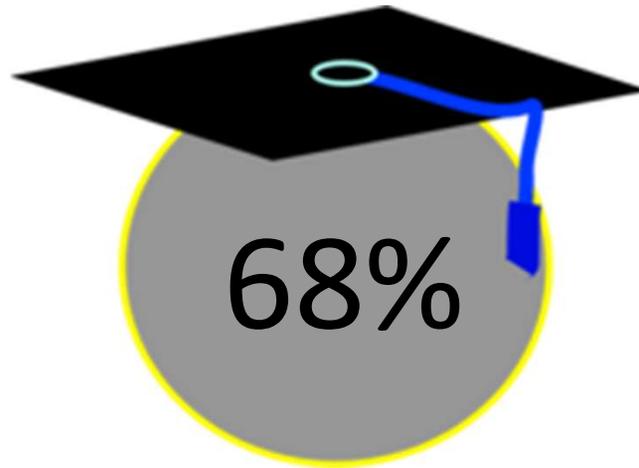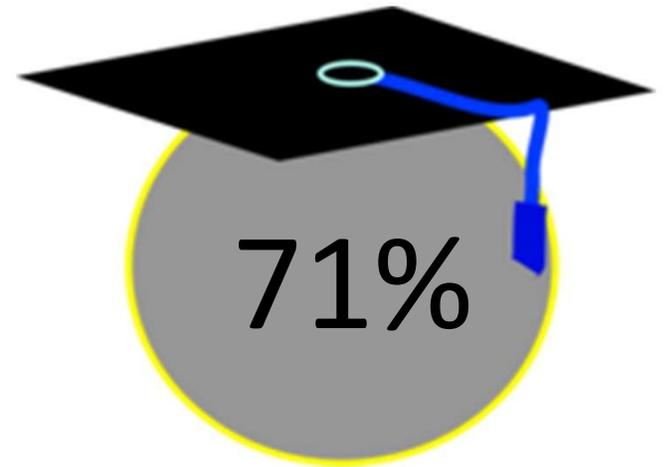# Results: 526 Graduates

Funding formula equivalent: 915

- Average
  - Age 36
  - GPA 2.6
  - **Only 11 Hours needed!!**
  - Cost of **$1,800**

- 305 students in progress
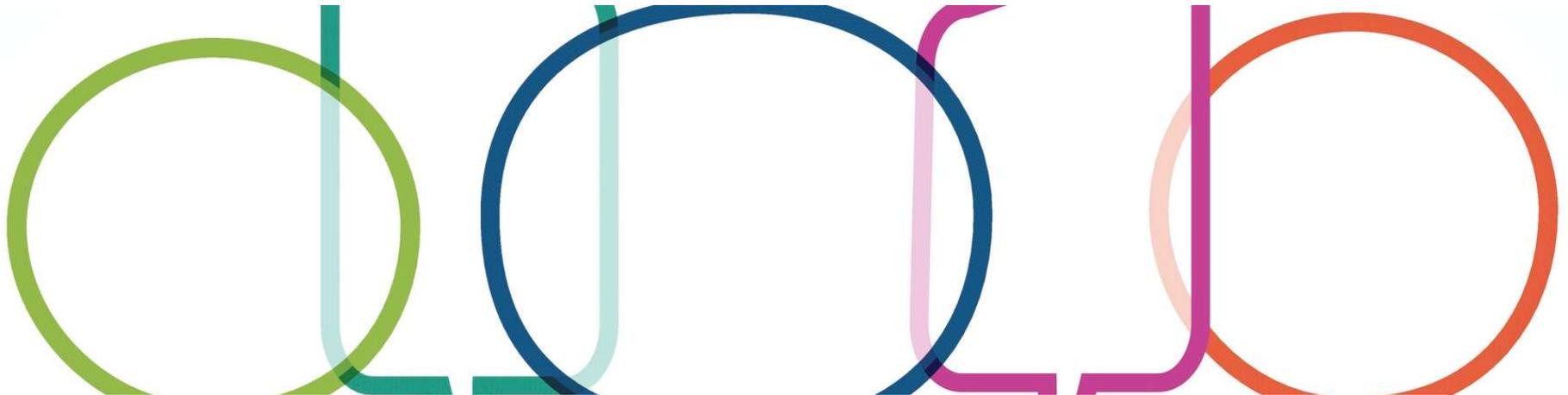 - 60 students graduating in December

THE UNIVERSITY OF MEMPHIS.

48%
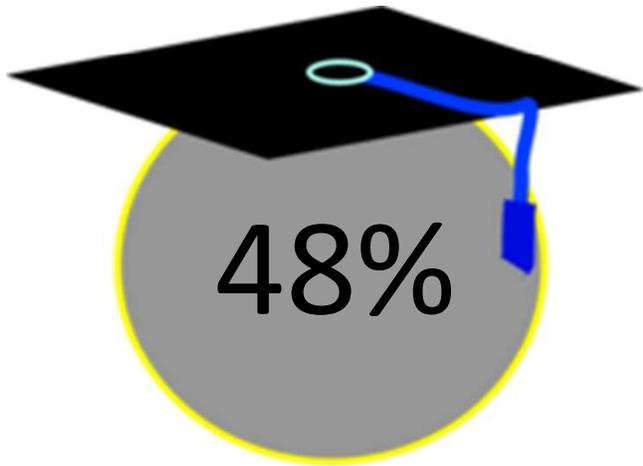
First
Generation
Students

68%

Low
Income
Students

71%

Under
Represented
Minorities

QUESTIONS FROM THE AUDIENCE

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http://wcet.wiche.edu/

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CELEBRATING

wcet

30 Years of Serving Higher Ed
in North America

WCET 30th Annual Meeting
October 23 - 25, 2018 | Portland, OR

WCET 30th Annual Meeting and Celebration

October 23-25

Portland, OR

https://wcet.wiche.edu/events/30th-annual-meeting-2018

ADDITIONAL INFORMATION AND RESOURCES

Access to the resources discussed during this webcast, including the archive, will be available next week.

http://wcet.wiche.edu/connect/webcasts

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