Student Success & Completion Committee Meeting

Wednesday, August 28, 2019

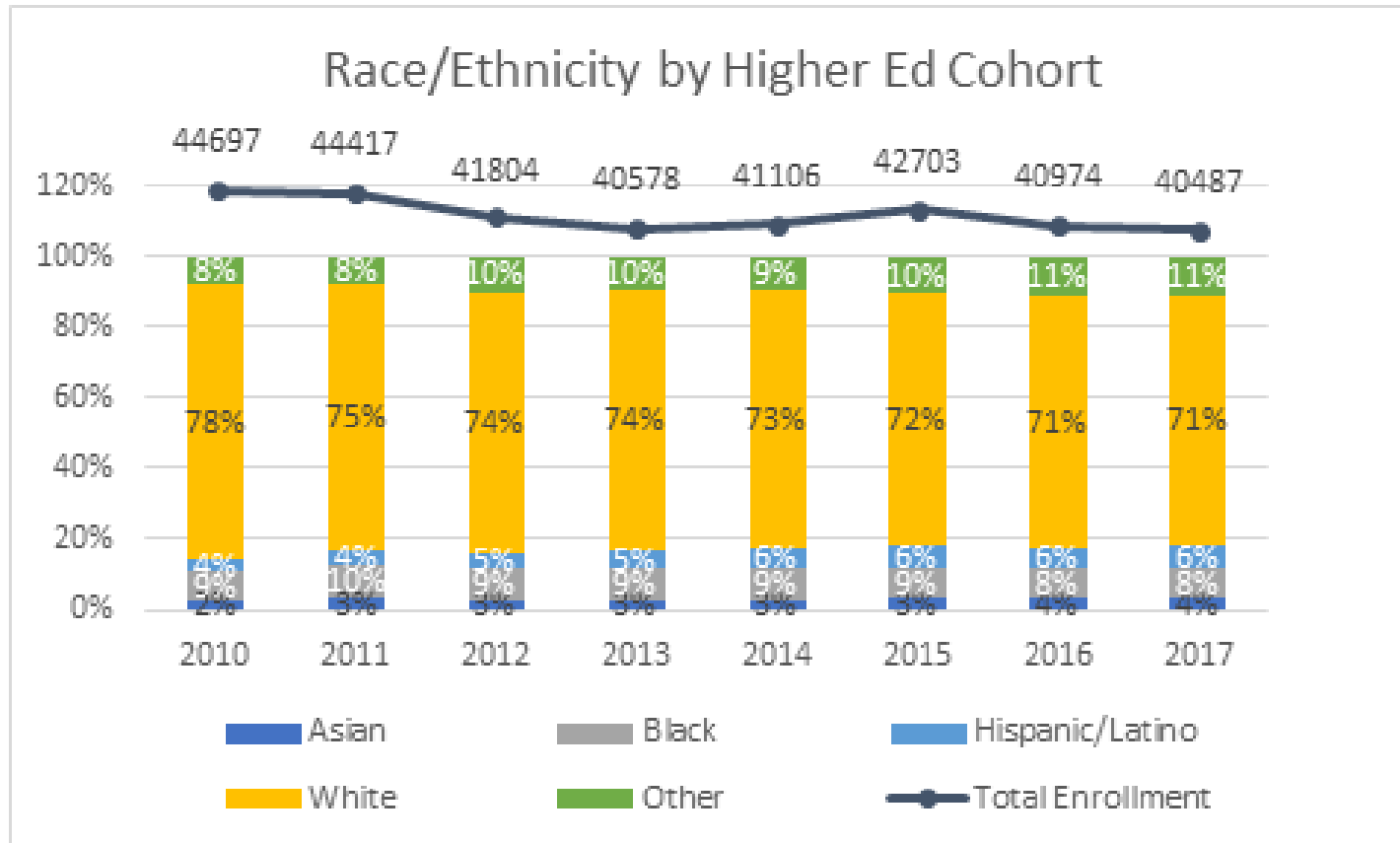# Agenda

- Student Demographics

- College Scholar Success Program

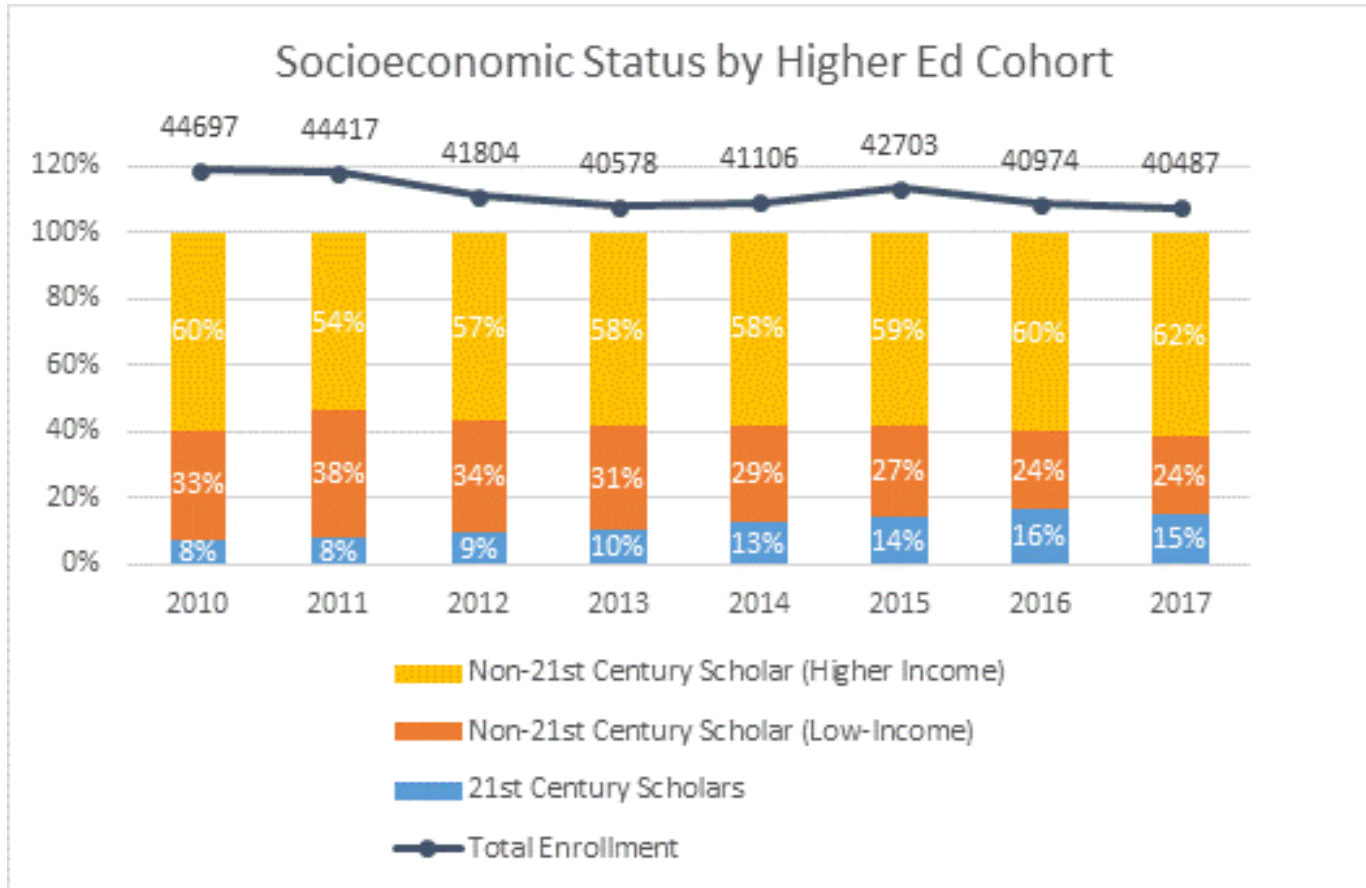- ScholarCorps/VISTAs

- State Fair Summary

- Next Level Jobs

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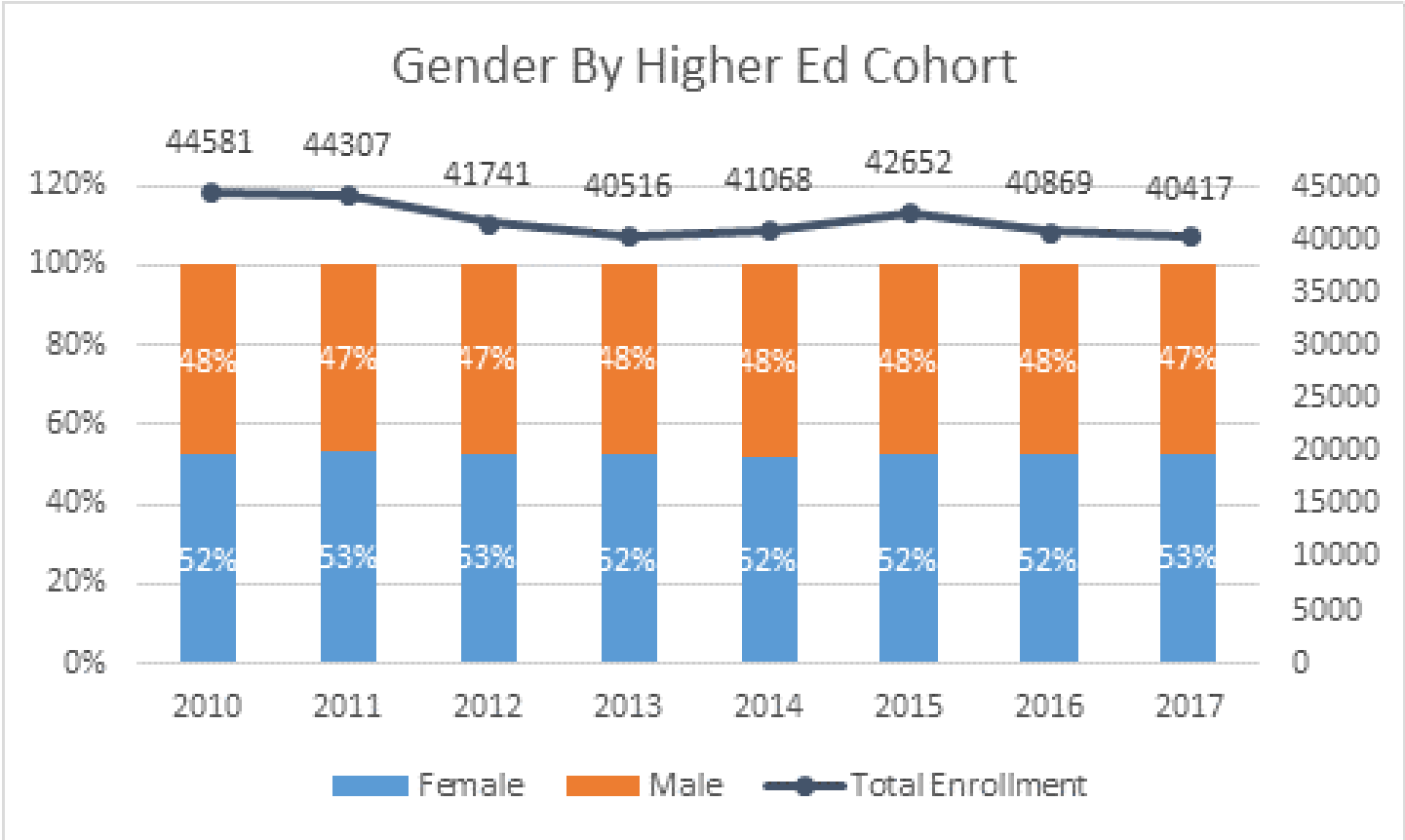HIGHER EDUCATION

Equity Data

Freshmen Are More Diverse

Race/Ethnicity by Higher Ed Cohort

Socioeconomic Status

Socioeconomic Status by Higher Ed Cohort

Demographics for College-Level freshmen

Gender

Full Time Enrollment

Rank by FTE Undergraduate Enrollment #:

1. Ivy Tech
2. IU Bloomington
3. Purdue WL
4. IUPUI
5. Ball State
6. Indiana State
7. USI
8. Vincennes

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FALL Headcount and FTE Summary (All Students)

	Fall 2015				Fall 2016				Fall 2017				Fall 2018			
	Undergraduate		Graduate		Undergraduate		Graduate		Undergraduate		Graduate		Undergraduate		Graduate	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
Ball State University	15,720	15,350	4,482	2,501	16,101	15,744	4,871	2,634	16,158	15,818	5,331	2,832	15,545	15,262	5,530	2,913
Indiana State University	10,737	10,059	2,207	1,321	10,601	9,839	2,288	1,409	10,817	9,972	2,115	1,307	10,348	9,547	1,941	1,211
IU Bloomington	32,694	32,207	9,894	7,331	32,924	32,558	10,289	7,505	33,104	32,800	10,053	7,356	32,991	32,652	9,946	7,290
IU East	3,173	2,341	132	69	3,082	2,294	154	69	2,969	2,265	156	67	3,028	2,347	168	80
IU Kokomo	2,778	2,284	116	69	2,763	2,329	110	61	2,742	2,379	131	74	2,726	2,418	172	100
IU Northwest	4,117	3,236	354	197	3,698	3,012	366	212	3,527	2,884	365	220	3,357	2,763	390	231
IUPUI	21,216	18,097	7,827	6,962	21,001	18,688	7,758	7,036	20,870	18,731	7,914	7,191	20,651	18,682	8,059	7,270
IU South Bend	5,165	4,147	507	267	4,981	4,159	490	268	4,790	4,050	471	258	4,602	3,902	480	272
IU Southeast	5,228	3,955	349	142	4,941	3,886	356	154	4,699	3,772	373	159	4,528	3,689	417	202
Purdue Northwest	10,091	7,839	1,149	743	9,616	7,292	834	495	8,664	6,862	865	500	8,244	6,687	847	512
Purdue Polytechnic	920	676	-	-	993	736	-	-	1,060	787	-	-	1,020	757	-	-
Purdue West Lafayette	29,330	28,945	9,635	8,252	29,870	29,383	10,101	8,612	30,830	30,276	10,233	8,625	32,488	31,899	10,468	8,816
IPFW	8,341	6,789	554	308	7,844	6,440	546	304	7,687	6,355	455	256	7,254	6,193	477	268
USI	7,976	7,132	855	456	7,780	6,923	1,036	552	7,574	6,799	1,289	679	7,395	6,632	1,432	737
Vincennes University	7,559	6,158			7,106	5,489			6,761	5,336			6,204	4,783		
Ivy Tech System	69,972	41,269			65,098	38,417			61,597	35,953			59,813	34,992		

Race/Ethnicity by Campus Type

	Research	Regional	Comprehensive	Metropolitan	Two-Year
White	71%	73.6%	75.5%	74.5%	71%
Asian	4.3%	1.8%	2%	3.5%	1.5%
Black	5%	8.1%	12.5%	7.5%	12%
Hispanic/Latino	5.3%	10.4%	5.5%	7%	7.5%
Other	14.3%	6%	8%	7.5%	8%

PELL Recipients

Institution Type	PELL %
Comprehensive	33.5%
Metropolitan	32%
Regional	30.5%
Two Year	28.5%
Research	21.6%

Percent of students that received an income-based federal Pell grant intended for low-income students:

Campus	PELL %
ISU	41%
Ivy Tech	40%
IUPUI	36%
IU Southeast	35%
BSU	33%
IU East, Northwest & Kokomo	30%
PU Fort Wayne	28%
USI	26%
PU Northwest	25%
Vincennes & PU WL	17%
IU Bloomington	15%

College Scholar Success Program

Our Charge
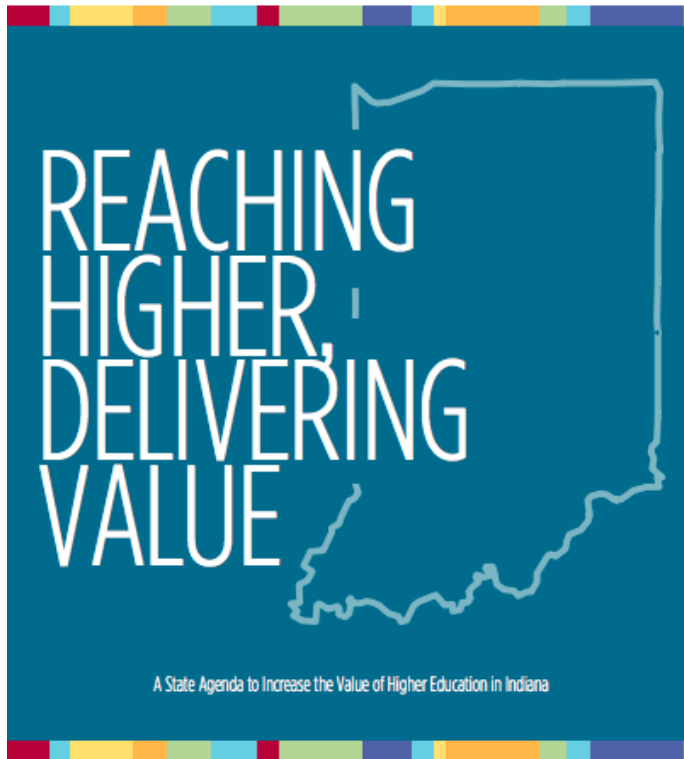
CHE: Extend 21st Century Scholar Success Program expectations beyond high school graduation through college completion.

IGA: Begins with Scholars matriculating to an eligible higher education institution after August 31, 2019.

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Key Questions

- **Are these still the right guiding questions?**
  - Is it **meaningful?**
  - Is it **measurable?**
  - Is it **accessible?**

- **What changes would be most impactful at the postsecondary level (and what should it look like)?**
  - Current: **Credit Completion, FAFSA, SAP**
  - Format: **Annual** or **cumulative**?
  - Focus: **Career Preparation**?

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College Scholar Success Program

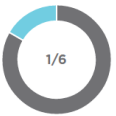| YEAR	REQUIRED ACTIVITIES		
	ALL 4 ANNUALLY COLLEGE PERFORMANCE	**1+ PER YEAR** COLLEGE ENGAGEMENT	**1+ PER YEAR** CAREER PREPARATION
FIRST YEAR	☐ Complete 30 Credits Per Year ☐ Maintain Satisfactory Academic Progress (SAP) ☐ File Free Application for Federal Student Aid (FAFSA)+ ☐ Identify 1 Mentor/Champion**	• Summer Bridge Program • New Student Orientation/ Transfer Student Orientation • First-Year Experience • Living-Learning Community • Campus Involvement* • Study Abroad*	• Informational Interview • Job Shadow • Professional Resume • Portfolio • Internship* (or equivalent) • Student-Faculty Research*
SECOND YEAR	☐ Complete 30 Credits Per Year ☐ Maintain Satisfactory Academic Progress (SAP) ☐ File Free Application for Federal Student Aid (FAFSA)+ ☐ Identify 1 Mentor/Champion**		
	CONTINUING TO A FOUR-YEAR PROGRAM***		
THIRD YEAR	☐ Complete 30 Credits Per Year ☐ Maintain Satisfactory Academic Progress (SAP) ☐ File Free Application for Federal Student Aid (FAFSA)+ ☐ Identify 1 Mentor/Champion**		
FOURTH YEAR	☐ Complete 30 Credits Per Year ☐ Maintain Satisfactory Academic Progress (SAP) ☐ File Free Application for Federal Student Aid (FAFSA)+ ☐ Identify 1 Mentor/Champion**		

College Scholar Success Program

ScholarTrack Build-Out

College Scholar Success Program

- 29 Pilot Campuses
  - 7 public
    - 9 individual Ivy Tech Campuses
  - 13 private

- Timeline
  - **Fall 2019/Spring 2020:** Campus Pilot
  - **Fall 2020/Spring 2021:** Statewide Implementation

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ScholarCorp/VISTAs

ScholarCorps AmeriCorps

- ***PURPOSE:*** *The program aims to increase 21st Century Scholar retention and success by providing on-campus programming, direct support and connecting students to various on-campus resources, information and services needed to be successful in college.*

- 26 Full-time ScholarCorps AmeriCorps Members

- Full-time AmeriCorps (FT-AC) term (1,700 hours)

- Grant Term: August 1, 2019 – July 31, 2020

- Living stipend and benefits provided to members

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AmeriCorps VISTA

- ***PURPOSE:*** *The purpose of the VISTA initiative is to increase college and career readiness and success rates of Hoosier students across the state.*
- 4-6 Full-time AmeriCorps VISTA Members
- Full-time (Year Long) AmeriCorps Commitment
- Education Award **_or_** end-of-service stipend (cash award) Grant Term: Rolling
- Host Sites:
  - CHE
  - Ivy Tech Community College- Central & Northeast
  - EcO Networks (Columbus/EGR9)
  - Project Leadership (Grant Co. & Delaware Co.)

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State Fair Summary

State Fair Summary

- Approximately **23,000 visitors** per year
- 90%+ volunteer shifts: CHE, DWD, Serve Indiana, Employ Indy, INvestEd, colleges
- Highlights:
  - Aug. 5th – Military Day –VU Aviation Technology
  - Governor Holcomb visit
  - Ivy Tech Assembly and Logistics Certificate
  - Next Level Jobs

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Indiana State Fair

Indiana State Fair

Next Level Jobs

Next Level Jobs - Update

- Results to date as of August 2019:
  - **446,006 unique visits** to NextLevelJobs.org
  - **19,091** Hoosiers have enrolled in high demand certificate programs at Ivy Tech, Vincennes or other eligible training providers
  - **8,072** Hoosiers have completed a Next Level Jobs Workforce Ready certificate program

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Next Level Jobs - StatWax

- StatWax has implemented a strong digital advertising strategy to **retarget +400,000** students who have knowledge of Next Level Jobs but have yet to take action

  - Visited the site but did not start the form
  - Started the form but did not complete
  - Completed the form but not yet enrolled

- Previous work with Ivy Tech's Next Level Jobs marketing campaigns

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Next Level Jobs - Beyond Marketing

- Audit NLJ website to drive form completions and enrollment
  - Plan to record three test subjects using the website to get feedback of typical user experience

- Implement website Chatbot for immediate assistance to student inquiries

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Campaign Insights

- Location: Indianapolis has been the largest provider of applications by any city (**37**)

- Audience & demographics:
  - When comparing Men and Women, Women convert at much notably **higher** volumes (77 vs 40) across most of our campaigns

Top Counties by Conversion Volume	
County	**Form Conversions**
Marion	41
Lake	15
Allen	8
Hamilton	8
St. Joseph	7

*Conversion = Form submission

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Questions?