MICHIGAN CENTER FOR STUDENT SUCCESS

An Initiative of the Michigan Community College Association

Project Win-Win Practice Guide
Moving Near Completers to Degrees

A guide to the sequence of activities involved in conducting Project Win-Win degree completion projects including data element lists, process charts and communication samples. Prepared with the generous support of The Kresge Foundation.

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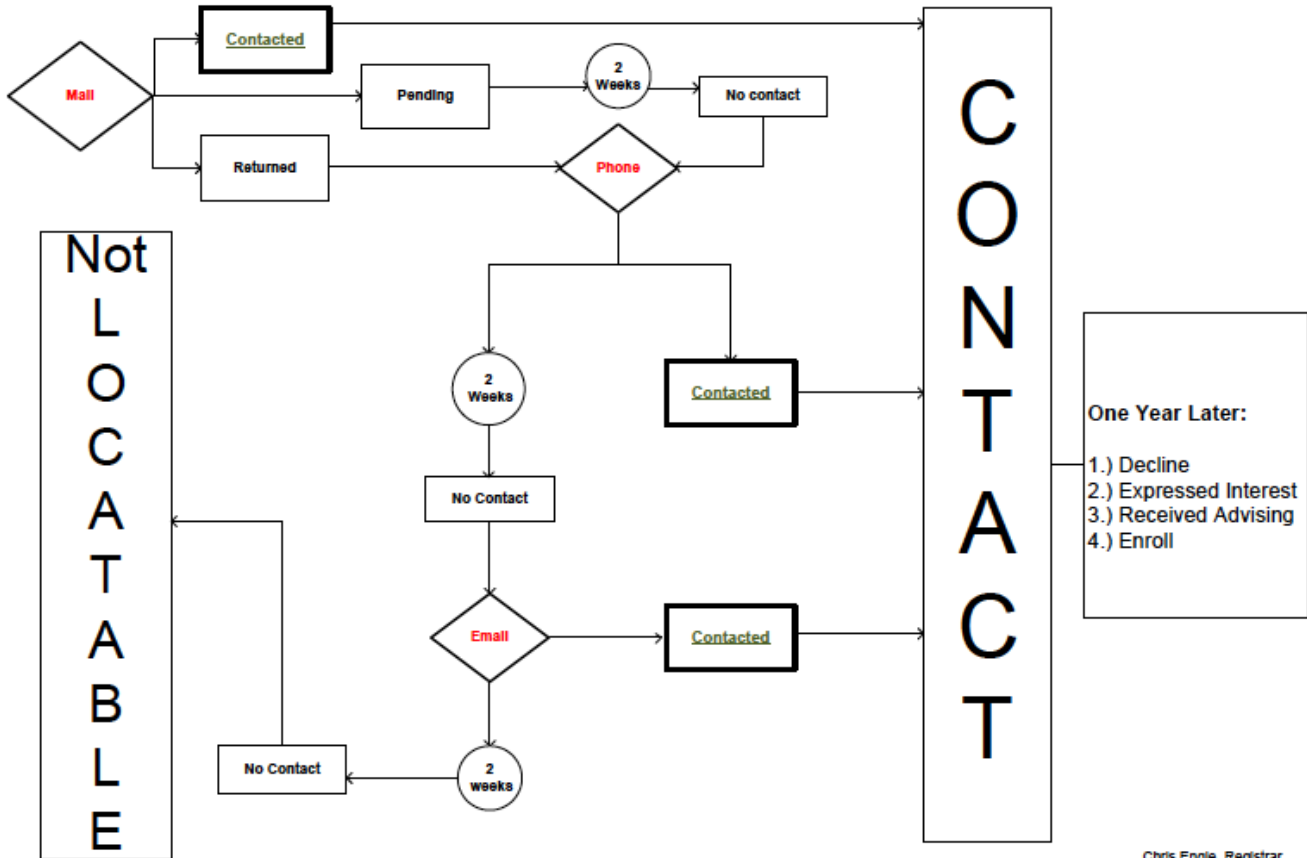
Chris Engle, Registrar
Mott Community College
Aug. 2012

Michigan Project Win-Win
Key Activities Outline

Overview

Scenario for Finding Qualifying Students – Initial Institute for Higher Education Policy (IHEP) Design
This design used seven (7) distinct procedural steps reflected in what IHEP calls the "Full Cycle".

Full-Cycle Steps:

The basic scenario for all participating institutions involves seven steps:
(1) Identifying students in their data systems who had entered the institutions at any time after 2001, earned at least 60 credits and the minimum grade point average required for graduation, but who never received the associate's degree and had not been enrolled at the institution for at least a year (Universe of Interest);
(2) Matching that initial list against state system records (when available) to determine who is either currently enrolled elsewhere in the state or earned a degree from another state institution, and removing them from the population under consideration;
(3) Taking the reduced list after step 2 and sending it to the National Student Clearinghouse to determine if anyone on the list is currently enrolled in another state or received a degree in another state, and removing them from the group under consideration (Michigan moved directly to this step in the absence of a state system as referred to in Step 2);
(4) Taking the residual list of students after Step 3, and subjecting each student record to a "Degree Audit" to reach a final determination on degree eligibility;
(5) For all degree "Eligibles," determine whether there are any administrative "holds" on degrees and resolve as many of these as possible;
(6) For all those for whom the Degree Audit determined academic shortfall by 12 or fewer credits, find these "Potential" degree earners, and
(7) Contact as many Potentials as can be found with templates for finishing degrees that include formal class work, credit-by-examination, and/or development and review of a dossier that documents and validates experiential learning.
This process takes two years to complete, with the largest portions of time spent on Degree Audits and locating the potential degree-completers.

Condensed Project Format

In Round 2 of the Michigan experience, the process was shortened to 5 steps and the timeline reduced to 15 months.

Step 1 – Create the Universe of Interest (Late summer)

Step 2 – Match files to the NSC Student Tracker (Mid fall)

Step 3 – Conduct Degree Audits (Late fall to Early spring)

Step 4 – Identify Potentials, Communication Plan/Outreach (Summer/Fall with target of re-enrollment in next Fall term)

Step 5 – Identify Eligibles, Award Degrees (Spring/Summer)

SET UP INFRASTRUCTURE

- Kick-off conference/meeting
- Identify college leads and team members – to include Registrar, Institutional Research, Advising, and Academic Affairs
- Create all-stakeholders contact/distribution lists
- Create master project calendar
- Schedule Win-Win monthly conference calls and/or meetings
- Determine selection criteria for initial universe
- Determine degree award policies (opt-in/opt-out, residency credits required etc.)
- Determine which degree requirements will be evaluated (AA, AS, AGS, AAS etc.)
- Decide how Certificate awards will be handled

CREATE UNIVERSE OF INTEREST & INITIAL LIST – Step 1

- Identify "Universe of Interest," or first list of student records using agreed upon selection criteria
- Pull data from institutional systems and/or state longitudinal data system
- Include all student demographic data in this initial query (see Universe of Interest Institutional Data Elements list)
- Establish master tracing spreadsheet

MATCH RECORDS – Step 2

- Create National Student Clearinghouse Student Tracker submission files from institutional data (see NSC Student Tracker Data Element list)
- Submit files to match Universe of Interest list to National Student Clearinghouse database
- Analyze Student Tracker return files to determine:
- Students who have already received an Associate Degree from another college
- Students who have already received a Bachelors Degree from another college
- Students who are enrolled in home or another college at the time the NSC file is created
- These students are to be removed from the Universe of Interest list and not moved to Degree Audit Step 3
- Report/Record data from Student Tracker matching step:
- -total in-state matches --
- -total out-of-state matches --
- -total matches in 4-year institutions --
- -total matches in 2-year institutions --
- Use narrowed Universe of Interest list to create beta list of student records to move to Degree Audit
- Consider the alignment of the Student Tracker file submission dates with the expected start/end dates of the institutional term/semester dates. Recommend that the NSC files be requested in early November.

CONDUCT DEGREE AUDITS – Step 3

- Begin Degree Audits w/ batch software when available
- Calculate total transferred-in credits for each eligible student record (actual earned credits plus transferred in credits)
- Continue Degree Audits with hand-and-eye examination
- Determine lists of Eligibles, Potentials and Neithers

- Identify demographics for each group
- -average # of credits earned --
- -percent race/ethnicity --
- -percent gender --
- -percent of students who entered higher education by age 20 --
- -total # of students missing required math --
- -total # of students missing required English --
- Begin awarding degrees to Eligibles
-

CONDUCT OUTREACH AND COMMUNICATION – Step 4

- Submit lists to address verification service such as AlumniFinder (see AlumniFinder Data Elements list)
- Begin student notification via email, phone calls, USPS mail (see Communication Flow Chart)
- Identify key person(s) who will receive calls, email responses and in-person visits from Eligible and Potential students.
- Ensure Advisor training and updates to stakeholders on team

AWARD DEGREES – ELIGIBLES - Step 5

- If Opt-Out, use USPS verified mail delivery to notify students that award will be conferred
- Invite graduates to Commencement activities
- GATHER AND REPORT/RECORD FINAL DATA
- -total # of students who could not be located
- -total # of students who were awarded degrees
- -total # of students who did not respond
- -total # re-enrolled or expressed intent to re-enroll
- -total # received academic advising
- Evaluate project and plan for replication

Data Element Lists

Universe of Interest Institutional Data Elements:
(Dates for example purpose only)

- **Selection Criteria:**
- Threshold Term   (Fall 2003)
- Ending "Censoring" Term   (Summer 2010)
- Max Catchment Period   (Sept. 2003 through Aug. 2010)
- Non-Enrollment Period   Sept. 2010 through Dec. 2011 - Three major terms (Fall, Winter, Fall)
- Threshold credits   50 (excluding developmental, including transfer cr.)
- Threshold GPA   2.0 cumulative
- No Associate Degree   (not including Certificates Earned)

- ***Demographic and Academic Data:***
- *First, Middle, Last Name*
- *Address*
- *Phone*
- *Email*
- *Institutional ID number*
- *Gender*
- *Race*
- *Ethnicity*
- *Date of Birth*
- *Age*
- *Received Pell (anytime, from home institution)*
- *Cumulative Institutional credits (as of file creation date)*
- *Cumulative Transfer credits (as of file creation date)*
- *Existing awards conferred by home institution*
- *Existing holds on student account*

- Count and report these elements:
- # of Students in Universe of Interest
- % With Credits Transferred In
- Ave. # Credits Transferred In

NSC Student Tracker Data Element list:

## Instructions for Using StudentTracker

> **Purpose:** A service offered by the National Student Clearinghouse to locate students who have transferred to another postsecondary institution.

STEP 1: Prepare a cohort file to be submitted to StudentTracker.

An example of a StudentTracker file that can be created using **Excel** as (create a text formatted file) follows:

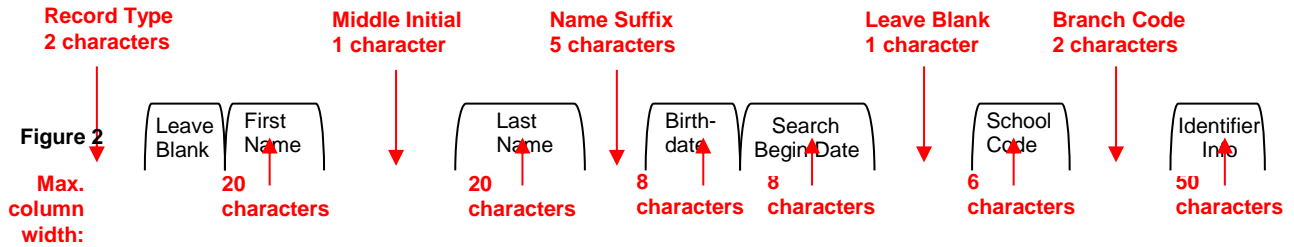**Enter HEADER ROW information in Row 1** (see Figure 1 below)

Column A:	**H1** (Record Type)
Column B:	ex. **002261** (School Code)
Column C:	**00** (Branch Code)
Column D:	ex. **Mott Community College**
Column E:	File Creation Date (YYYYMMDD format)
Column F:	**SE** (Inquiry Code)
Column G:	**I** (Entity Type)
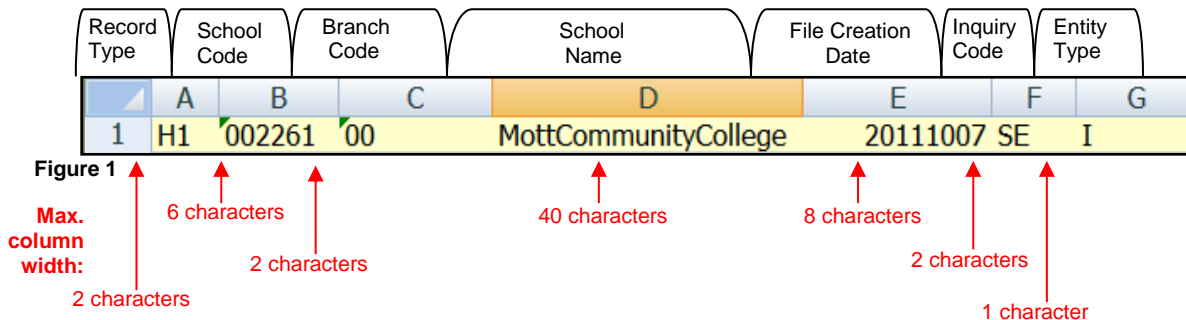
Figure 1

Enter DETAIL ROWS beginning in Row 2 (see Figure 2 below)

Column A:	**D1** (Record Type)
Column B:	Blank
Column C:	First Name
Column D:	Middle Initial
Column E:	Last Name
Column F:	Name Suffix of student (Example: Jr, II, III, etc.)
Column G:	Birthdate (YYYYMMDD format)

Column H: Search Begin Date (YYYYMMDD format)

Column I: Blank

Column J: **xxxxxx**

Column K: **00**

Column L: Student Datatel ID (include all 7-digits)

Figure 2

Enter TRAILER ROW information in Last Row (see Figure 3 below)

Column A: **T1** (Record Type)

Column B: Total number of rows in the spreadsheet, including header and trailer rows

Figure 3
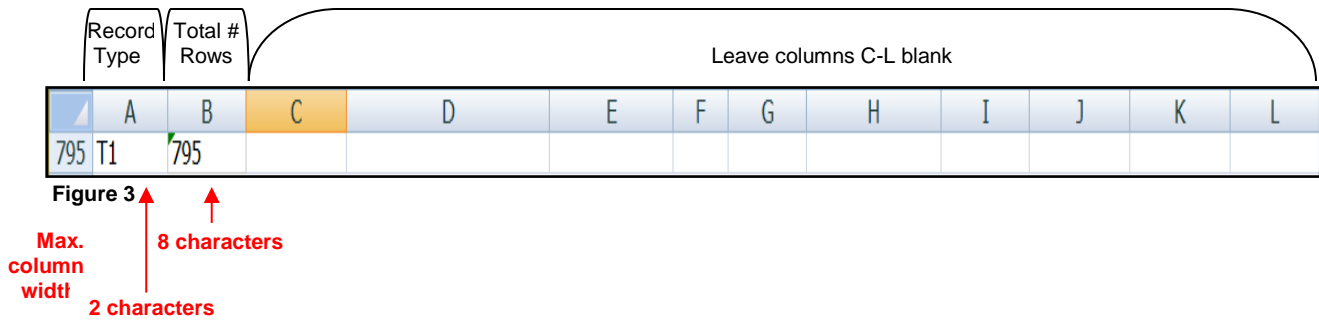
	A	B	C	D	E	F	G	H	I	J	K	L
2	D1	April	M	Adams		19920214	20100701		002261	00	0322408
3	D1	Sabrina		Bergman		19911107	20100701		002261	00	0324909
4	D1	Christopher	R	Bell	III	19920308	20100701		002261	00	0326193
5	D1	Kimberly	J	Graham		19901106	20100701		002261	00	0328958
6	D1	Caitlyn	J	Lehr		19920531	20100701		002261	00	0330316
7	D1	Kyera	N	Evans		19920504	20100701		002261	00	0333335
8	D1	Leandra	J	Ward		19921108	20100701		002261	00	0333383
9	D1	Shaquala	A	Watson		19920822	20100701		002261	00	0333384
10	D1	Kameron	D	Hatchett		19920827	20100701		002261	00	0338834
11	D1	Erika	S	Jamison		19920827	20100701		002261	00	0346862
12	D1	Alexander	R	Bolduc		19920412	20100701		002261	00	0351468
13	D1	Sharell	N	Brown		19910606	20100701		002261	00	0356299

NAMING THE STUDENT TRACKER FILE

The file name should include your school code (xxxxxxxx). An underscore (_) may be used in creating the file name. It is requested that the following characters **NOT** be used when creating the file name: **! @ # $ % ^ & * ( ) +**

STEP 2: Submit the file to StudentTracker.

   a. Open Internet Explorer (or any other preferred web browser).

   b. Type **https://ftps.nslc.org** in the address field.

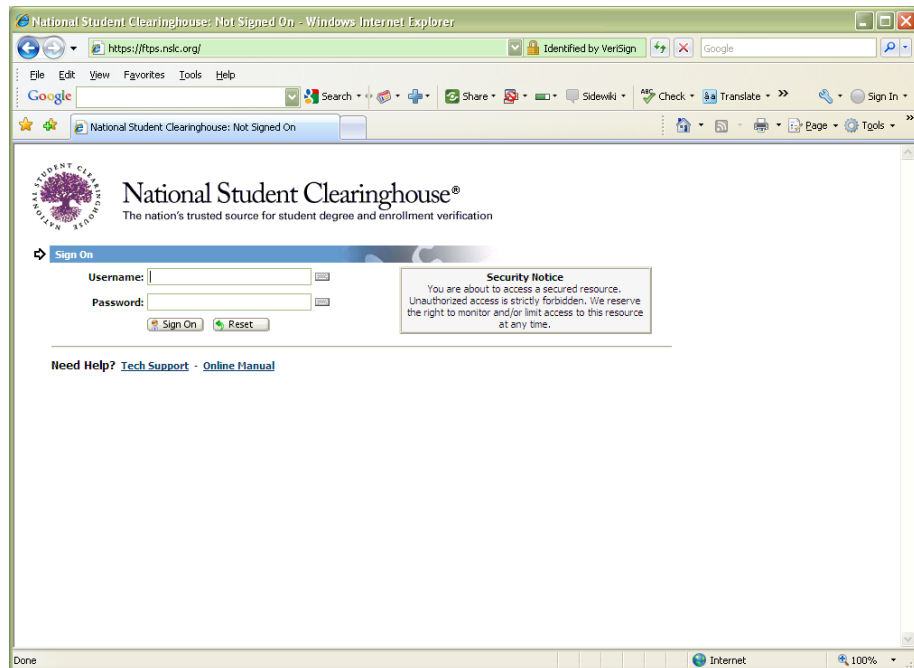   c. Sign on with **username (xxxxxxxx)** and **password** (see Figure 4 below).

Figure 4

   d. Locate the file to be uploaded (click the browse button located under the **"Upload a File Now…"** Section (see Figure 5 below).
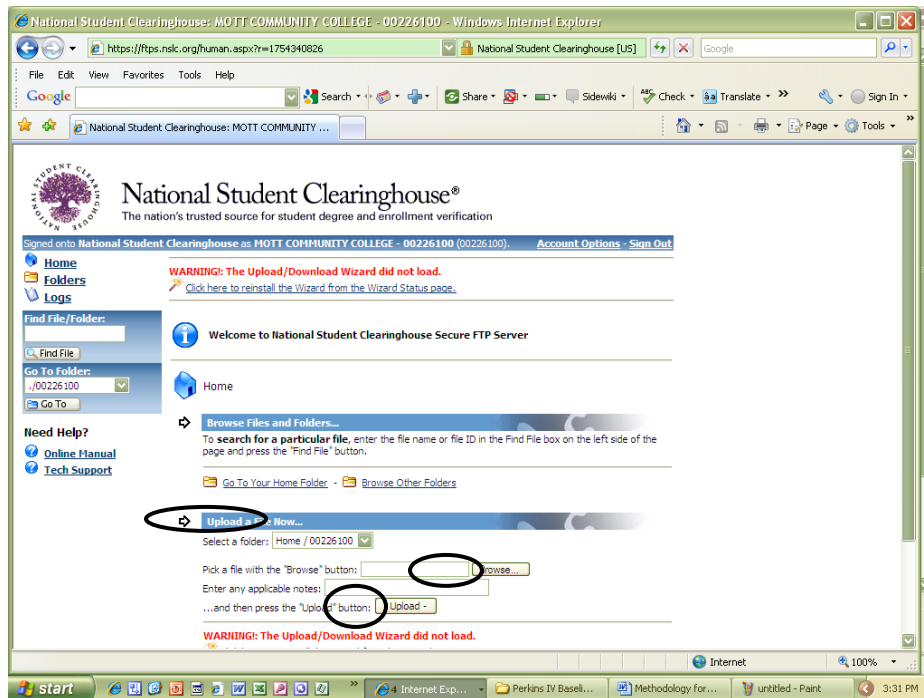
11

Figure 5

e. Click the **Upload** button to submit file to StudentTracker.

f. Click the **Sign Out** button (located in the upper right corner of the page).

Upon submission of the file, a file upload confirmation email will be sent (from securefftp@nslc.org) to each person on the submitting college distribution list. (see Figure 6 below).
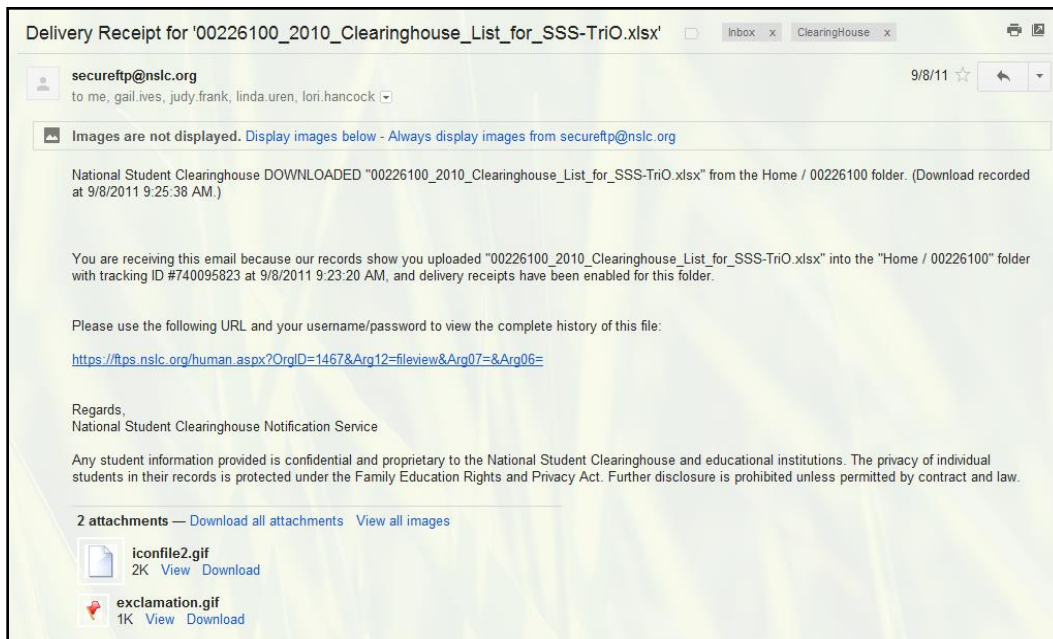

Figure 6

STEP 3: Within 1-3 days of the file submission, StudentTracker should return three (3) files (Submission Control Report, Summary Report, and Response file). StudentTracker will also send a **New Files Notification** email (see Figure 7
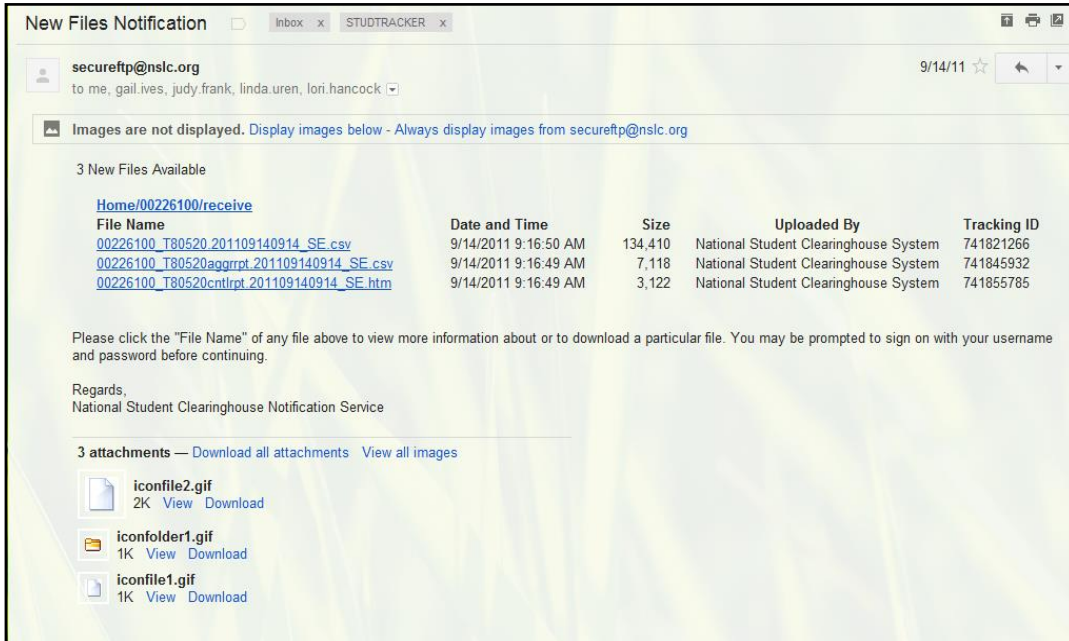
12

below). Download these files.

Figure 7

Process the **Response** file to analyze the data as needed.

The students in the **Response** file which StudentTracker could not find attending another postsecondary institution will be flagged with an **"N"** in the **Record Found Y/N** column. These students could also be attending colleges that are not a StudentTracker participant. Essentially, this means students are attending colleges that do not report attendance and completion data to StudentTracker.

Save working (submitted) files and received files in **a local network drive** for consistent access.

AlumniFinder <u>Data Elements list:</u>

1. **College Name**
2. **Internal ID#**
3. Salutation
4. **First Name**
5. Middle Name
6. **Last Name**
7. Suffix
8. **Address 1 (valid with in the past 20 years)**
9. Address 2
10. **City**
11. **State**
12. **Zip**
13. Social Security Number (if available)
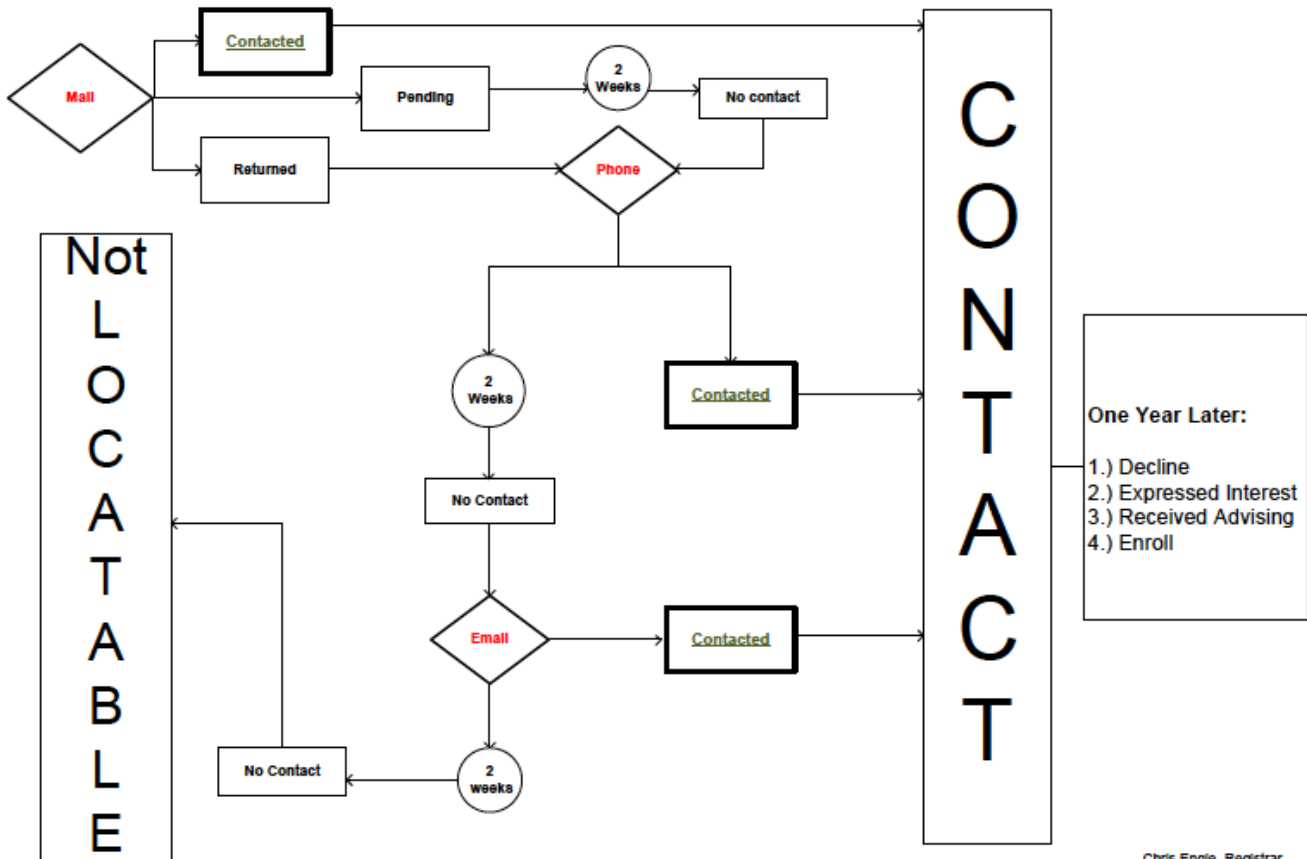14. Date of Birth (mm/dd/yyyy)
15. Past or Current Employer

Elements in Bold are Required

www.alumnifinder.com

Communication Flow Chart

Michigan Project Win Win - Model Contact Flow Chart

Contacted

Mall

Pending

2 Weeks

No contact

Returned

Phone

Not LOCATABLE

2 Weeks

Contacted

No Contact

CONTACT

Email

Contacted

No Contact

2 weeks

One Year Later:

1.) Decline
2.) Expressed Interest
3.) Received Advising
4.) Enroll

Chris Engle, Registrar
Mott Community College
Aug. 2012

Communication Samples

Charles Stewart Mott Community College Office of Records and Registration ●
_Prahl College Center Lower Level 1401 East Court Street, Flint, MI 48503-2089 Phone:
810-762-0200 ● _Fax: 810-762-5105
 April 18, 2012

Student

123 MCC Drive

Flint, MI 48503

Congratulations!

You are now able to graduate! The Office of Records and Registration recently
conducted an audit of your academic record, and determined that you are able to graduate
with an Associate in General Studies degree. This credential has the ability to catapult
your career.

Given the current economic environment, an associate degree can have a huge impact on
your earning potential. In fact, according to a study done by the National Center for
Education Statistics in 2009, on average individuals with associate degrees earn $9,100
more annually than individuals with only a high school diploma. Even if your ultimate
goal is to obtain a bachelor's degree or a different associate degree, you should still
capitalize on this opportunity. You can still continue on toward the degree of your choice.

All you have to do to confer this degree is to turn in a graduation application to the Office
of Records and Registration. This is a simple process for such a life changing credential.
Do not delay, complete your degree today.

The Office of Records and Registration is located on the lower level of the Prahl College
Center on main campus. We look forward to seeing you soon!

Sincerely,

Chris Engle

Registrar

Mott Community College **Charles Stewart Mott Community College** Office of
Records and Registration ● _Prahl College Center Lower Level 1401 East Court Street,
Flint, MI 48503-2089 Phone: 810-762-0200 ● _Fax: 810-762-5105

April 18, 2012

Student

123 MCC Drive

Flint, MI 48503

Congratulations!

You are within 12 credits of graduation! The Office of Records and Registration recently conducted an audit of your academic record, and determined that you are nearly able to graduate with an Associate in General Studies degree. You should be able to earn this degree in a semester. This credential has the ability to catapult your career.

Given the current economic environment, an associate degree can have a huge impact on your earning potential. In fact, according to a study done by the National Center for Education Statistics in 2009, on average individuals with associate degrees earn $9,100 more annually than individuals with only a high school diploma. Even if your ultimate goal is to obtain a bachelor's degree or a different associate degree, you should still capitalize on this opportunity. You can still continue on toward the degree of your choice.

All you have to do to confer this degree is to turn in a graduation application to the Office of Records and Registration. This is a simple process for such a life changing credential. Do not delay, complete your degree today.

The Office of Records and Registration is located on the lower level of the Prahl College Center on main campus. We look forward to seeing you soon!

Sincerely,

Chris Engle

Registrar

Mott Community College

March 27, 2012

Dear ,

The University of Wisconsin-Stevens Point recently participated in the Institute for Higher Education Policy (IHEP) Project Win-Win study to help institutions identify and award degrees to students who have stopped out of higher education but are eligible or just shy of being eligible for an associate's degree. During the study, UWSP conducted degree audits over a ten-year period of students that attended the university but had left prior to earning their bachelor's degree. As a result of our degree audit we discovered that you have met all of the requirements for the associate degree.

In recognition of this accomplishment, I am pleased to inform you that we will post the associate degree on your university transcript, include your name in the May commencement program, and mail your diploma in June.

Your name will appear on the diploma as:

If your name has changed or you would like your name to appear differently than what is noted here, please update changes on the attached card, sign and return to us by April 30, 2012. We intend to award your degree unless we hear differently from you.

In honor of your graduation, you are also invited to attend the spring commencement ceremony in May. Participation in the commencement program (May 19, 2012 at 10:00 a.m.) is optional and not required for you to receive your diploma. There is no graduation fee for associate degree recipients; however, students that participate in the ceremony are required to purchase their own cap and gown. For more information on the commencement ceremony, go to www.uwsp.edu/commencement.

Why is receiving your degree important? If you are currently attending or will be attending another college, your associate degree may help complete requirements towards a bachelor's degree. You are also now an alumnus of UWSP and can take advantage of alumni benefits (go to www.uwsp.edu/Alumni/Pages/Benefits for more details).

If you should have any questions regarding this letter, or if you would like to discuss options for completing your bachelor's degree at UWSP, please contact one of our graduation auditors (Tel: 715-346-4301 or Email gradaud@uwsp.edu) and refer to this letter in your correspondence. ***Congratulations on your achievement.***

Sincerely,

Daniel S. Kellogg

UWSP Registrar

March 27, 2012

Dear ,

The University of Wisconsin-Stevens Point recently participated in the Institute for Higher Education Policy (IHEP) Project Win-Win study to help institutions identify and award degrees to students who have stopped out of higher education but are eligible or just shy of being eligible for an associate's degree. During the study, UWSP conducted degree audits over a ten-year period of students that attended the university but had left prior to earning their bachelor's degree. As a result of our degree audit we discovered that you have met all of the requirements for the associate degree.

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As we recognize your academic accomplishments, our records also show that you have an outstanding balance owed to the university. To clear up this balance, please contact the UWSP Accounts Receivable Office at 715-346-2118. As soon as your bill is paid in full, the university will send your diploma.

Why is receiving your degree important? If you are currently attending or will be attending another college, your associate degree may help complete requirements towards a bachelor's degree. You are also now an alumnus of UWSP and can take advantage of alumni benefits (go to www.uwsp.edu/Alumni/Pages/Benefits for more details).

If you should have any questions regarding this letter, or if you would like to discuss options for completing your bachelor's degree at UWSP, please contact one of our graduation auditors (Tel: 715-346-4301 or Email gradaud@uwsp.edu) and refer to this letter in your correspondence. *Congratulations on your achievement.*

Sincerely,

Daniel S. Kellogg

UWSP Registrar

[Date]
[Name]
[Address]
[City, VA, Zip Code]
Dear Mr./Ms. _____:

A recent review of your academic record indicates that you are nine (9) or fewer credits short of meeting the requirements for an Associate of [Type] in [Degree Type] from Tidewater Community College (TCC). You may be closer than this if you have successfully completed coursework at another college or university.

Tidewater Community College recognizes that many students leave colleges unaware of how close they are to qualifying for an associate's degree. Successfully completing the requirements of an associate's degree represents a significant academic milestone and may provide better career opportunities and/or advancements for you.

If you have questions regarding the remaining requirements for completing this degree, please contact [Name of Contact] by email or phone

We look forward to hearing from you and helping you meet your academic and career goals.

Sincerely,

[Name]

Dear **XXX**,

As we discussed, a review of your official academic record indicates that you are close to meeting the requirements for a **XXX** in **XXX**. It appears that you need the following to complete curriculum requirements for this program:

XXX

If you plan to meet the requirements for this degree and wish for it to be awarded in the **[month/year]** commencement ceremony, please respond to this email with the following critical information by **[date].**

1. When do you anticipate completing the additional requirement(s)?

2. Your name AS YOU WISH IT TO APPEAR on your diploma and/or the commencement program.

3. Will you be attending the graduation ceremony?

1. If you will be attending the ceremony, are you physically challenged and in need of assistance at the graduation ceremony?

1. Do you want your name to appear in the commencement program?

   (NOTE: Attendance at commencement is not required for your name to appear in the program.)
1. Your current mailing address.

I look forward to hearing from you soon. Please contact me via email or phone if you have questions or need additional information.

Sincerely,

[Name]

May 2, 2012

Dear (name of former student):

North Central Michigan College has joined with eight other Michigan community colleges in a program called "Win-Win" funded by the Kresge Foundation. Our goal is to help qualified individuals like you complete the necessary steps to receive your Associate's Degree.

We have reviewed your transcript and determined that you have already earned enough credits to graduate from North Central. We are reaching out to help you take the final steps necessary to receive your degree.

The Win-Win program enables us to recognize the hard work you have already devoted to your college education. It also supports the national goal of increasing the number of individuals who will hold the academic credentials that will be required for many jobs in the 21st century.

The enclosed copy of your transcript shows that you have completed the requirements for the [Associate of Arts/ Associate of Science/ Associate of General Studies degree, a new degree that was made available at North Central just a few years ago].

To help us award you the degree, please complete the enclosed Application for Graduation and return it to us in the enclosed envelope. If you have questions, please contact us at 231-348-6605.

North Central would be proud to count you as one of our graduates!

For more information on Win-Win, go to this website: www.ihep.org/projectwin-win.cfm.

Sincerely,

Cameron Brunet-Koch, Ph.D.

President

Resource Links

www.ihep.org

http://www.ihep.org/research/publications/project-win-win-finish-line

http://www.ihep.org/research/publications/searching-our-lost-associates-degrees-project-win-win-finish-line

http://www.ihep.org/research/publications/crossing-finish-line-national-effort-address-near-completion

www.alumnifinder.com

http://www.studentclearinghouse.org/colleges/studenttracker/

www.mcca.org

http://www.mcca.org/MCSS

http://www.adultcollegecompletion.org/content/project-win-win

https://www.macrao.org/AnnualConference2014/PWW_Presentation_110614.pdf

http://www.aacrao.org/resources/resources-detail-view/ihep-s-project-win-win-elevates-the-conversation-on-near-completion-and-reverse-transfer-practices

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