

MI Center for Student Success  
Student Success Network Meeting  
Student Mobility  
Michigan Project Win-Win Update  
April 26, 2013



**MICHIGAN CENTER  
FOR STUDENT SUCCESS**



An Initiative of the Michigan Community College Association

# Agenda

- Welcome and Introductions
- Overview of Michigan experience –
  - [Gail Ives](#), [MCCA-MCSS](#)
- College Perspective –
  - [Carol Taberski](#), Northwestern MI College
  - [Stephen Linden](#), Oakland Community College
- Discussion on future of Win-Win in Michigan



# Initial Universe Of Interest

- **Threshold Term** - Fall 2003
- **Censoring Term** - Summer 2010
- **Catchment** - Sept. 2003 through Aug. 2010
- **Non-Enrollment Period** - Sept. 2010 through Dec. 2011 - Three major terms (Fall, Winter, Fall)
- **Threshold credits** - 50 (excluding developmental)
- **Threshold GPA** - 2.00



# Universe of Interest Stage

College	# of Students in Universe of Interest	% With Credits Transferred In	Ave. # Credits Transferred In	Required Residency Credits
Bay de Noc Community College	538	39.40%	33.00	17 Bay Credits
Henry Ford Community College	4,754	35.30%	25.46	20 HFCC Credits
Lake Michigan Community College	417	9.11%	47.20	20 LMC Credits
Mott Community College	2,379	53.10%	45.40	30 MCC Credits
North Central Michigan College	1,314	53.40%	32.00	15 NCMC Credits
Northwestern Michigan College	1,442	71.00%	59.00	16 NMC Credits
Oakland Community College	9,906	28.35%	38.48	15 OCC Credits
Southwestern Michigan College	802	61.70%	66.90	16 SWM Credits
St. Clair County Community College	1,002	25.65%	21.61	15 SC4 Credits

# Degree Audit Stage

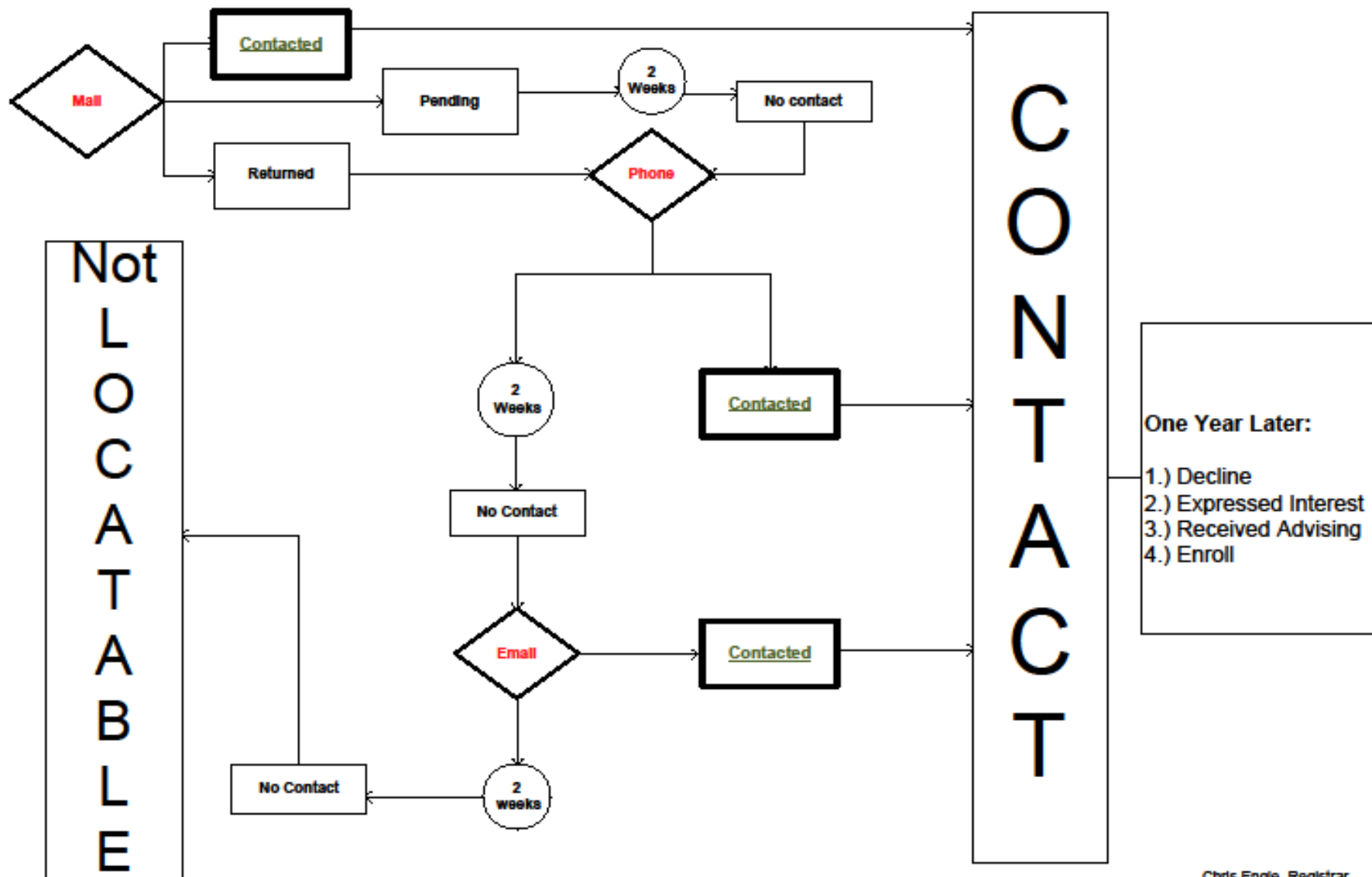
Degree Audit Stage	Initial Universe	Eligible	Potential
Bay de Noc	538	75	287
Henry Ford	4,754	253	1612
Lake Michigan	417	66	202
Mott	2,379	50	497
North Central	1,314	105	318
Northwestern	1,442	122	443
Oakland CC	9,906	609	3084
Southwestern	802	16	233
St. Clair	1,002	27	259

# Outreach Strategies

- Opt-Out and Opt-In methods for awarding degrees to Eligibles
- “Case Manager” staff member for outreach and contact.
- Combination of email, USPS, phone calls
- Press Releases
- Radio spots
- Brochures
- Career Focus Magazine
- Web and social networking sites
- Department and Board reports
- Faculty/Staff Awareness events
- On-going project meetings

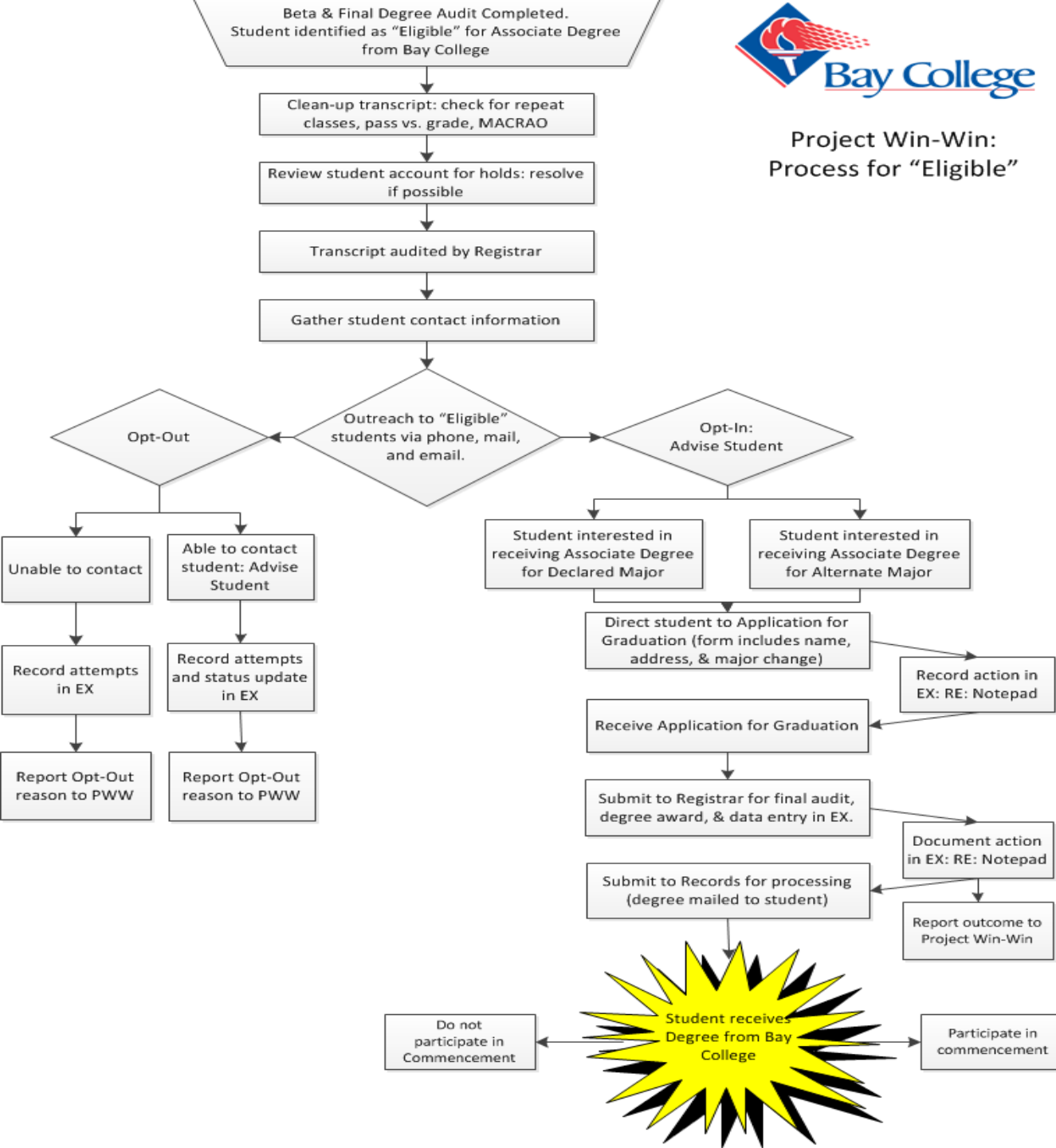


### Michigan Project Win Win - Model Contact Flow Chart





## Project Win-Win: Process for "Eligible"



## Student contact information sources:

- Student records
- Alumni finder
- Social media websites
- Internet searches
- Directory searches



# Profile of Outcomes

## Eligibles:

- Degrees being awarded by both Opt-In and Opt-Out methods
- Most students have responded favorably to the opportunity to receive their degree
- Some believed they already received the degree

## Potentials:

- Many students have re-enrolled
- Others are pursuing their studies at another college
- Large number have engaged with advising and counseling services
- Small number have declined the opportunity
- A great many students are non-locatable despite repeated attempts to contact



# Lessons Learned

- Collaboration is key
- Value of process review/revision
- Outreach & advising is labor-intensive
- Use of student records/reports for data management and degree audits is an evolving practice
- Student reactions offer insight as to why they did not complete and reasons are often outside of our influence
- Data can be “messy”, student behavior presents moving targets, staff need strong case management skills



# Moving Forward

- Continue to work with smaller cohorts of students.
- Conduct reviews more frequently.
- Conduct routine audits including those focused on selected programs such as STEM and skilled trades.
- Establish effective on-going processes for use after project ends.
- Resubmit Student Tracker files and continue outreach to “Neithers”.
- Reverse transfer initiative provides opportunities to use knowledge gained through Project Win Win.
- Disseminate “How To Guide” to scale out to other colleges



# Questions, Comments, Discussion

## *Project Win-Win Participating Colleges*

- **Bay de Noc Community College**
- **Henry Ford Community College**
- **Lake Michigan Community College**
- **Mott Community College**
- **North Central Michigan College**
- **Northwestern Michigan College**
- **Oakland Community College**
- **Southwestern Michigan College**
- **St. Clair County Community College**



For more information, contact:

Chris Baldwin

Executive Director

Michigan Center for Student Success

[cbaldwin@mcca.org](mailto:cbaldwin@mcca.org)

517.256.6700

Gail Ives

Project Consultant

[gail.ives@gmail.com](mailto:gail.ives@gmail.com)

810.624.3021



**MICHIGAN CENTER  
FOR STUDENT SUCCESS**



An Initiative of the Michigan Community College Association