



michigan community college association

LEADERSHIP ACADEMY

Student Success



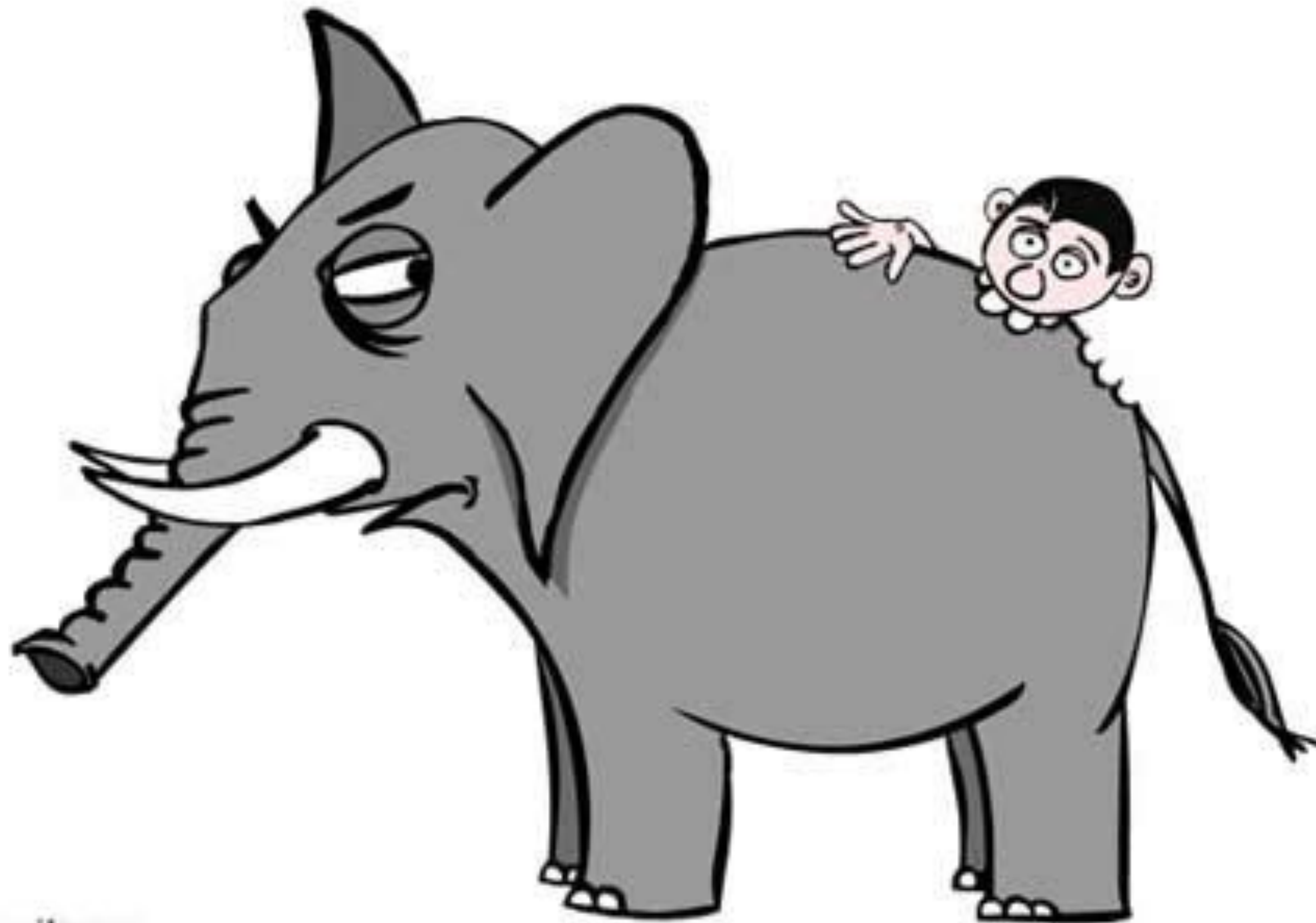
September 26, 2024

MCCA Student Success Summit

Student Success Project Team & Advisor

- **Jamillya Hardley**
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- **Lindsey Dickinson**
Director of Student Success & Retention, Northwestern Michigan College
- **Katie Malone**
Assistant Director of Financial Aid, Kirtland Community College
- **Scott Behrens**
Vice President of Enrollment Management and Student Success,
Monroe County Community College
- **Sheryl Hammock**
Dean of Occupational Education, Bay Mills College
- **Amy Gibbs - Advisor/Mentor**
Dean of Student Success, Bay de Noc Community College





www.grisanik.com

Agenda Overview

- Problem Statement - What are we trying to solve?!
- Survey Results
- MCCA Institutional Successes
- Goals for Improvement
- Timeframe for Improvement
- Measures of Success

Problem Statement

How might we create a **touchpoint map** based on student success data and student need that allows colleges to **provide proactive support** for student success?



COMMUNITY COLLEGE 3.0



Problem Statement

How might we **create a touchpoint map** based on student success data and student need that allows colleges to provide proactive support for student success?



- Start by thinking about where we want students to “land” and identify points in the student journey where students could get “off track”
- What data or information do you have to measure this?



Benefits To Stakeholder Groups

Creating a touchpoint map for students would benefit students and the college by:

- Improving communication and information sharing
- Creating awareness of important milestones
- Creating a data-informed plan
- Closing achievement gaps

(Consider our LA topics and make connections when applicable. (Labor Market Outcomes, Transfer Student Success, Dual Enrollment, Advising, Teaching & Learning, Equity, Strategic Finance, External Partnerships))

Touchpoint Map

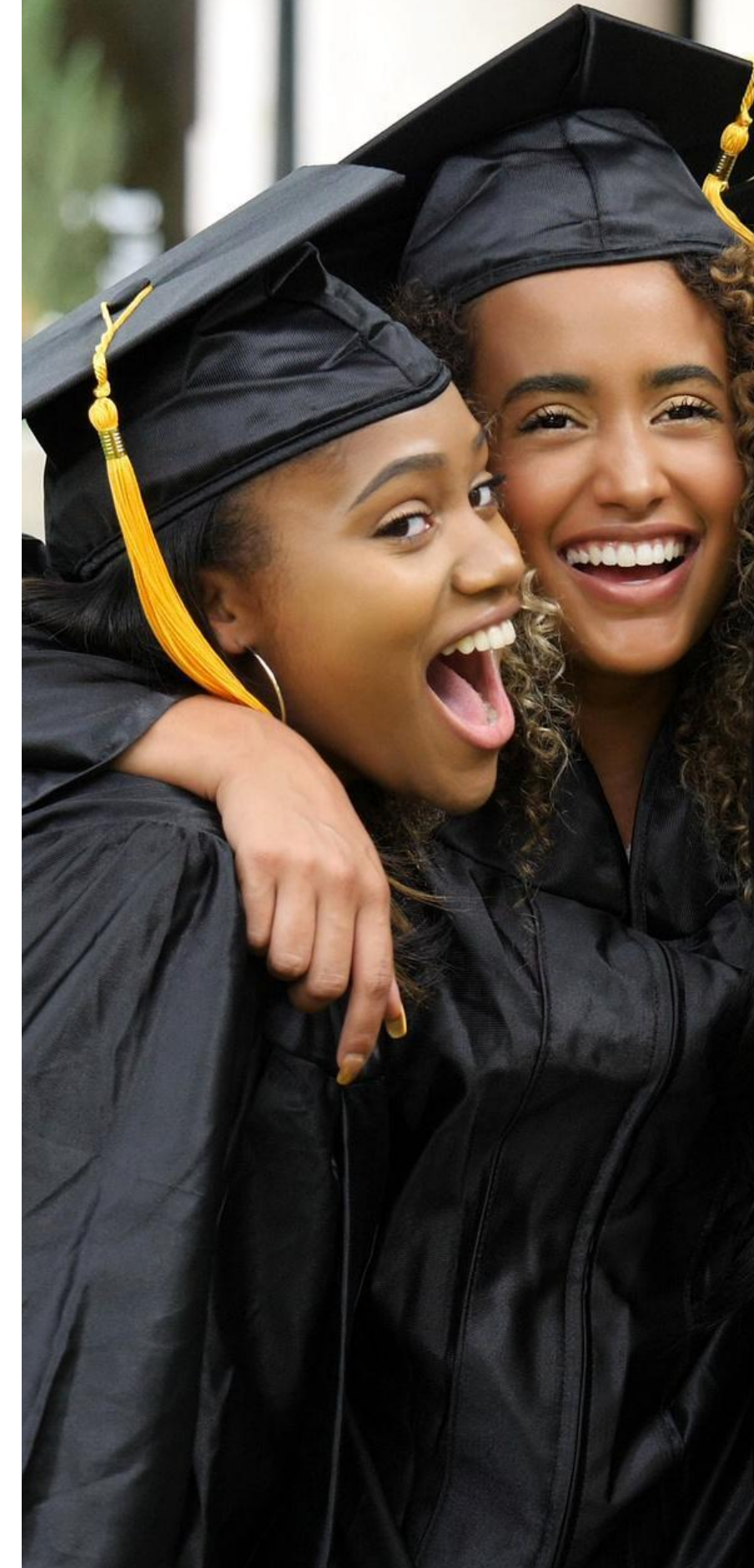


- What areas/services are included?
- What mode of communication or intervention will be used?
- What is the desired action you want the student to take?
- How will you measure if it worked?

What do we already know?

The greatest gains in student outcomes strive to ensure all students:

- Are **supported in achieving their personal, career, and academic goals** through intentional and early development of academic, career, and financial plans.
- **Only have to tell their “story” once** and are not running from office to office to get the answers or support they need.
- Are **connected with effective supports targeted to their individual needs** during the enrollment and intake process so they enter the classroom in the best condition to learn.
- **Feel confident that faculty, staff, and administrators are invested in their success.**



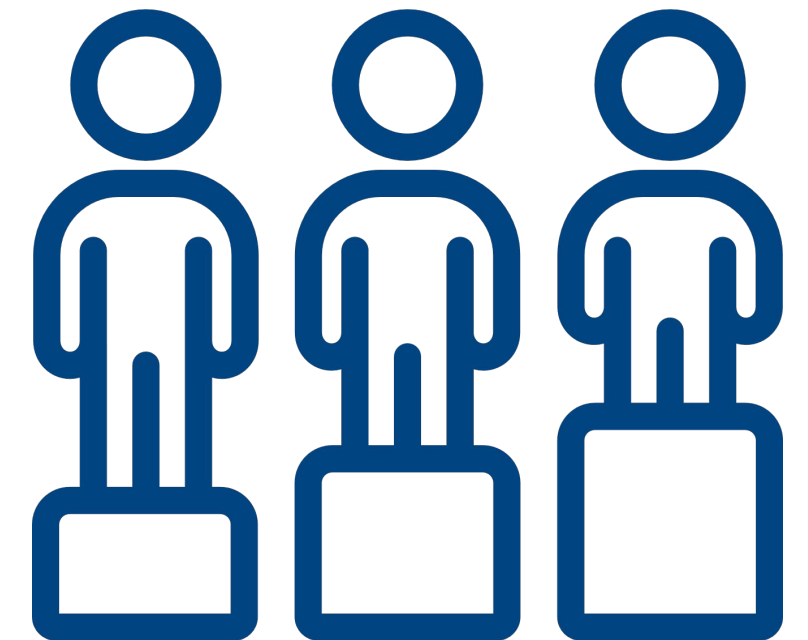
Coordinated planning & support is key!

- **Shifting data analysis from compliance to strategic planning**
 - Lagging → leading indicators
 - Disaggregated
- **Regular conversations and collaboration across student services & academic areas**
 - Mission = institution-wide success goals
 - Space between = work of each area
 - Vision = success in closing achievement gaps



Why is disaggregating data important?

- See trends
- Understand student needs
- Identify gaps & disparities
- Make informed decisions
- Prioritize resources
- Measure impact



Path to a Successful College Career

Supports include:

- College Advocates
- Multicultural awareness and support
- Financial lit
- English skills math Bootcamps
- Counseling/advising
- Parent support
- Upward bound
- Community resource support

Campus culture:

- Clubs and organizations
- Tutoring,

Mental health:

- Monroe Community Mental Health

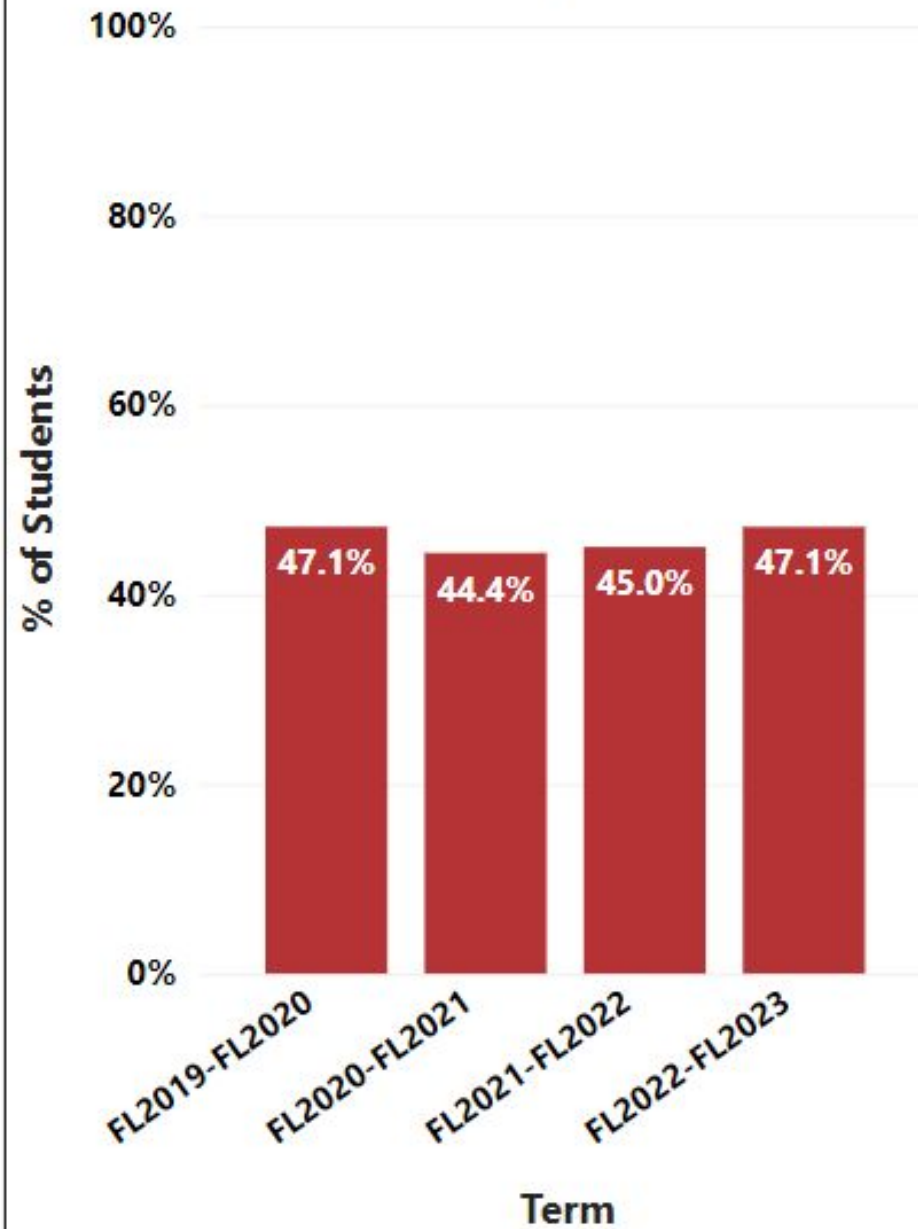
Food:

- Hecks market
- Transportation
- Healthcare
- Childcare
- Housing/heat/technology
- Course scheduling
- Credit for experience
- Life skills

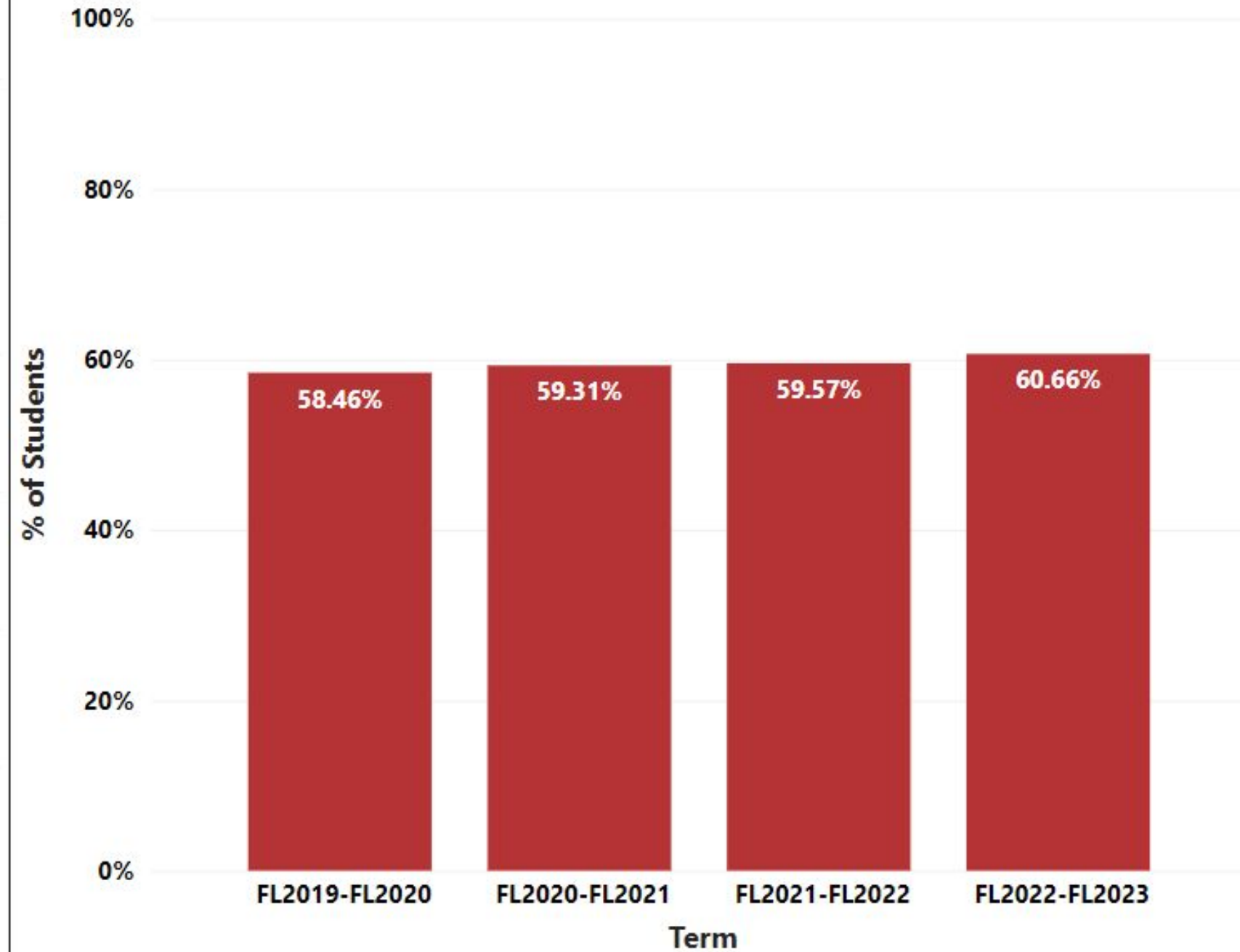




MCCC Fall-to-Fall Retention in Same Program



MCCC Fall-to-Fall Retention



Characteristics

AGE

GENDER

RACE / ETHNICITY

DISTRICT STATUS

PELL

Academics

ACADEMIC PROGRAM

ENROLLMENT STATUS

PT-FT INDICATOR

DEFAULT FILTERS

Note: Graduates are excluded from the retention calculation; any changes in historical data are due to updates through the National Student Clearinghouse, where we access information about students who transfer from MCCC to other institutions.

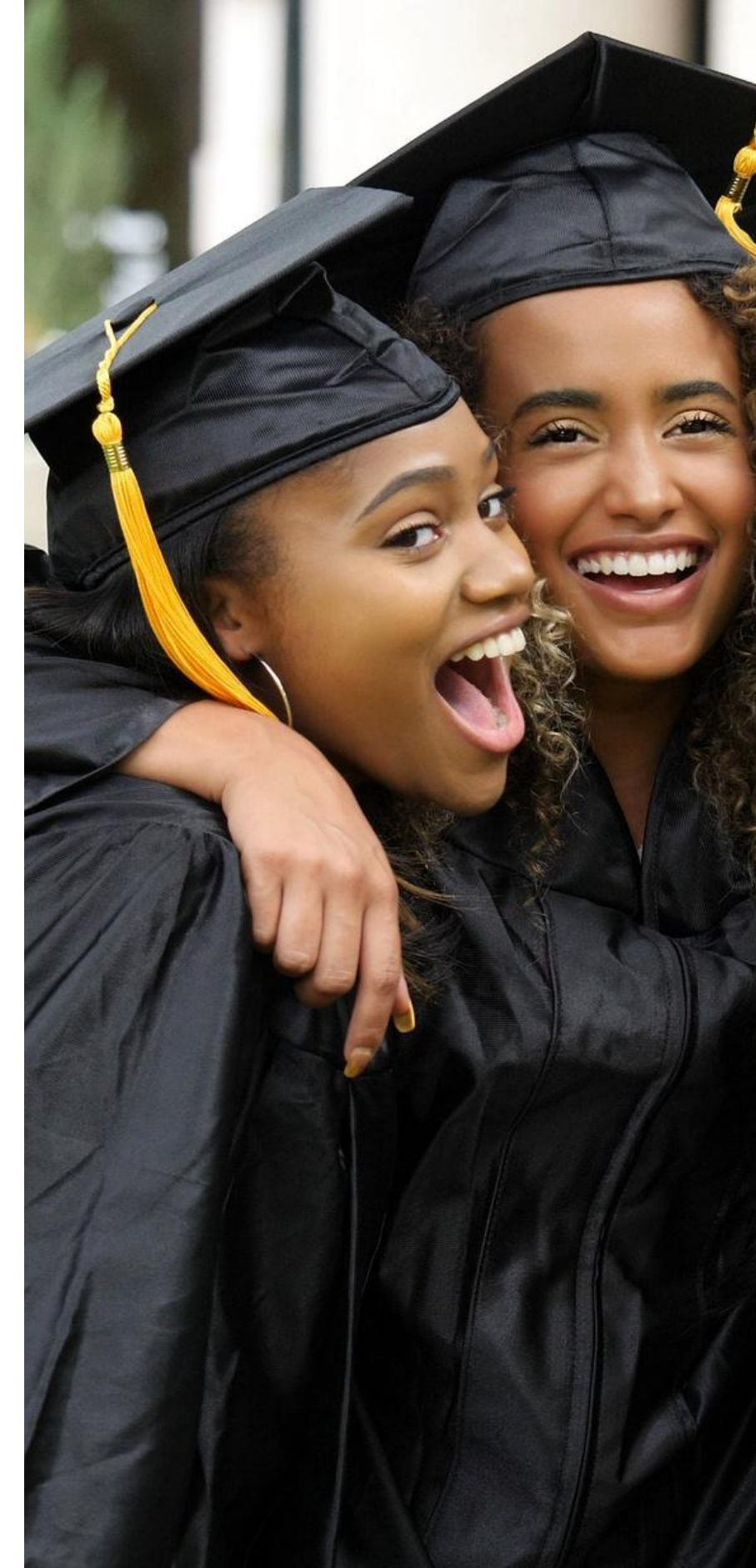
Last complete data update: 2.6.2024



Data Analysis

- Leading & lagging indicators
 - Past performance
 - Predictive data
- Fill in the blank:

Leading	Lagging
	Next semester retention/persistence
Early alert/mid-semester alert	
Emergency assistance application	



Leading & Lagging Indicators

- What are the big success goals you are working towards?
 - Lagging indicators
- What are the things that contribute to long-term success?
 - Leading indicators
 - Breakdown by service or academic area
- Can it be measured?



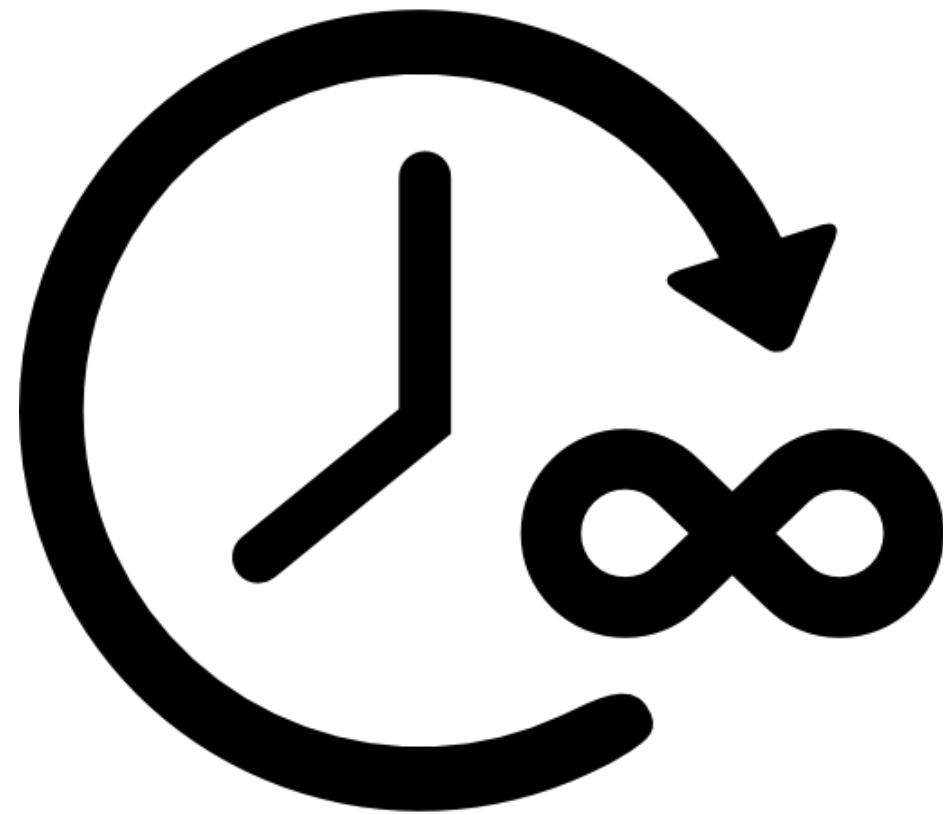
Measures of Success

- Increase Completion of student surveying
- Increased use of college services
- Increase in use of software
- Persistence and Retention
- Increased office hours



Recommendations for future work from institutional examples

If we had ALL the time in the world...



Recommendations - Financial Aid

Oakland Community College shared:

- Financial Aid Live Chat
- Rewrote Financial Aid website

North Central Michigan College shared:

- Early alerts Satisfactory Academic Progress
-

Kirtland Community College shared

Collaborating with advisors on student taking classes outside their program



Hi I'm OCCbot! I am a virtual assistant here to answer any questions you may have about Student Services.

Ask me a question



Recommendations - Student Success

Proposed recommendations for addressing the problem

- Access & Affordable
- Support Services
- Implementation of Developmental Learning
- Student Engagement
- Pathways to Transfer
- Innovative Instructional Teaching & Learning

From survey results – choose 3-4 best practices to highlight

- Clear & Guided Pathways
- Proactive Advising
- Holistic Student Services
- Retention & Early Alert Systems



Recommendations - Inclusion & Belonging

- Support Services & Resources
 - Basic Needs Support
- Student Organizations & Affinity Groups
- Recognition & Celebration
- Continuous Improvement
 - Student Feedback
- Inclusive Policies & Practices
- Institutional Cultural Competency Training and Development



From survey results – choose 3-4 best practices to highlight

- Equity Framework
- Building Cultural Competency
- Culturally Relevant & Responsive Programs & Services



Recommendations - Advising

Need to change the mindset that students need to meet with an advisor at a minimum of once a year.

- All advisors need onboarding training
- Develop a cheat sheet for advisors to use (see example)
- Develop a degree plan
- Explain student support services available (TRIO, tutoring, disability services, etc.)
- Offer an advising incentive (name gets entered into a drawing for a \$25.00 Amazon gift card/gas card)



Bay Mills Community College
ACADEMIC ADVISING

BMCC staff/faculty
completing form (print):
Name: _____
PH: _____
Date: _____

Student Name: _____

Student Information

- If student is a US Tribal Member does he/she know about the [Board of Regents Tuition Award?](#) (BOR tuition award covers tuition, **NOT** fees)
- Student's goal at BMCC: certificate associates degree bachelor's degree transfer to university
- Program interested in? _____
- Student preference: On-campus Online Both Full-time Part-time
- Other commitments (work, family, etc.): _____ Days/times not available: _____

Course Scheduling

- Explain the [Michigan Transfer Agreement](#)
 - Discuss ACUPLACER scores if first time student
 - Explain [AE courses](#) (if enrolling in one) →
 - Explain co/pre-requisites
 - Plan Schedule & Register courses in [Empower](#)
 - Provide advisor contact information to student
- | MATH | ENGLISH |
|-------------------------|----------------------------------|
| MA105 (Co-req of ED105) | EN102 (Co-req of ED105) |
| MA113 | EN103 (Co-req of ED105) |
| MA114 | EN111 (Co-req of CS121 or CS112) |
| MA116 | EN112 |
- Advisor's name: _____
Email address: _____
Office phone number: _____
- Discuss the importance of grade point averages (GPA) and satisfactory academic performance (SAP)
 - Explain [Drop and Withdrawal](#) dates
 - Explain Attendance Policy
 - [TRIO](#) Student Support Services
 - Show student the BMCC website www.bmcc.edu and how to find:
 - [Catalog](#)
 - Book for courses, must sign in from student email
 - [Academic calendar](#)
 - [Moodle](#)
 - Student Records section in [EMPOWER Web](#) (unofficial transcripts/student billing)

Handouts provided to Student

- Copy of class schedule
- Degree audit sheet or copy of program from catalog
- Campus map
- Copy of Advisor Checklist

I have received a full explanation of the information provided above in order to help with my success at Bay Mills Community College and have had all my questions answered to my satisfaction.

STUDENT SIGNATURE: _____ DATE: _____

Original copy to Advisor, 2nd copy to Student, 3rd copy for your file

Recommendations - Technology

- Technology-mediated advising
- Technology tools for positive impact on student success
- Technology Tools & Student Engagement
- Benefits of Student Usage

Kalamazoo Community College shared:

- Social Media for Hiring & Recruitment, student engagement & retention
- Canvas for classroom navigation
- Online Scheduling & Zoom appointments

Muskegon Community College shared:

- Blackboard Ultra (user & mobile friendly)
- fully integrated classrooms



Recommendations - Technology



Kirtland Community College shared:

- 1 year using Navigate - better portal for students to see their alerts, connections on campus
- Used by faculty to communicate early alerts, census reports (attendance)
- Students overwhelmed by email, Navigate portal mitigates volume
- Maxient is used for reports and text alerts

Northwestern Michigan College shared:

- Need a carrot and a stick!
- A human is still necessary
- Starfish helps track student engagement in events, use of services
- Faculty use of Starfish has increased





**Take our presentation
TO GO!**

Goals for Improvement

To increase student success we can improve:

- Communication and information sharing
 - Data & outcomes -
 - disaggregating data
 - starting with the end in mind
 - Timing of communications - coordination and prioritization
- Use nudging to positively impact student success with alerts & kudos
- Improve consistent use of technology to assist students
- Identify what can be automated
 - Registration
 - What's not in student systems
 - Reminders & awareness of important dates and deadlines



Takeaways

- Start and end with data
 - Inform your baseline, discover gaps
 - Set goals for improvement
 - Measure leading & lagging indicators
- Connect services & supports to improve student experience
 - Coordinate communications
 - Partner purposefully with faculty
 - Provide check-ins and cross training



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Thank You!



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