

CONNECTED18

Wayne State University

Case Study



Wayne State University

A large, public university in Detroit, MI



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WAYNE STATE UNIVERSITY

- ▶ A public, urban, research university in Detroit, Michigan
- ▶ 27,000 students
- ▶ Michigan's most diverse campus
- ▶ 47% six-year graduation rate and 82% retention rate

▶ Background and Challenges

- In 2010, as the city of Detroit was in bankruptcy, WSU's graduation rates, enrollment, and tuition revenue were all falling
- In partnership with EAB, we overhauled student experience: graduation rates have risen dramatically, and students are experiencing a **greater sense of belonging and support** on campus. Advisors, support staff, administrators, and leaders are communicating and collaborating more effectively
- Despite this progress, **disparities in the outcomes** experienced by white students and students of color remain too large. In 2010, the black-white graduation gap was the largest of any public university in the nation, and in 2016, the situation hadn't materially improved

▶ Solution



The Warrior Vision and Impact Program (VIP) **drives engagement and academic success** for students of color



The Warrior VIP Coalition unites offices and programs across campus to better monitor and support these students by **delivering differentiated care**

\$2.4M

Additional tuition revenue from increased retention

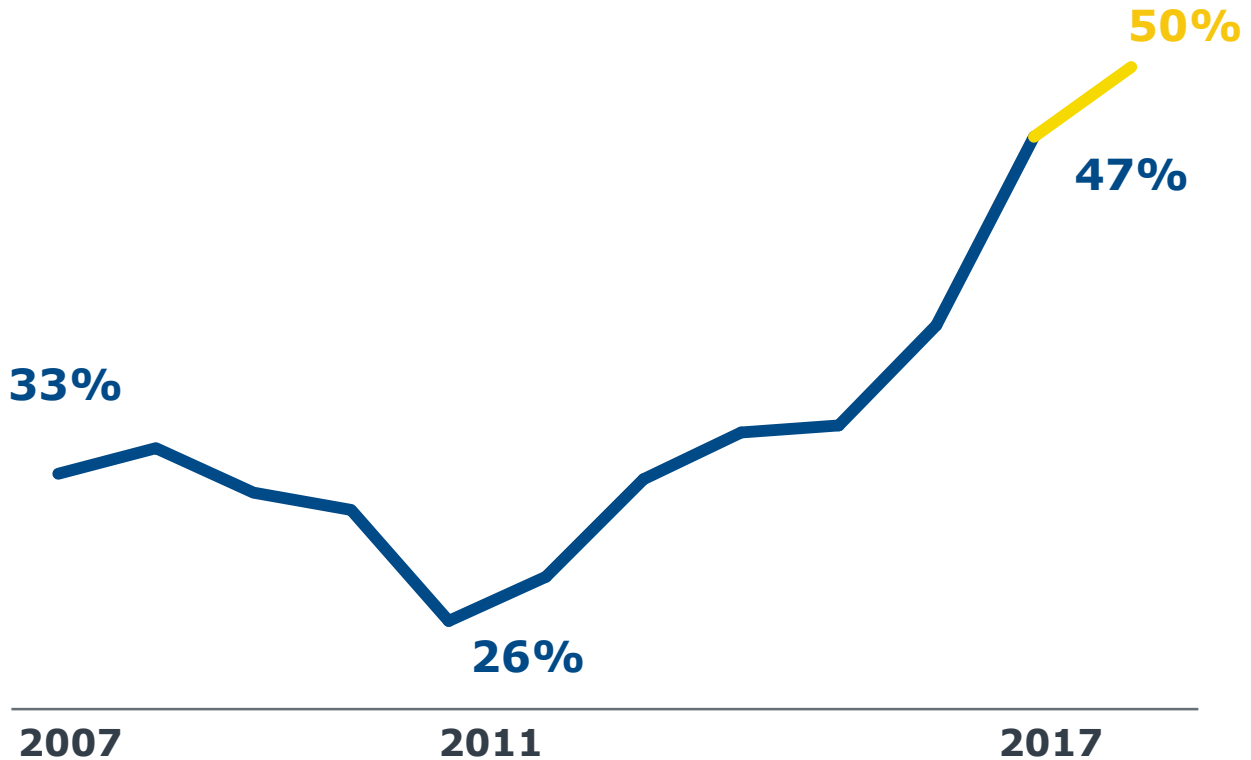
\$2.7M

Additional revenue from increased credit hour enrollment









Graduation Rates on the Rise

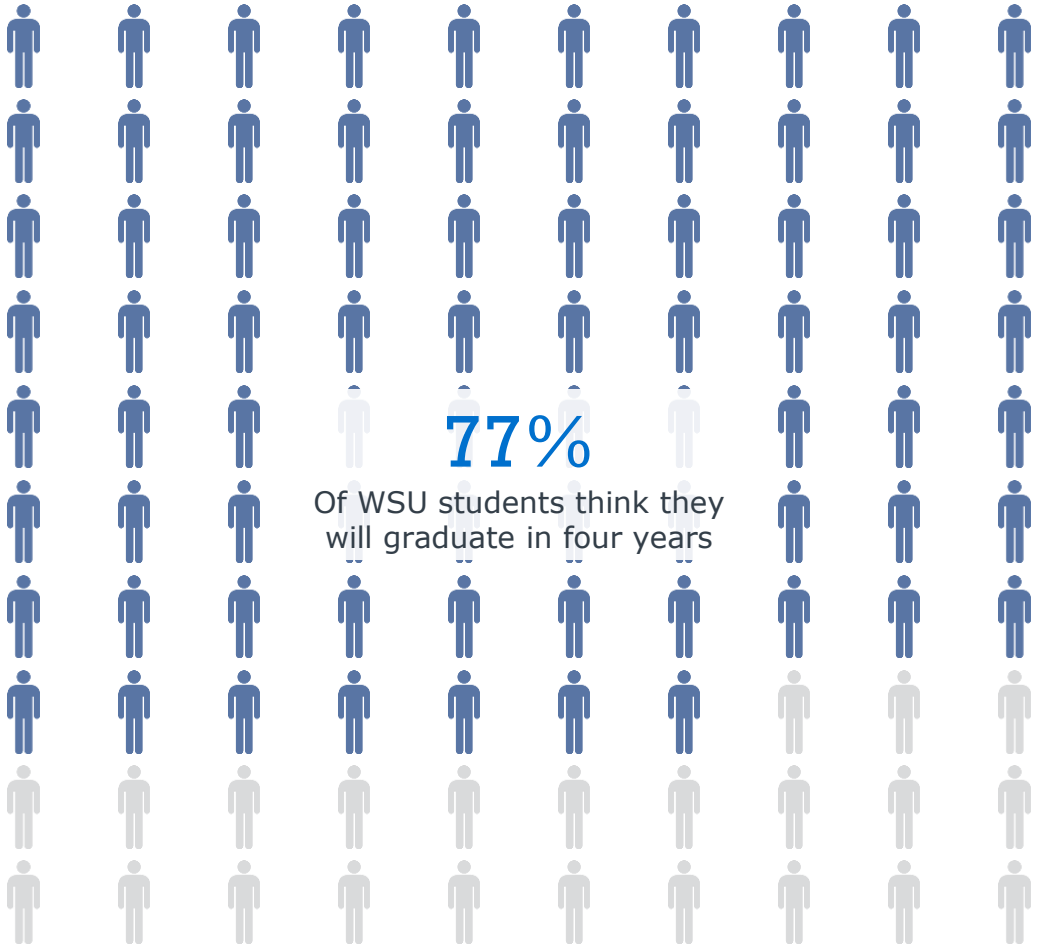
Overall Six-Year Graduation Rate

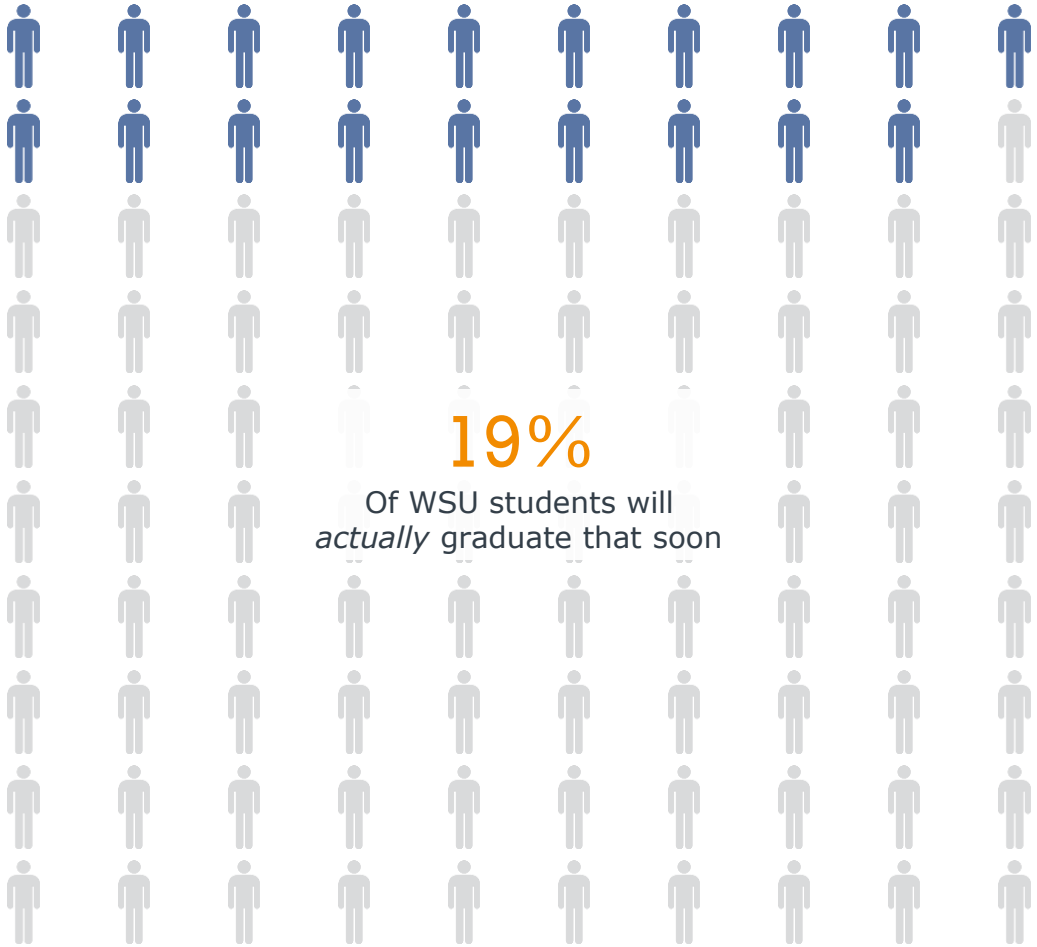


Student Demographic Profile

Comparing Wayne State to the National Average

	Wayne State students	National average
 First-generation college students	25%	12.5%
 Expect to receive no financial assistance from their families	43%	23%
 Family income below \$50,000	41%	21%
 Were frequently overwhelmed in high school	29%	34%
 Planning to seek an academic degree above bachelor's	79%	68%
 Frequently ask questions in class	50%	47%



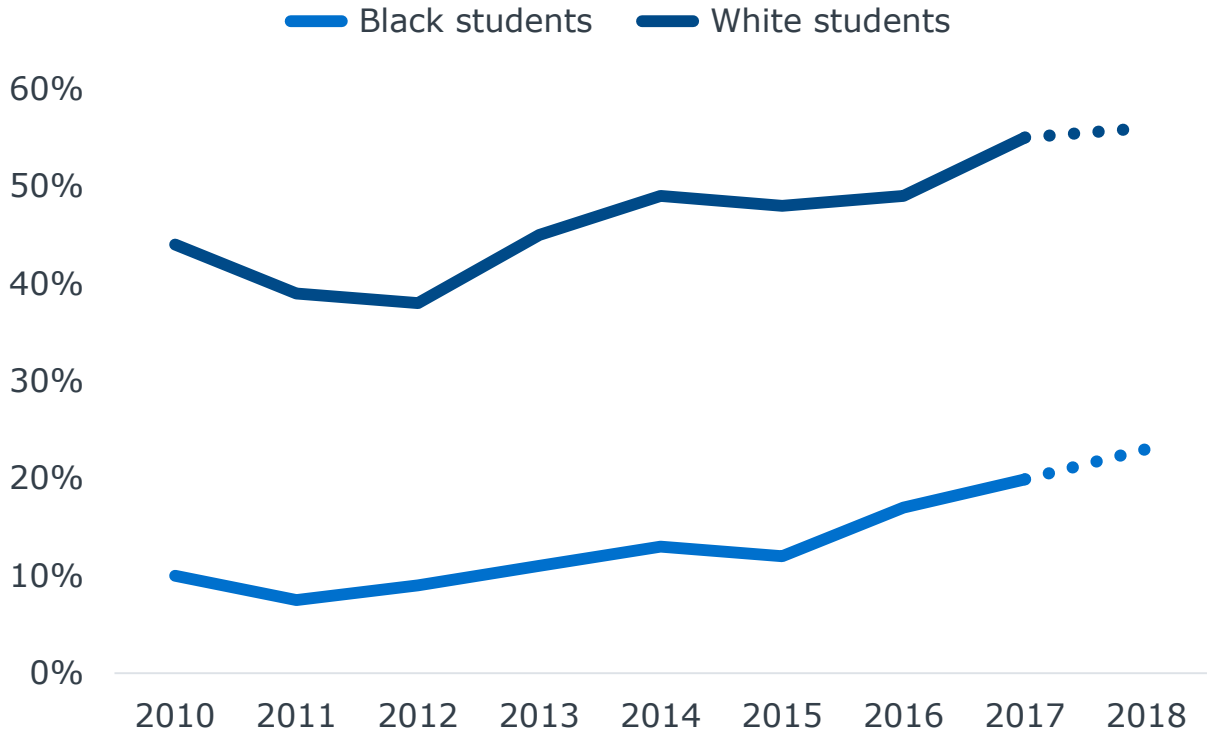


19%

Of WSU students will actually graduate that soon

Educational Disparities Between Populations

Six-Year Graduation Rates



To Better Understand, We Turned to Our Data

College Student Inventory

Survey completed by 58% of incoming Fall 2016 students

- Data revealed that students of color are forthcoming in sharing their **concerns and anxieties about college** and their preparation for college
- But, more tellingly, these students are **receptive to support – more so than other students**, particularly related to majors, careers, finances, and making friends



Students wanted help, but they weren't getting it – and the solution was in our hands.



Following Up on the Student Inventory

Leveraging Insights to Connect Students with Resources

Let students know that their peers share their anxieties and concerns

Thank you for your participation in the 2017 Freshman College Student Inventory.

On your inventory, you told us you want to learn more about study skills, and we're here!

Many incoming students have expressed similar interests, and you are smart to know that students need to study differently in college than they did in high school. We'll help you strengthen skills and learn new strategies so that you are confident you're getting the strongest start this fall.

Please consider attending any or all of the following Study Skills Workshops offered this summer:

Time-Management: Study Smarter, Not Harder

Thu, Jun 15th, 1 - 2 PM

Exam-Prep: Keys to Success

Mon, Jul 17th, 3 - 4 PM

Invite students to campus to get information, strengthen skills, and address concerns

Ensure faculty, advisors, and other student-facing staff are knowledgeable about services and programs to efficiently connect students with support

The Warrior Vision and Impact Program

The Warrior Vision and Impact Program (VIP)

A comprehensive support program for incoming students (including students of color, first-generation students, and low-income students) starting in the winter semester before their first year and continuing throughout their undergraduate years.

February 10

Session 1: Understanding Your Own Responsibility to Your Education

April 7

Session 3: Are You Ready to Be a Warrior?

August 27

Find Your Fit breakfast

March 10

Session 2: Diversity and Leadership on Wayne State's Campus

July 21

Session 4: Intro to College Lectures and Taking Notes in Class

August 29

First day of class!
2nd Annual Warrior VIP Barbeque



The Warrior VIP Learning Community

Continued Support Throughout Their Time at WSU

Warrior VIP learning community resources and support throughout the academic year:



First-Year Seminar

The required seminar supports students' academic and personal development through focused discussions, writing, and activities



Peer Mentorship

An upper-division student serves as a knowledgeable guide and role model (in addition to a student's academic advisor)



Campus Connections

Students purposefully connect with offices like Career Services, Undergraduate Research, the Academic Success Center, and other learning communities

All resources draw on EAB's desktop platform and mobile app to holistically serve and support students

How can we **truly connect**
to support our students?



The Warrior VIP Coalition

A Federation of Existing and New Support Programs

Participating Programs:

- The Network learning community for men of color
- RISE learning community for women of color
- VIP learning community
- Rising Scholars Program in mathematics
- GEAR-UP grant for low-income K-12 schools
- Many others

Students Receive:



Admissions support



FAFSA/financial literacy



Tutoring and study skills



Frequent faculty feedback



Research opportunities



Staff and peer mentor support

Programs and offices coordinate on:

Student monitoring and progress tracking

Staff support and professional development



Lessons Learned from the Coalition

1 The Penny Exercise

If you had 100 pennies to spend on your priorities, how would you allocate them?

2 Bringing People Together

What are the different ways in which a coalition and a committee bring people together to collaborate?

3 A Shared Sense of Purpose

How do shared accountability and purpose unite and build trust among different people?



Lessons Learned from EAB

1. Close the loop on student cases
2. Know who your shared students are
3. Connect with other offices and send referrals
4. Connect with advisors and the “mainstream campus”
5. Monitor student progress and performance
6. Understand student needs and risk

Delivering Differentiated Care to Students

Warrior VIP Students Benefit Greatly from Involvement in the Program



Average number of **advising visits** during the first nine months of freshman year:

VIP Coalition students:

3.4

Other students:

0.9



First **Faculty Feedback campaign** for VIP students:

Response rate:

60%



Students flagged at-risk:

18%



Retention rate from first to second year:

Black VIP students:

82%

White students overall:

81%

The Warrior Way Back Program

Relieving Outstanding Balances of Former Students Who Didn't Graduate



What Students Get:

Account balance of up to \$1,500 is forgiven in thirds over the course of three semesters that a student completes



Qualifications:

- Undergrads who were enrolled at WSU over two years ago but didn't graduate
- Earned at least a 2.0 GPA
- Have a past due account balance of \$1,500 or less



Welcoming these students back to higher education is about so much more than just getting them through the doors again.

Wayne State is **making an investment in their success** – and the successes they will bring their communities and future employers – because we believe everyone should have equal access to higher education.”

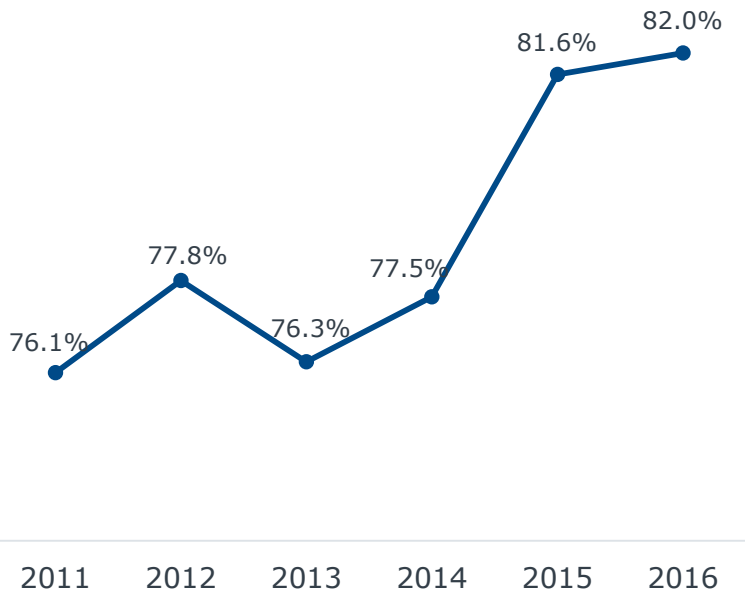
–Dawn Medley, AVP for Enrollment Management

Retention and Attempted Credit Hours on the Rise



More Students Are Returning to Campus and Taking Classes Each Year

First-Time Full-Time Retention Rate



6%

Increase in first-year retention in five years

159

Additional students retained per year thanks in part to Warrior VIP Coalition and EAB

6,720

Increase in credit hours attempted in two years

1) This is a very conservative model.
2) Transfer students are not considered. Increased retention of transfer students likely adds another \$1.5M in tuition revenue.

Yielding Revenue, Reinvesting in Students

\$2.4M

Additional tuition revenue from increased retention per year

5x

Participation rate of Warrior VIP students in peer mentoring and other support services, compared to general undergrads

\$2.7M

Additional tuition revenue from increased credit hour enrollment per year



“Facilitated by SSC Campus, our culture has shifted from ‘my students’ to ‘our students.’”



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