



# Boosting Student Equity in Community Colleges

Community College Executive Forum

## Use Telephone



Audio

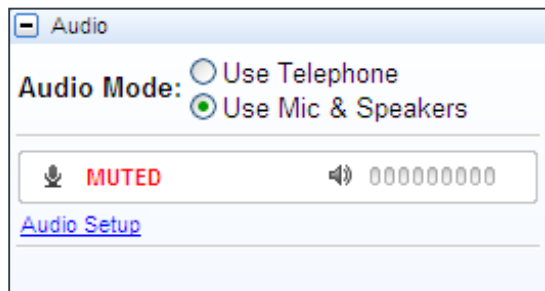
Audio Mode:  Use Telephone  
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Dial: +1 800 555 1212  
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## Use Microphone and Speakers



Audio

Audio Mode:  Use Telephone  
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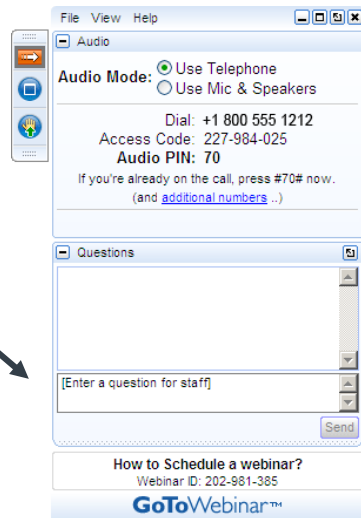
[Audio Setup](#)

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## Questions:

To ask the presenter a question, please type into the question panel and press send.

## Questions panel



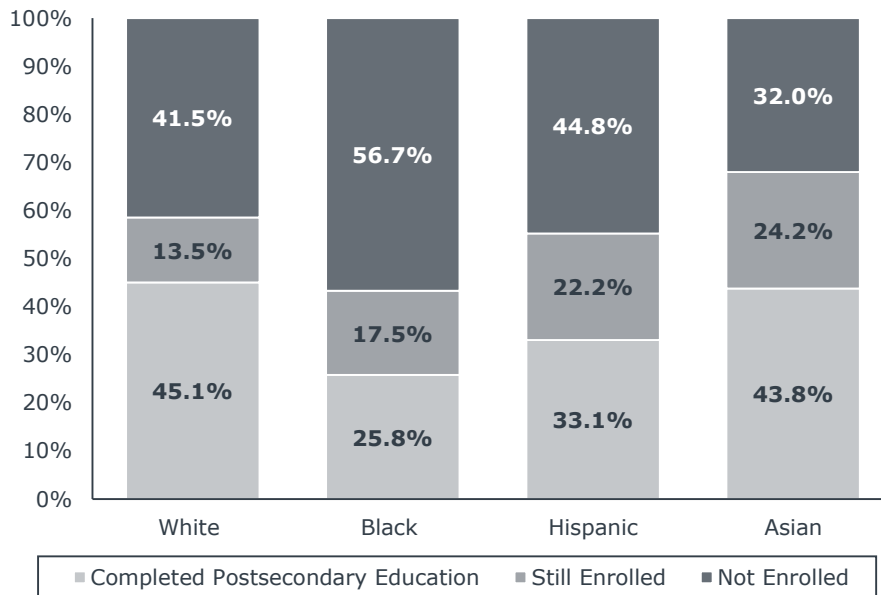
The screenshot displays the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below this is the 'Audio' panel, which includes an 'Audio Mode' section with two radio buttons: 'Use Telephone' (selected) and 'Use Mic & Speakers'. Below the audio mode are the dial-in details: 'Dial: +1 800 555 1212', 'Access Code: 227-984-025', and 'Audio PIN: 70'. A note below the PIN says 'If you're already on the call, press #70# now. (and [additional numbers](#) ..)'. Below the audio panel is the 'Questions' panel, which features a large text input area with a placeholder '[Enter a question for staff]' and a 'Send' button at the bottom right. At the very bottom of the interface, there is a footer with the text 'How to Schedule a webinar? Webinar ID: 202-981-365' and the 'GoToWebinar™' logo.

# Outcome Disparities Highlight Need for Equity



## Race/Ethnicity Predicts Gaps in Achievement

*Six-Year Outcomes for Students Starting at Two-Year Institutions by Race/Ethnicity*



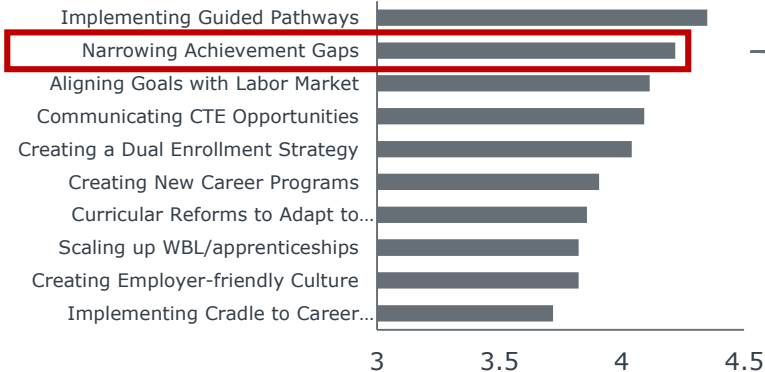
$N = 1,089,776$

# Colleges Have Equity on the Mind

## Members Prioritize Closing Achievement Gaps in 2018

### Taking Stock of Administrators' Priorities...

*Importance Ratings (5-pt scale) from 2018 CCEF Topic Poll*



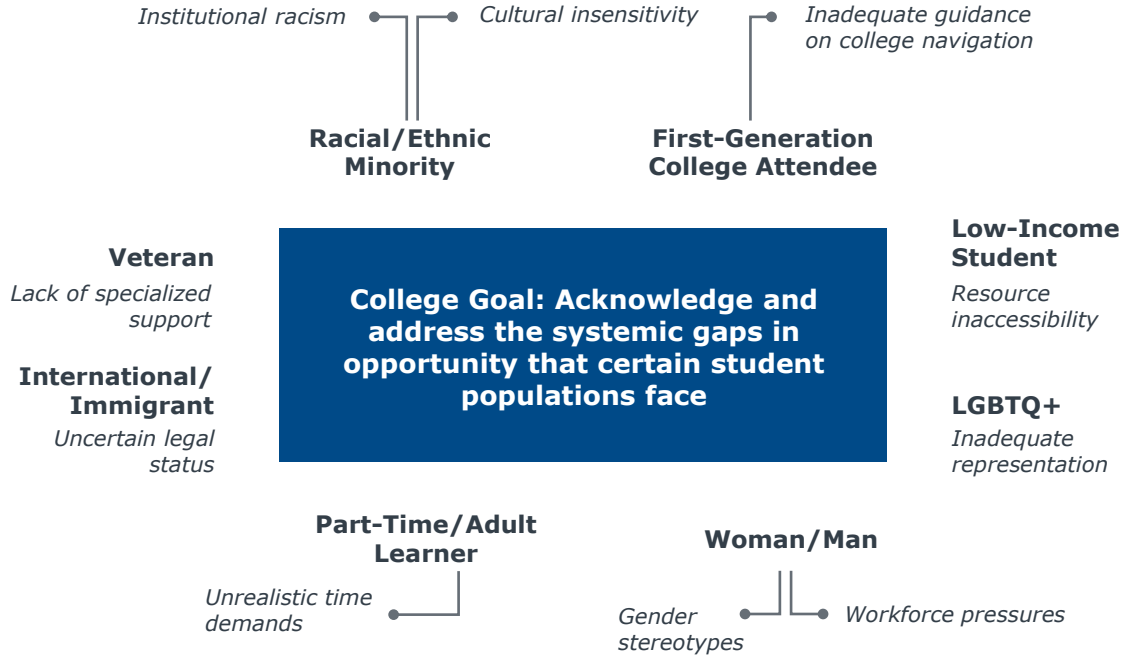
### ...And Their Pain Points

**81%** of administrators said it was **“very” or “extremely” important** to reduce achievement gaps in critical populations

**20%** of administrators called their institutions **“very” or “extremely” effective** at managing this challenge

# Understanding Student Needs

## Equity Challenges Vary Across Student Populations



# The Ongoing Student Equity Crisis

## Colleges Struggle to Close Chronic Gaps in Achievement

### Administrators Advocate for Equity, but Face Common Pitfalls



#### Generic Advice Misses Student-Specific Needs

National trends or reforms overlook the unique needs of students on every campus



#### Difficult to Establish Concrete Insights

Equity “solutions” are often couched in abstract or vague terms, making them hard to implement



#### Sweeping Reforms Ignore Sensitive Nature of Equity Issues

Broad mandates struggle to address hot-button issues



“Student equity is why I’m working in a community college, and why I’ve worked in higher ed for over 20 years. **I’m devastated that we haven’t solved this yet.**”

Vice President of Academic Affairs  
COMMUNITY COLLEGE, WEST COAST



## Quick Poll

# 2018 Equity Priorities

Where are you making the biggest investment when it comes to student equity efforts in the coming year?





# Five Challenges in Meeting the Equity Imperative

College Leaders Strive to Find Answers to Major Equity Questions

## To Meet the College Goal...

Acknowledge and address the systemic gaps in opportunity that certain student populations face



## ...Leaders Must Answer Major Questions

- 1 How do we ease the college transition for underserved students?
- 2 How do we make a cross-campus faculty investment in equity?
- 3 How do we promote equitable academic outcomes?
- 4 How do we devise sustainable advising structures?
- 5 How do we create systemic change to support nontraditional populations?



# Easing the College Transition

## Underserved Students Struggle to Navigate a Maze of Onboarding Steps



?

*"Is college really for me? Can I afford this?"*

?

*"There are **how many** steps?"*

?

*"Wait, wasn't I just here? I don't know who to talk to."*

?

*"How do I keep track of everything?"*

# College Transition and Navigation Assistance

Provide Pre-Enrollment Assistance with Equity-Driven Success Course



## Facilitating and Incentivizing Enrollment



Free 8-week course covers key enrollment steps and student success skills



Guest speakers teach content drawn from existing student success course and workshops



Staff promoted course to prospects age 25+ who applied but did not register for current term



Course completers earn 1 credit, plus scholarship for additional 3-credit course in next semester

## Course Components

- Campus tour
- Overview of student resources
- FAFSA workshop
- Introduction to Accuplacer
- Math skills tutorial
- Study skills review
- Course audit

**88%**

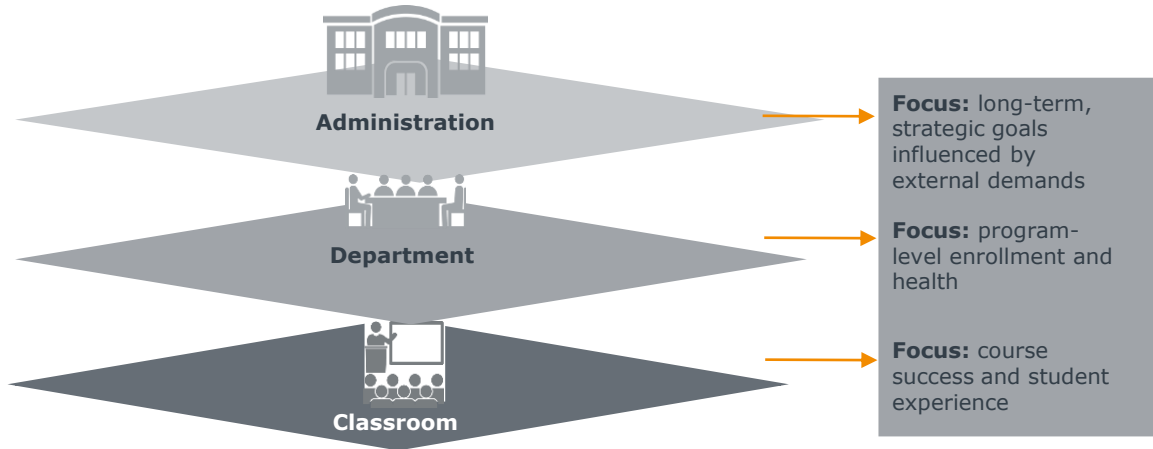
Percentage of free course completers who enrolled full-time in subsequent term

**\$12K**

Tuition revenue generated by free course completers

# Cultivating Cross-Campus Buy-In

## Institutional Silos Threaten Widespread Engagement



### Key Equity Stakeholders Working in Isolation

“I came out of the classroom [as a faculty member] and in the first five years, my whole world revolved around the four courses that I taught. We didn’t see how they fit into a larger scheme.”

*Community College President  
Texas*



# Bolster Engagement with Multi-Tiered Approach



## Recruit for Faculty Strengths When Enlisting Input in Equity Planning



**Invitation from Provost to Join Equity Initiative Team Emphasizes:**

**Skills**



### Data Analysis Team:

Volunteers should have a background in data analysis and a willingness to think critically about current outcomes data

**Experience**



### Policy Review Team:

Volunteers should be well versed in current policies that impede student success or have experience creating academic policy

**Interests**



### Minority Male Team:

Volunteers must be passionate about improving educational opportunities for minority male students

**29%**

Increase in student retention since 2011

**8.7%**

Increase in students earning 12 credits per year



Majority of teams receive more volunteers than needed

# Accelerating Equitable Academic Outcomes

## Faculty Struggle to Balance Instructional Goals with Assessment Practices



### Instructional Goals

- Engage traditionally underserved students
- Cultivate a diverse and inclusive learning environment
- Employ innovative pedagogical practices that engage students of all backgrounds



### Assessment Practices

- Ensure that students demonstrate college-level learning
- Overcome inefficient course placement practices
- Meet transfer and industry partner standards

**Inclusive Pedagogy**

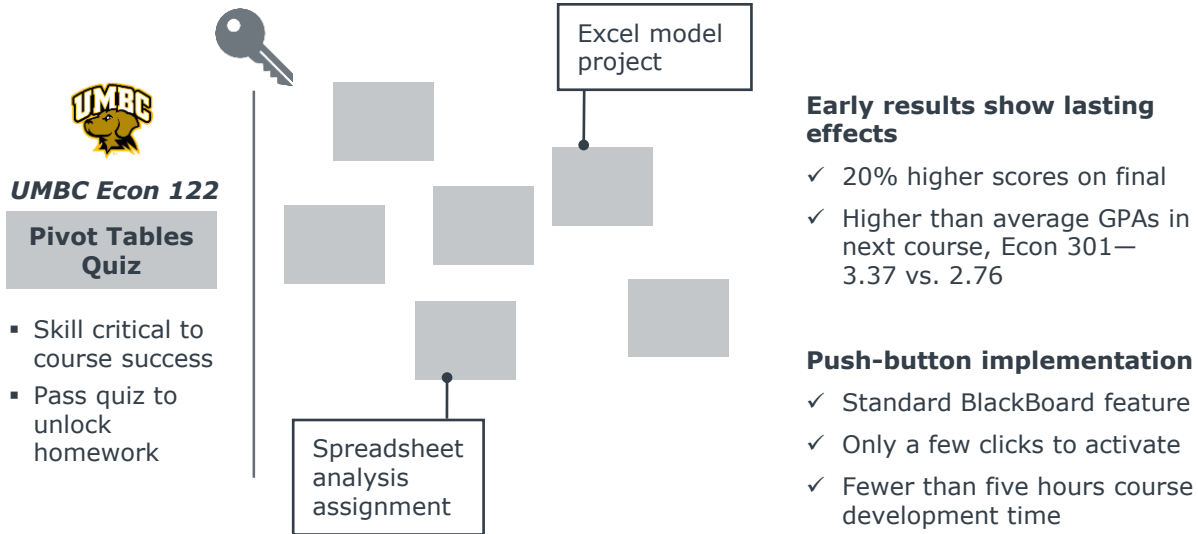


**Academic Rigor**

# Improve Outcomes with Incremental Check-Ins

Use Low-Stakes Assessments Early and Often to Prevent Learning Gaps

## “Adaptive Release” Ensures Mastery of Foundational Skills

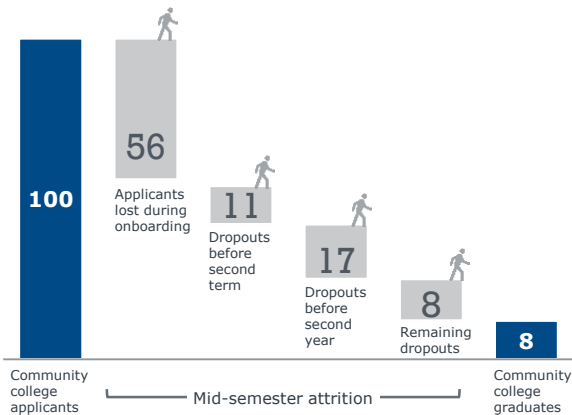


# Advancing Sustainable Advising Practices

## Advisors Face Uphill Battle to Combat “Leaky Pipeline”

### Community College Attrition Patterns

*EAB Analysis of National IPEDS Data*



### Supply and Demand Battle

**68%** Students who say academic advising is “very important”

**600** Average community college advisor caseload

“Another struggle is not turning the institution upside down based on what’s rising to the top. We need to **find the balance between individualized advising with something more scalable** across the student body.

President  
Community College, Southeast

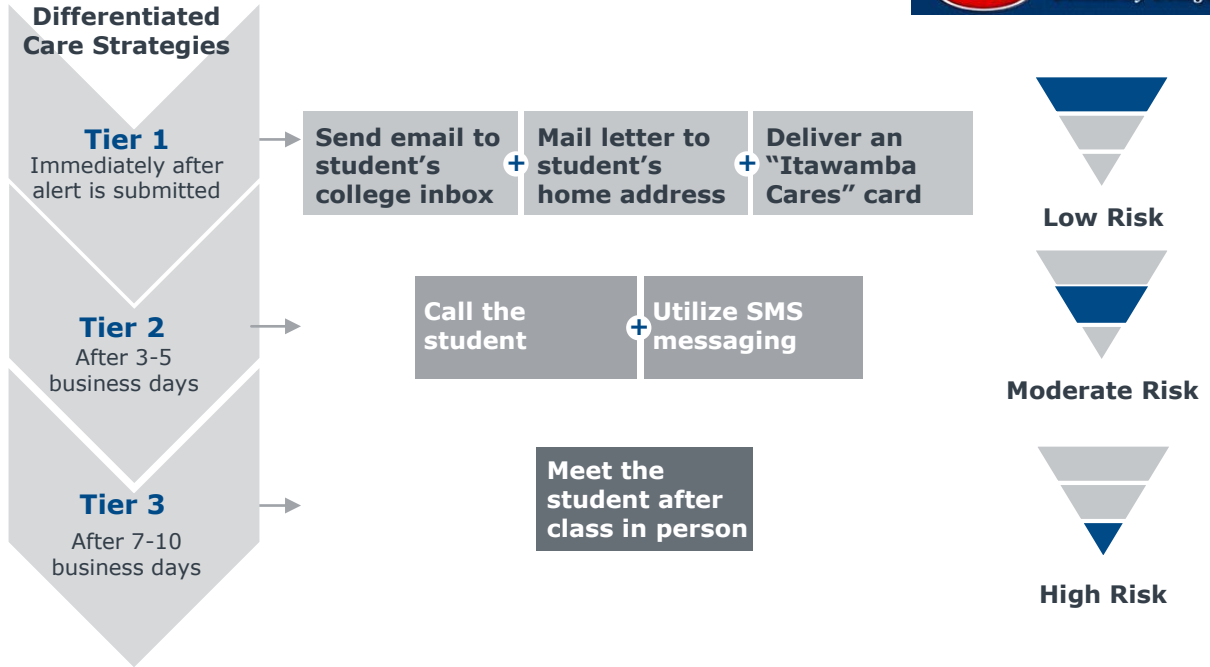


Source: Complete College America, “Time is the Enemy,” Sept. 2011; Susie DePianto, “Helping prospective students make decisions about their future,” The Keyword, Google, Sept. 30, 2016; National Conference of State Legislatures, “Performance-Based Funding for Higher Education,” July 2015; CCSSE, “Show Me the Way,” 2018



# Avoid Stop Outs with Targeted Advising Touches

Target Unresponsive and High-Risk Students with Tiered Outreach





# Crafting Long-Term Policies that Promote Equity

## Current College Practices Prioritize “Traditional” Student Profiles

### “Traditional” College Student

### Underserved Students



Financially dependent



*Financially independent,  
low-income*



Employed part-time



*Employed full-time while  
enrolled*



Family history of  
higher ed attainment



*First-generation college  
attendee*



Enrolls directly into  
college-level courses



*Requires at least one  
developmental ed course*



Attends full-time

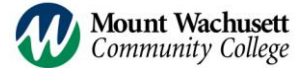


*Attends part-time*

# Integrate Tailored Service into College Processes

Maximize Student Service Offerings with Personalized Resource Nudges

## Mount Wachusett's Personalized Resource Nudges



### New Student Intake Survey



30-question survey collects information about risk factors like family support, transportation, financial literacy, etc. Survey required during placement test

1

2

3

4

### Campus Services Referral Matrix



Assistant Dean of Student Services assembles team to create matrix. Each question on intake survey corresponds with relevant services

### Personalized Resource Nudges



Nudges follow four key rules:

- ✓ Element of personalization
- ✓ Relevant information
- ✓ Timeliness or urgency
- ✓ Call to action and next step

### Improved Student Performance

↑ 20%

Increase in fall-to-fall persistence rate of first-time, full-time students, compared to previous year's cohort

# Making Measurable Progress

## Strategies to Advance Underserved and Nontraditional Student Success



### Taking Action on Student Equity

Community College  
Executive Forum

### How This Resource Can Help



Examines **21 strategies** to tackle the challenges that hinder underserved and nontraditional student success



Assists in evaluating the strategies of greatest relevance and priority for your campus with a **current practice assessment**



Guides in implementation by suggesting relevant **oversight personnel, key process considerations, and general resource investments**

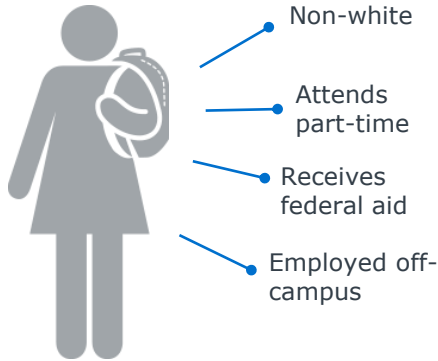
Full access available to all members soon.



# Building Toward an Equitable Future

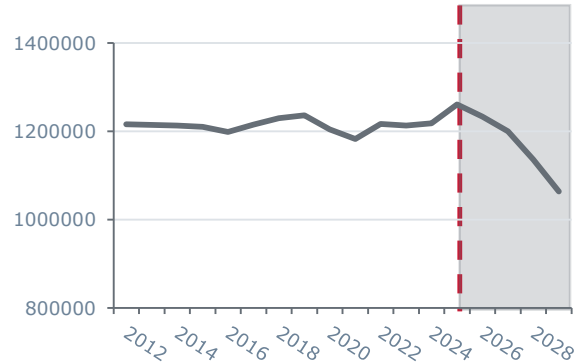
As Student Profiles are Increasingly "At-Risk," A Dual Imperative Emerges

## The Typical Community College Student in 2025



## A Precarious Enrollment Picture

Projected Two-Year Enrollments, 2012-2029



## Colleges Face a Growing Pressure to Respond



Address existing barriers that hinder success for underserved students



Reform college practices such that they will flex to the needs of tomorrow's student

# Register to Attend Our 2018 National Meeting Series

Innovative Strategies and Practices to Future-Proof the Community College



## Save the Date: 2018 National Meeting Series

### ▶ Presidents' Roundtable

- June 15, 2018;  
Washington, DC

### ▶ Cabinet Leadership Summits

- July 20, 2018;  
Chicago, IL
- September 27, 2018;  
Washington, DC
- October 12, 2018;  
Marina del Rey, CA
- October 18, 2018;  
Nashville, TN

[Register Here](#)

## Catalyzing College Growth Amid Declining Market Share



With a shrinking market and a growing at-risk student population, colleges are looking to adapt in order to survive a competitive education landscape.

## Boosting Student Equity to Ensure a Welcoming Climate



To achieve sustainability, colleges must prove that they present the best opportunity for all students, but especially for the underserved populations community colleges increasingly serve.

## Marketing & Capitalizing on the Liberal Arts Degree



Grim enrollment projections are spurring community colleges to rethink how they market and deliver their bread and butter academic programs.

## Call to Action

Are you interested in speaking to our team about improving the college experience for part-time and nontraditional students?

# Additional EAB Resources

## Student Success Guidance and Support



### **EAB Publications and Tools**

- *Taking Action on Student Equity*
- *Getting to the Next Phase in Student Success*
- *Achieving Pathways Goals with Student-Centered Design*
- *Defining the Faculty Role in Student Success*
- *Instilling Equity and Inclusion in Departmental Practices*



### **Webconferences**

- *A Guide to Bias Prevention and Response on Campus*
- *How to Build Student-Led Program Maps*
- *Designing Experiential Learning for Student Success*



### **Onsite Presentations**

- On-campus presentations that bring employer partnership expertise to your campus
- Customized content for your cabinet, faculty, and staff



# Upcoming Webconferences

## Our Spring Offerings

### 1 Introducing EAB's Guided Pathways Diagnostic



*[April 26, 2018, 2-3pm ET](#)*

Forecasts trends and introduces EAB's new diagnostic tool to assess current pathways efforts and provide tailored guidance for future implementation

### 2 Making the Most of Your EAB Membership



*May 24, 2018, 2-3pm ET*

Highlights the research and services available to CCEF members to help you make the most of your EAB membership

### 3 Improving on Scaled Services Operations



*July 2018, TBD*

Distills the essential steps to improve stakeholder engagement, understand the current-state process, and develop a vision for moving toward a standardized and more efficient process

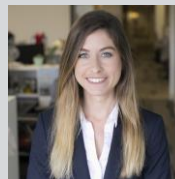
## Implement Strategies to Promote Equity on Your Campus



Full publication contains 21 strategies to improve access for underserved students

- Includes practices that target every aspect of the student experience
- Unlimited copies available to members

## Questions on Today's Material?



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