



# Redesigning Support Services for Part-Time Students

Community College Executive Forum

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Date Time: Jul 23, 2018 11:30 AM Eastern Time (US and Canada)

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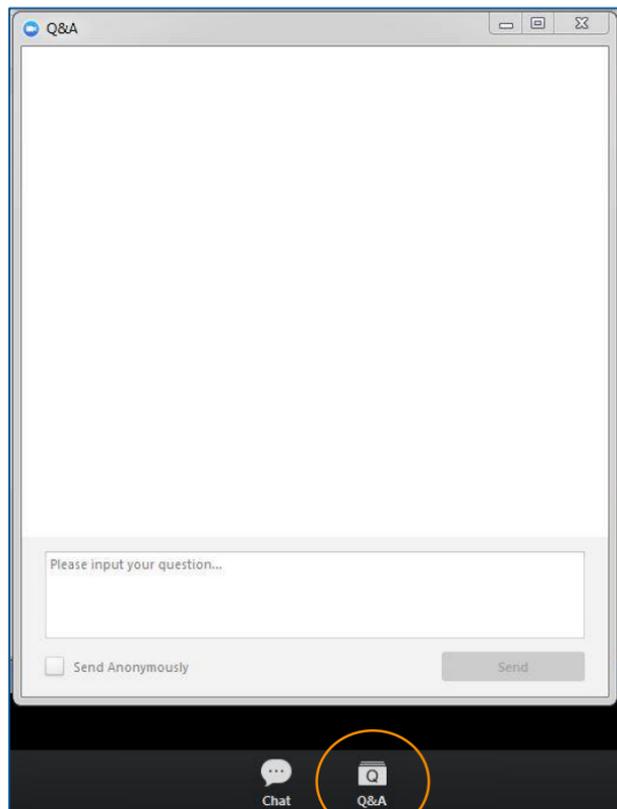


## Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

*Type your question here*



# Community College Executive Forum Team



## Today's Presenter

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## Member Services Team

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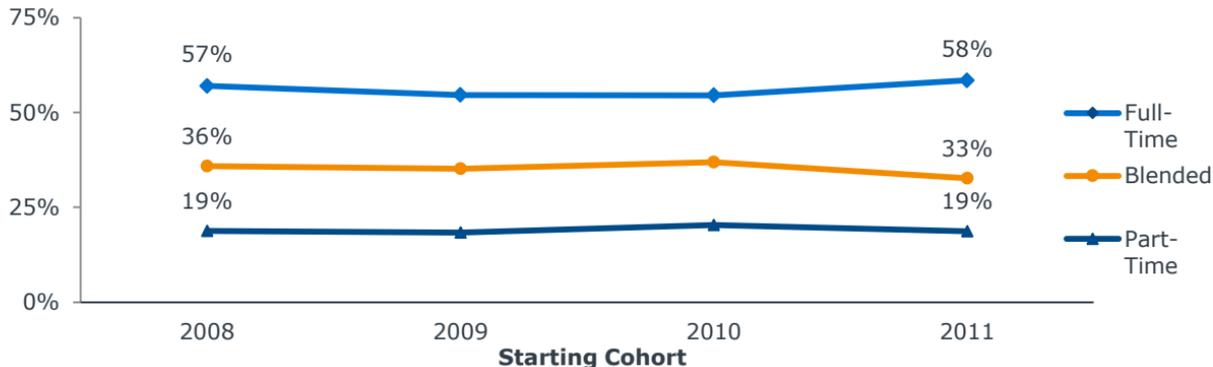
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# Part-Time Students the Least Likely to Complete

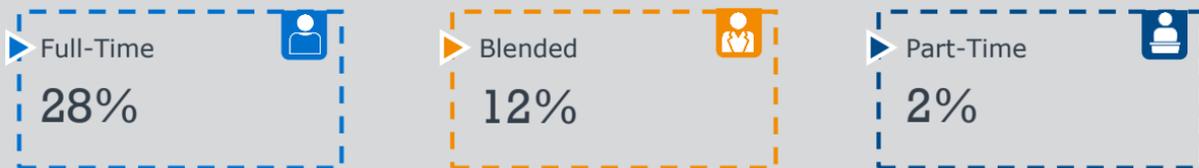
## Six-Year Completion Rates Stagnant by Attendance Status

*Students Completing a Postsecondary Degree Within Six Years*



## Part-Time Students Least Likely to Earn a 4-Year Degree

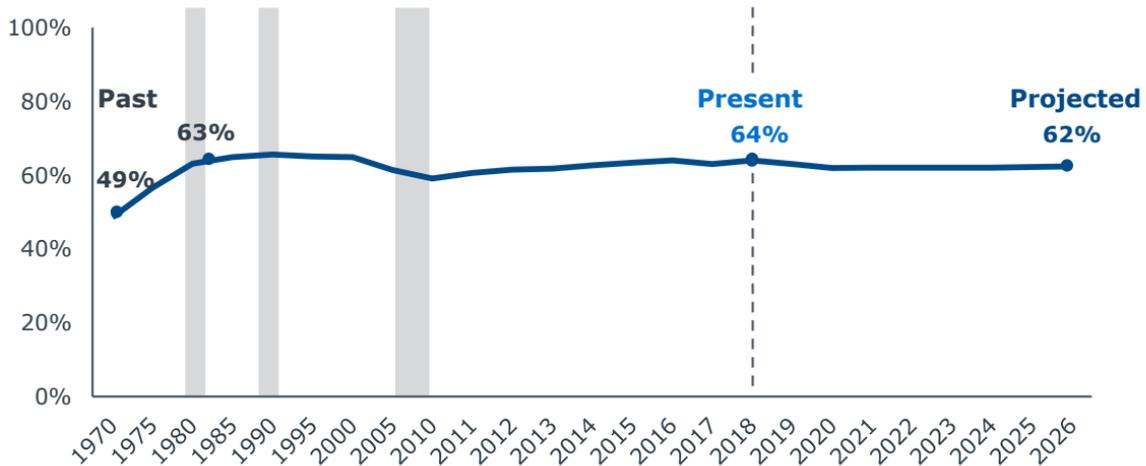
*Share of Community College Graduates Who Complete Bachelor's Degree, 2011 Cohort*



# Part-Time Attendance Remains Constant

## Part-Time Status Remains Stable Through Boom and Bust Times

Percentage of Students Enrolling Part-Time in the Fall



### Vast Majority of Students Enroll Part-Time at Least Once



83%

Of community college students enroll part-time at some point during their community college experience

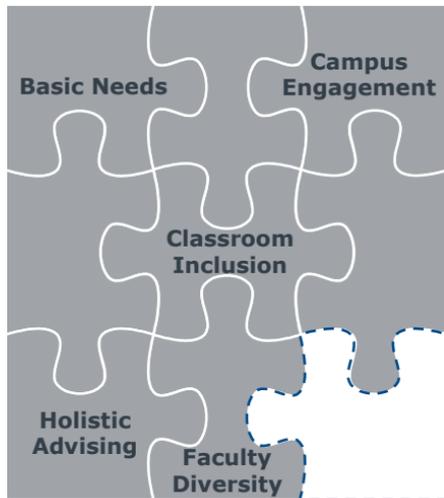
Source: [Digest of Education Statistics](#), National Center for Education Statistics; "[Current Term Enrollment Estimate Spring 2018](#)," National Student Clearinghouse Research Center, May 2018; "Even One Semester," Center for Community College Student Engagement, 2017; EAB interviews and analysis.



# An Overlooked Equity Issue

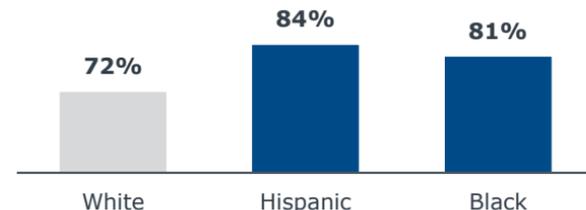
## URMs<sup>1</sup> Most Likely to Attend Part-Time—and Least Likely to Complete

### Current Equity Efforts Address Many Aspects of the College Experience

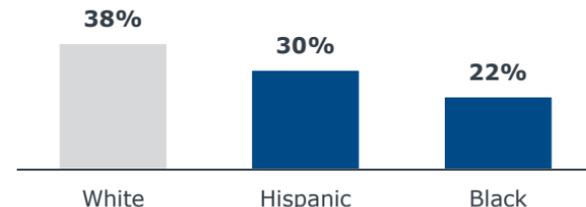


### Attendance Status the Missing Piece?

*Percentage of Two-Year Students Who Attended Part-Time at Least One Semester, 2011 Cohort*



*Six-Year Completion Rates of Students Who Attended Part-Time at Least One Semester, 2011 Cohort*



1) URM= Underrepresented Minority

# Common Part-Time Assumptions Hinder Progress



8

Student Success Efforts Delayed by False Perceptions

## Part-Time Student Profile



### Part-Time Students Are Adult Students

Part-time students are largely **older**, working adults who attend community college to **build their job-related skill set**, with **no intent to complete**

## Most Effective Strategy



### Part-Time Students Must Increase Credit Load to Succeed

The only way to ensure success is by **increasing part-time students' credit load** and by incenting them to **attend college full-time**

## Level of Impact



### Part-Time Student Success Requires Massive Overhaul

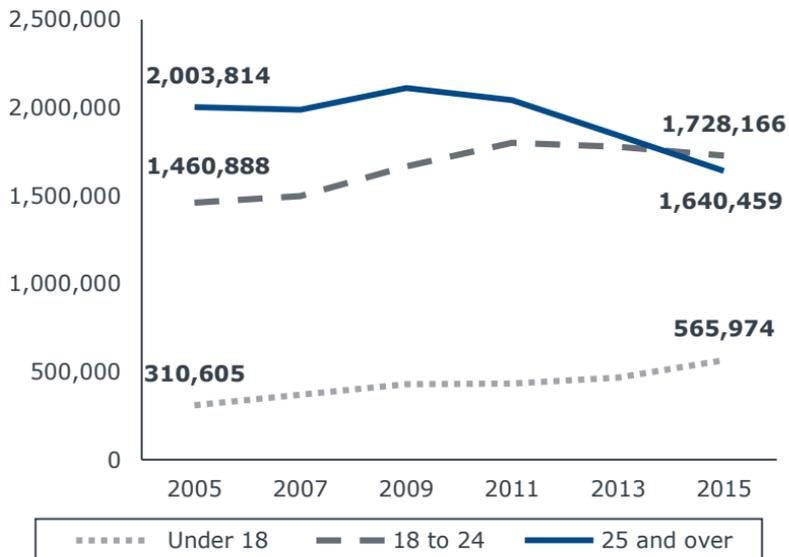
Because they spend less time on campus, it is **impossible to generate** part-time student success at scale without unsustainable investments



# Part-Time Students Are Younger Than You Think

## Majority of Part-Time Students Are Young...

*Part-Time Students Enrolling in the Fall by Age, 2005-2015*



## ...And Trending Younger



18- and 19-year-olds enrolling part-time from 2005 to 2015



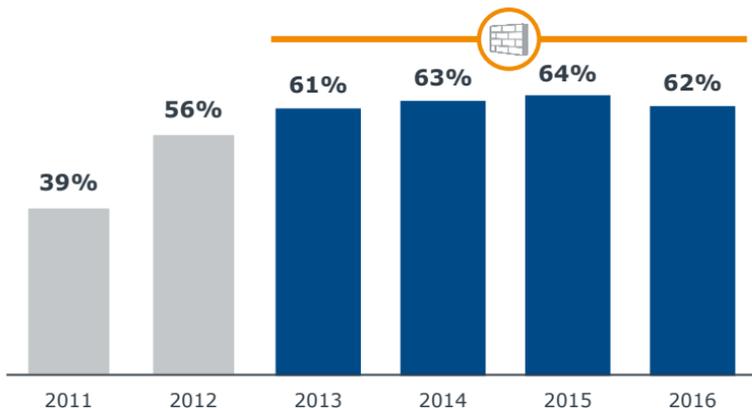
Part-time students in Fall 2005 vs. 2015 between the ages of 18 and 24



# Full-Time Campaigns Eventually Plateau

## Lessons Learned from Hawaii Enrollment Campaign

Percentage of First-Time Freshmen Taking 15 or More Credits in Initial Fall Semester at University of Hawaii at Manoa



## A Much Lower Ceiling for Community Colleges

16%

Of University of Hawaii Community College students who took 15+ credits in 2016

60+%

Proportion of all community college students projected to enroll PT in the Fall through 2026

## ...Leaving Significant Share of Students Behind

40%

Of University of Hawaii at Manoa students take fewer than 15 credits despite the university's enrollment campaign

# Student Realities Necessitate Part-Time Status

## Full-Time Enrollment Not Feasible for Most Part-Time Students

### Full-Time Worker



"I have a full-time, 9-to-5 job. My boss tells me that I'm close to promotion, but I need some data analysis skills first. I want to take some classes at my local college, but **I don't want to spend two or more years getting these credentials, and I can't attend full-time while working.**"

**37%**

Of part-time students **work full-time**

### Young Shift Worker



"I'm a student, but I also work as a babysitter, a waitress, and an Uber driver so that I can help my family pay our rent. **Money is tight, so working has to be my priority.** My work schedule is unpredictable, and sometimes it interferes with me getting to my day-time classes."

**29%**

Of part-time students are **aged 18 to 21**

### Caretaker



"I'm a single mom trying to pass my classes while working part-time. **I don't have a lot of time to spend on campus, and I'm worried that I won't be able to find the support I need.** I want to succeed and get an education to provide a better future for my son."

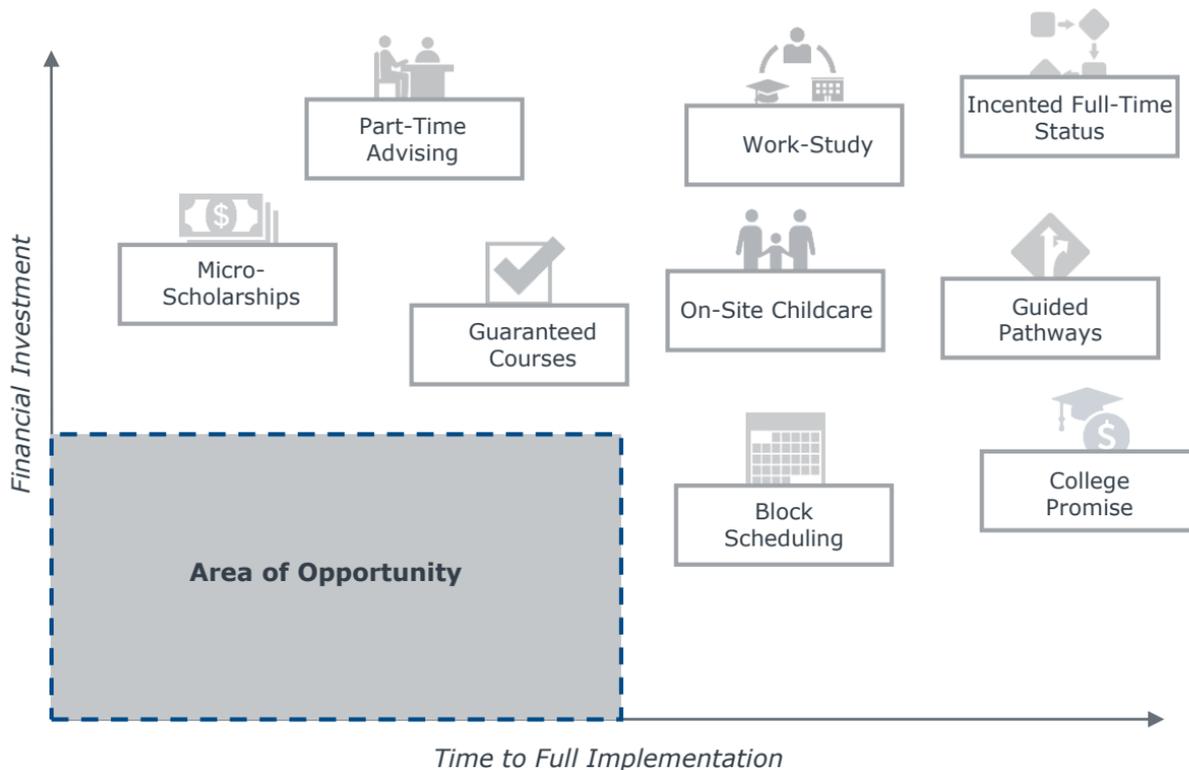
**24%**

Of part-time students spend over 20 hours per week **caring for dependents**



# No Shortage of Long-Term Solutions Proposed

But Opportunities for Immediate Action Remain Scarce





# Part-Time Success Is Challenging but Possible

And Requires the College to Adapt to Realities of Students' Lives

## Four Major Obstacles and Solutions to Part-Time Success



### The Race Against Time

The longer a student spends in a degree program or even a single course, the greater the likelihood that he or she won't complete



### Condense Credit Accumulation



### Scheduling Misalignment

Working hours often conflict with course availability, and when forced to choose, the need to work and support a family wins



### Align Delivery to Part-Time Lifestyle



### Inaccessible Services & Resources

Critical resources are often offered during traditional business hours and are strictly available in person



### Expand Access to Support Services



### Seemingly Inevitable Stop-Out

A majority of part-time students stop out at least once, and many never to return to the college because of various financial, personal, and psychological barriers



### Incent Stop-Out Reenrollment

## A Strong Imperative for Success

"At the end of the day, we need to simplify these things and **get down to the fundamentals of providing people the opportunity...to advance in society.**"

Eloy Oakley  
Chancellor, California Community Colleges

# Adapt the College to Promote Part-Time Success

Support Part-Time Students Through Responsive Institutional Practices

1

**Condense Credit Accumulation**



2

**Align Delivery to Part-Time Lifestyle**



3

**Expand Access to Support Services**



4

**Incent Stop-Out Reenrollment**



- Advisors on the Go
- In-Time Advising Triage
- Bursar Hold Override
- Peer-to-Peer Financial Advising
- Off-Hours Virtual Tutoring
- Virtual Support Services

# The Part-Time Student Engagement Problem

Students in Need of Services and Resources Struggle to Access Them

## Student Services Critical for Part-Time Success

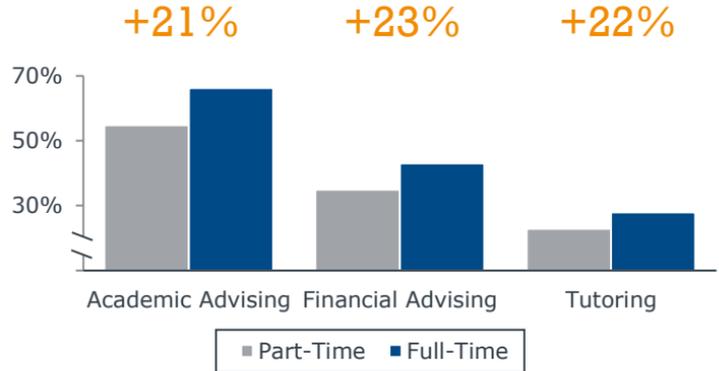
81%



Successful part-time transfer students who say **they relied on student support services** while at community college

## But Access Is Skewed Toward Full-Time Students

Percentage of Students Who Use Services More Than Once



## A Constant Struggle to Engage

“Making it a point to be on campus is kind of hard. **Utilizing anything like the writing lab, the math lab, or anything like that is tough** because I have two other jobs outside of this.”

*Part-Time College Student*

# Many Barriers to Part-Time Student Advising

Part-Time Students Face Academic Advising Deficit Despite Heightened Need



**Part-timers require awareness of right-fit credit opportunities**

May be uninformed regarding scheduling and program-specific advice

**Part-time students lack confidence in academic decisions and plans**

May feel intimidated or uncertain of process when seeking help



**...but have limited access to advising due to sporadic presence on campus and greater time constraints**

## Part-Time Students See Value but Lack Access

**67%**

Of part-time students say that **academic advising is very important**

**1.6x**

Likelihood that part-time (vs. full-time) students have **never met with an advisor**

# Mobile Advising Supports Part-Time Students

## Assisting Students at Convenient Times and Locations



### Easy Access to Advisors...

- ✓ Advisors set up temporary tables in high-traffic areas (e.g., hallways) of academic buildings
- ✓ Advisors spend at least 2 hours per week in their designated buildings during peak class hours

#### Mobile Advising Station



*Temporarily Relocates to Each Academic Building*

### ...Improves Part-Time Student Awareness and Confidence

- ✓ Advisors notify students of upcoming deadlines and critical academic decision points
- ✓ Advisors assist students between classes with questions and become “go to” person for help and support

## Accommodating the Busy Lives of Part-Time Students

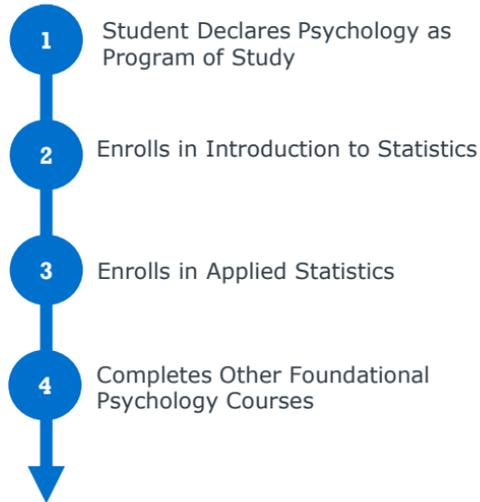
“We’ve found that this program works really well because students who may not come to the advising center will stop in the hall to chat. **We’ve put advisors in the places where the students are, which is especially important for part-time students who may not typically see advisors** as often.”

*Rhonda Coats, VP of Student Affairs  
Davidson County Community College, NC*

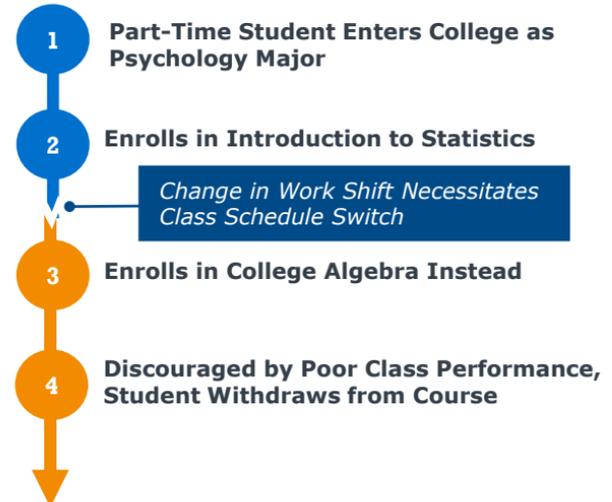
# Just-in-Time Advice Needed to Stay on Track

## College-Recommended Pathways...

### Semester 1



## ...Are Not Always Feasible Given Part-Time Student Realities



“**Course selection is too often based on work schedule or availability**, and not based on the math that is best for students’ careers. When we place everyone in the same math course, 60% of our students don’t succeed.”

*Debi Gaitan*  
 VP of Student Success, Northwest Vista Community College, TX





# Offer Just-in-Time Advice Before Students Detour

## NVC's Advising Triage Center Provides Immediate, Comprehensive Support

### Easy Access During Introductory Class Services Students with Highest Need



#### 1 Faculty Participation

On the first day of every math course, faculty outline which majors belong in that course

#### 2 Facilitated Advising

Students who have enrolled in an introductory course that is misaligned with their pathway are given a "ticket" to visit the advising triage center

#### 3 Easy Access

NVC's advising triage center is set up in close proximity to math classrooms, and tickets provide immediate entrance without appointment

### Advising Triage Center Provides Holistic, Just-in-Time Student Support



### Advising Triage Reroutes Students Who Have Fallen Off Track

1,007

Students rerouted by beginning-of-course advising efforts

# Necessary Classes Come at a Premium

And Are Often Unavailable to Part-Time Students Who Need Them Most

## Smaller Course Load Places Greater Weight on Right Course, Right Time

*Common Registration Challenges Resulting in Part-Time Delay or Attrition*



**Courses Already Filled**



**Unexpected Financial Barriers**



**Last-Minute Cancellations**



“I wasn’t able to register for classes on time because there was a **financial hold on my account for a \$45 fee**. When it was finally removed, the class I needed was filled.”



### Financial Aid Delays and Account Holds Unnecessarily Complicate Registration

“We looked at our records and noticed an emerging pattern: students who had priority registration but had not yet received financial aid were being dropped due to non-payment. They would reregister only to have it happen again. **Many stopped out, and those who persisted were not enrolling in the classes they needed.**”

*Wes Bryan, President, Golden West Community College*

# Prevent Drops Due to Non-Payment

## Multi-Office Intervention Removes Unnecessary Financial Barriers



### Four-Step Registration Assurance Process

#### 1 Identify Students at Risk of Registration Penalties

Enrollment Center sends a list of students who are at risk of being dropped for non-payment (DFNP) to Financial Aid

#### 2 Intervene on Behalf of Aid-Eligible Students

Financial Aid office reviews FAFSA records for DFNP students and prevents students who are aid-eligible from being dropped

#### 3 Alert Students to Complete Financial Aid Documents

Aid-eligible students are contacted via multiple channels to complete outstanding documents

#### 4 Provide Payment Options for Remaining Balance

Students are provided with payment plan options depending on the amount owed

### Helping Students Claim Funds Left on the Table

**22%** Of eligible CA community college students don't receive Pell funding

#### Golden West's Multipronged Approach to Raise Financial Aid Awareness



Email



Phone Call

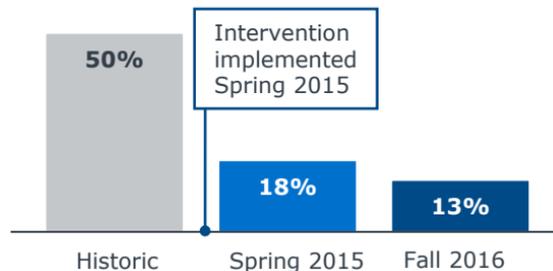


Text Messaging



Multilingual Workshops

### Dramatically Reducing DFNP Rates<sup>1</sup>



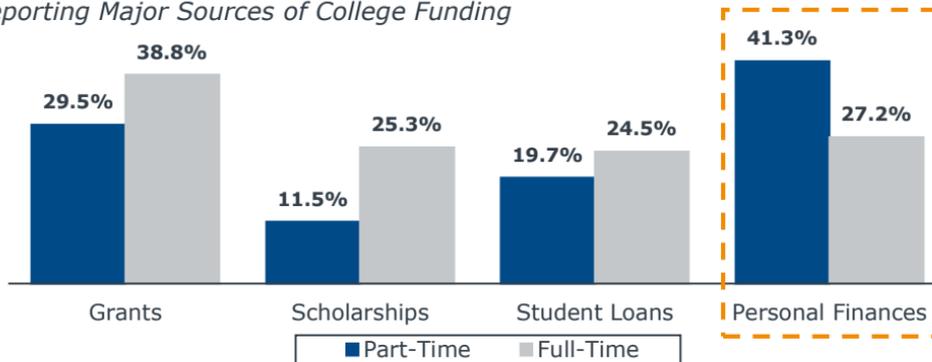
1) Calculated by dividing number of students dropped by number of those originally placed on DNFP list ©2016 by EAB. All Rights Reserved. eab.com

# Lack of Financial Advice Hinders Success

And Part-Time Students Are More Likely to Feel the Burden

## Part-Time Students Have More Skin in the Game When Funding Their Education

*Students Reporting Major Sources of College Funding*



## But, Like Many, They Lack Critical Guidance



“Whenever financial aid refund checks went out, students were very happy at first, but then after a week or so, their attitude dropped and student culture shifted. At that time, students would wait 2 hours for the financial aid office, since the office met at least 100 students a day. **There was no approach to help students spend their money. They would get their aid, spend it, and then didn’t know what to do next.**”

Ilia Cordero, Assistant Director of Financial Aid Services  
Valencia College

# Financial Learning Made Easy

## Peer-to-Peer Ambassadors Provide Financial Literacy Education

### Implementation of a Financial Learning Ambassadors Program

VALENCIA COLLEGE



#### Recruit Student Ambassadors

##### Employ Work-Study and Part-Time Students

Interview and hire part-time students who may be seeking engagement opportunities with the college and who could themselves benefit from financial literacy education



#### Provide Student Training

##### Equip Students with Essential Financial Literacy Knowledge

Conduct summer training using GradReady® and in-house training materials. Educate ambassadors on college finance options, budget- and goal-setting, and long-term student loan repayment.



#### Deploy Ambassadors as Peer Mentors

##### Ensure Part-Time Access by Utilizing Required Courses

Designate time in required classes for student ambassadors to present on financial literacy. Ambassadors lead a student Q&A and discussion during first-year experience class meetings.

### Peer-to-Peer Financial Learning Ambassadors by the Numbers

~50

Student ambassadors across Valencia's 6 campuses, all funded by work-study

25

Student-facilitated presentations on how to utilize aid and pay for college each semester



# Comprehensive Training Builds Expertise

## Components of GradReady® Financial Literacy Training

VALENCIA COLLEGE



### Ambassadors Learn the Ins and Outs of Finance...

### ...And How It Impacts Students' Long-Term Goals

#### Paying for College

- Educational funding options
- FAFSA process
- Federal versus private loans
- Budgeting tips

Module  
1

#### Budgeting Practice

Editable calculator assesses personal finances, weighing costs of college tuition/fees and living expenses against aid and income

#### Money Management

- Banking
- Building credit
- Managing debt
- Identity theft

Module  
2

#### Debt-O-Meter

Leveled meter evaluates future debt in comparison to projected income and reveals estimated monthly repayments

#### Real-World Finances

- Savings and future planning
- Careers and income
- Mortgages
- Loan repayment and interest

Module  
3

#### Electronic Loan Counselor

Responsive template weighs financial options, such as loan deferment and forbearance, and suggests manageable payment amounts



# Financial Literacy Improves Monetary Management

## Peer-Led Initiative Makes Financial Learning Accessible for All

VALENCIA COLLEGE



### Maximum Utilization of Financial Aid Office

- Delegates financial literacy training to student ambassadors, creating greater advising capacity
- Low-cost, scalable solution

### Increased Access for Part-Time Students

- Part-time students hired as ambassadors
- Financial learning occurs during required classes
- Activities hosted on evenings, weekends

### Improved Student Engagement

- Interactive social and recreational programming (e.g., 5k races, haunted houses, and fashion shows) embeds financial learning into campus culture
- Peer outreach likely to capture students' attention

## Financial Literacy Interventions Support Better Student Decisions



**19% → 13%**

Drop in Valencia's **cohort default rate** since program launch in 2009



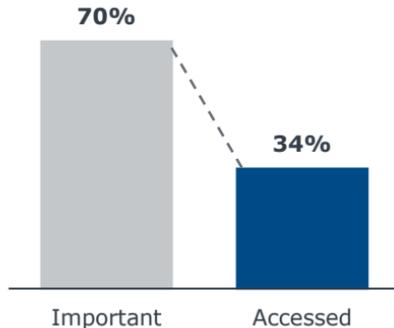
*Peer-Initiated Outreach Assists Students Applying for Summer Pell Grants*

# Off-Campus Academic Support Hard to Come By

## Part-Time Students Can't Access On-Campus Tutoring Resources

### Part-Time Students See Tutoring as Important, but Few Have Access

Percentage of Part-Time Students Who Value Tutoring Versus Those Who Report Accessing It



### Traditional Academic Resources Housed Exclusively on Campus

✓ Tutoring and Academic Support Centers

✓ Peer and Faculty Tutoring Programs

⊘ Flexible, Off-Campus Support  
(e.g., mobile services, online tutorials)

“We know that a lot of our students work full-time or are single parents and they can't always come back to campus at night or on Sunday afternoons for tutoring. We have to recognize that **there's a need to take these services directly to our students.**”

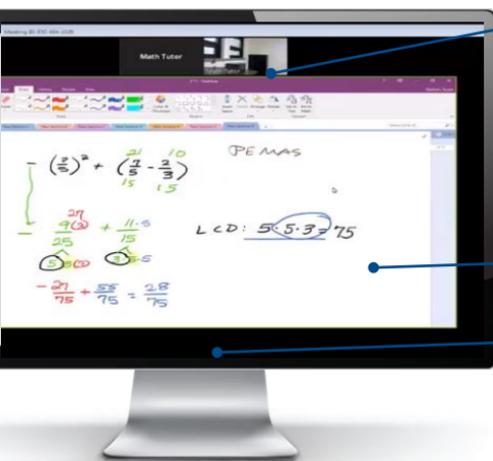
*Vice President of Academic and Student Affairs  
Community College, Southeast*



# 21<sup>st</sup> Century Tutoring: Online and Off-Campus

Expand Access to College Tutoring Through Digital Platforms  

## Interactive Video Conferencing Offers Tutoring in an Accessible Format



Students have the option to share video feed and have discussions with tutors

Tutors share screens for step-by-step tutorials

All sessions are recorded, allowing for later reference



Convenient Night and Weekend Hours



Targeted Support from Trained Expert Tutors



Easy Access Through School-Issued LMS

1,806

**Students visits** to the virtual tutoring portal in its first semester

15%

**Higher course pass rate** for those who have accessed virtual tutoring (vs. those who haven't)

# Virtual Support Does Not Stop at Tutoring

No Limit to Number of Services Students Can Access Virtually

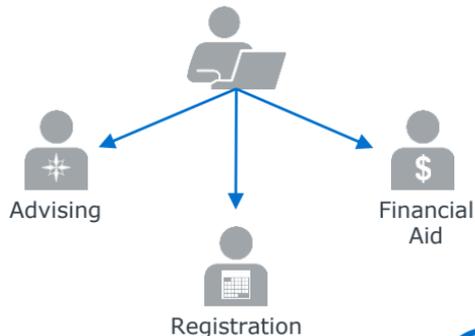
## Keys to Successful Virtual Services



### Strategic Implementation Creates Student-Centric Experience

- 1 **Tech-Friendly Providers**  
PSC tutors undergo a semester of technology training and supervision
- 2 **Flexible Availability**  
Sessions available at times convenient for part-time students
- 3 **Targeted Marketing**  
Service hours advertised online, in student portals, and in classrooms
- 4 **Maximized Impact**  
Virtual options offered for bottleneck and gateway processes

## Leverage Technology to Put the College at Your Students' Fingertips



### Expand Scope, Not Cost

- ✓ Use open-source video conferencing platforms, such as BigBlueButton
- ✓ Repurpose existing hardware
- ✓ Allow campus staff to work remotely



## We Want to Hear From You

Q: What is the greatest challenge in improving outcomes for part-time students on your campus?

# Upcoming Webconferences

## Our Fall Offerings

### 1 **\*SAF\* Four Ways to Strengthen Support for Basic Needs Insecure Students**



*October 18, 2018  
2-2:30 pm ET*

Identifies strategies to reduce institutional barriers and increase connections between students and critical basic needs support.

### 2 **Reenrolling Your Stopped-Out Students**



*November 15, 2018  
3-4 pm ET*

Outlines the steps to identify, engage, and reenroll stopped out students, providing exemplar models and approaches.

### 3 **Results from EAB's Guided Pathways Diagnostic**



*December 13, 2018  
2-3 pm ET*

Presents the results of our Guided Pathways diagnostic, including insights from over 1,000 faculty, industry trends, and surprising findings.

## Resources for Your Greatest Challenges



### Marketing and Recruiting

*\*NEW\** [How to Keep Community College Students in Your Pipeline](#) Infographic

*\*NEW\** [Enrolling the Next Generation of Students](#) Onsite Presentation



### Strategic Planning

[Strategic Planning Resource Center](#)

[Take the Pain Out of Strategic Planning](#) Webconference



### Student Success

*\*NEW\** [Closing the Part-Time Student Success Gap](#) Onsite Presentation

[Guided Pathways](#) Diagnostic

## Expert Support from EAB



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