

15 to Finish

Benefits to Students and Institutions



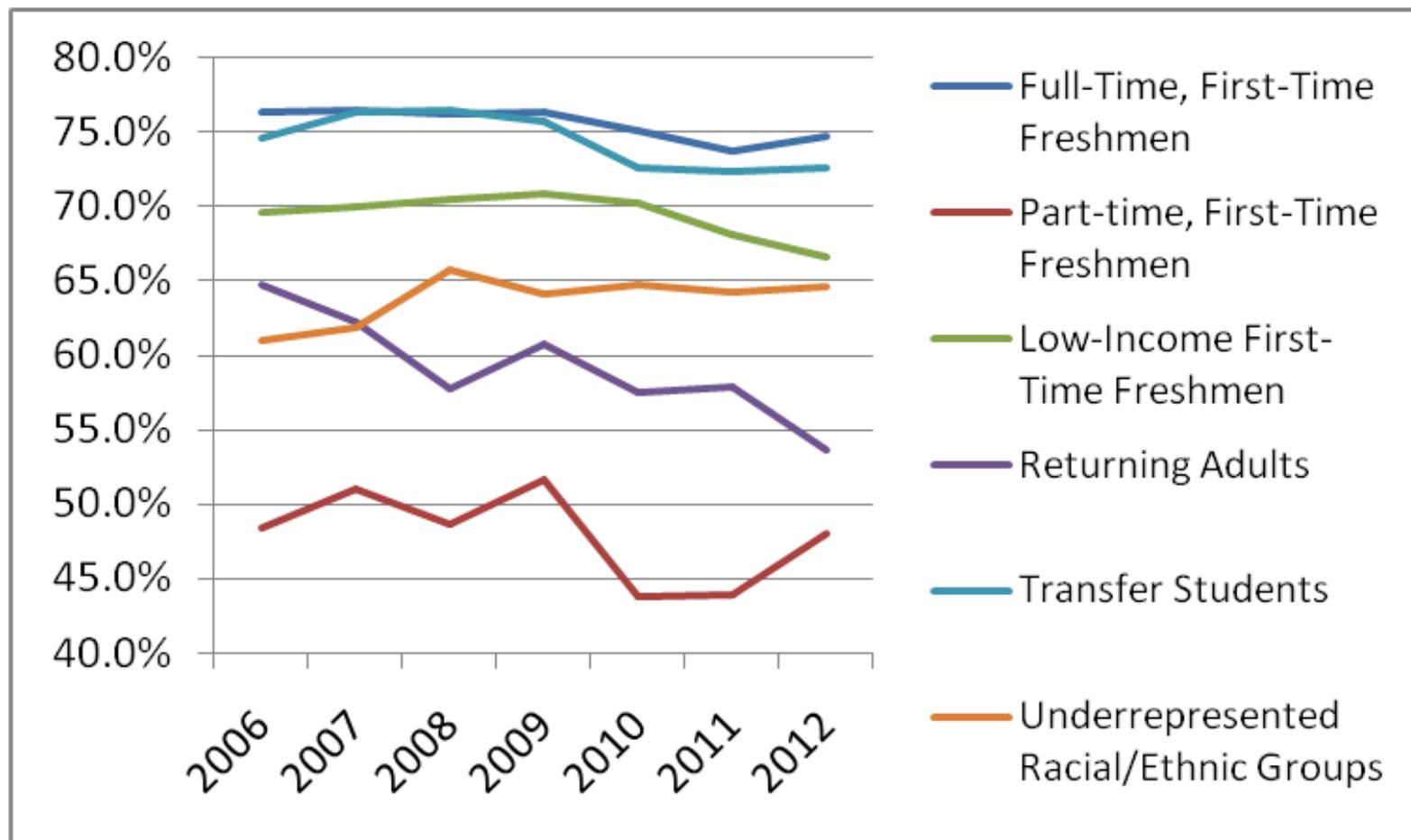
Leading the Way: Access, Success, Impact

March 31, 2014

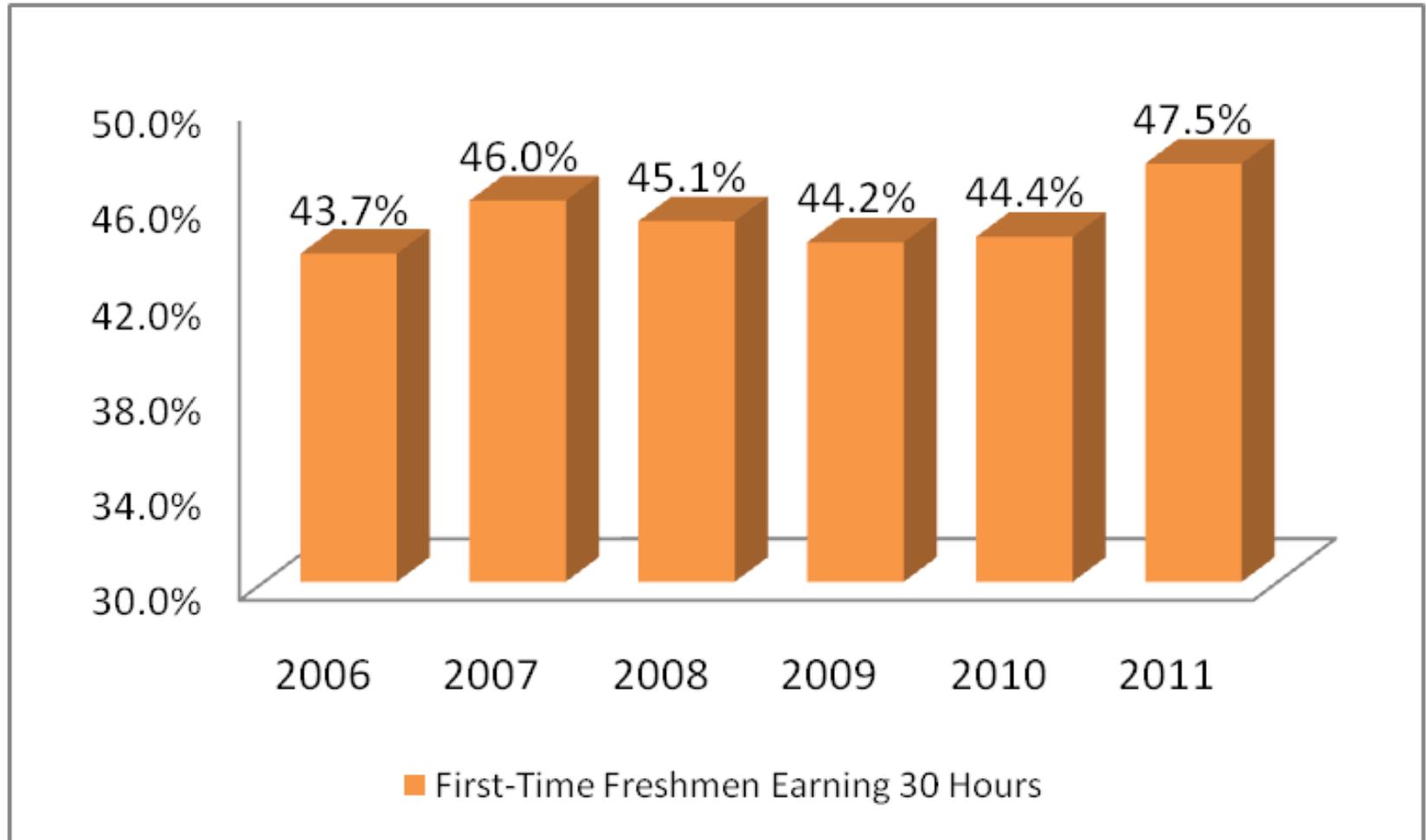


Less than half of the students who enroll in West Virginia's four-year public institutions graduate within six years.

Background: First-Year Retention



Background: Progress Toward Degree



Leading the Way: **Goals for 2013-18**

Increase the first-year retention rate to 80 percent

* For first-time, degree-seeking students

Increase the percentage of freshmen earning 30 or more credit hours to 65%

First-time, degree-seeking students earning 30 or more credit hours in their first year of college

Benefits to students and institutions

Students:

- Increases the likelihood of graduation
- Correlates with stronger academic achievement
- Reduces long-term opportunity costs
- Reduces tuition costs and student debt load

Institutions:

- Increases retention and graduation rates
- Maximizes resources
- Provides financial return on investment through increased retention

Promising Practice: “15 to Finish”

Promising practice: 15 to Finish

- Public outreach and information campaign developed by Hawaii
- Is now being implemented in multiple states and U.S. territories
- Named a “game changer” by Complete College America and several national student affairs organizations

Promising practice: 15 to Finish

Goals:

- Set 15 hours per semester as the standard for “full-time”
- Increase the number of students completing 15 credits per semester
- Promote retention and on-time graduation

Promising practice: 15 to Finish

Target audiences:

- High school juniors and seniors
- New and returning college students
- Parents of these students
- Academic advisors, faculty, and campus administrators

Promising practice: 15 to Finish

Activities in Hawaii:

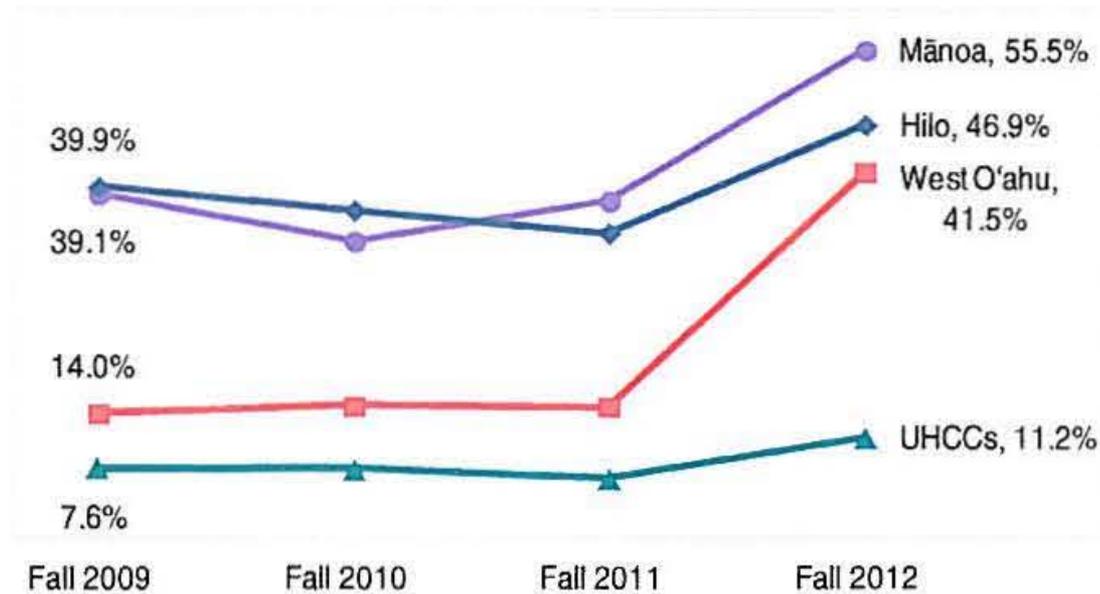
- Statewide advertising campaign
- On-campus advertising and messaging
- High school and community outreach
- Training for frontline campus staff and faculty



Promising practice: 15 to Finish

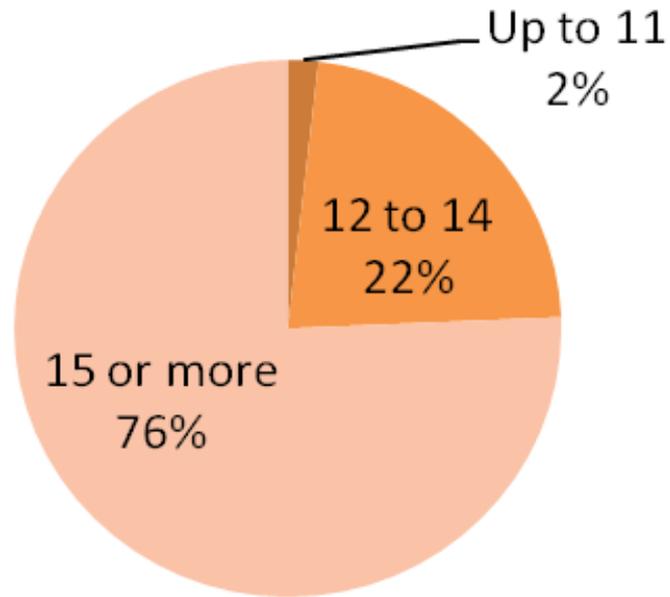
Campaign Results, Fall 2012

15 or More Credits Attempted
UH First-Time Freshmen



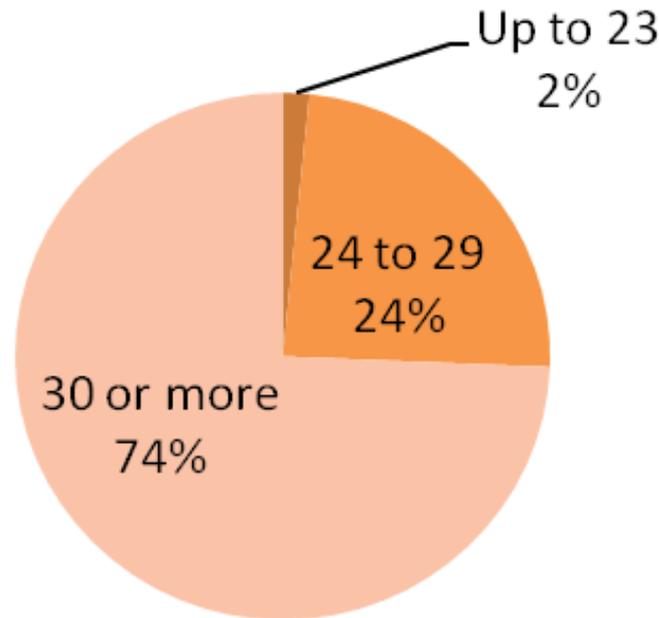
15 to Finish in West Virginia

2012 Fall First-Time Freshmen Hours Attempted



15 to Finish in West Virginia

2012 First-Time Freshmen Enrolled Fall and Spring Hours Attempted



15 to Finish in West Virginia

Fall 2004 First-Time Freshman Outcomes by Taking 15 Hours

All Students			
Average Fall 2004 GPA		Retained Spring 2004	
< 15	>= 15	< 15	>= 15
2.09	2.67	83.8%	92.9%

Only Students who were Enrolled Fall and Spring							
Spring 2004 GPA		Retained to Fall 2005		Graduated in 4 Years		Graduated in 6 Years	
< 15	>= 15	< 15	>= 15	< 15	>= 15	< 15	>= 15
2.33	2.94	76.8%	85.0%	13.4%	27.1%	36.3%	63.3%

15 to Finish in West Virginia

Fall First-Time Freshman Outcomes by HS GPA and Taking 15 Hours

	All Students			
	Average Fall 2004 GPA		Retained Spring 2004	
HS GPA	< 15	>= 15	< 15	>= 15
0.0-1.99	1.37	1.64	64.3%	87.7%
2.0-2.99	1.76	2.04	79.8%	87.4%
3.0-3.99	2.52	2.88	89.7%	94.7%
4.0 and up	2.92	3.48	85.4%	97.5%

15 to Finish in West Virginia

Fall First-Time Freshman Outcomes by HS GPA and Taking 15 Hours

Only Students who were Enrolled Fall and Spring								
HS GPA	Cumulative Spring 2004 GPA		Retained to Fall 2005		Graduated in 4 Years		Graduated in 6 Years	
	< 15	>= 15	< 15	>= 15	< 15	>= 15	< 15	>= 15
0.0-1.99	1.21	1.89	54.9%	71.4%	0.0%	11.4%	7.8%	17.1%
2.0-2.99	1.84	2.21	70.6%	80.6%	5.7%	17.5%	25.7%	44.0%
3.0-3.99	2.44	2.92	82.9%	91.8%	19.1%	37.0%	46.1%	67.0%
4.0 and up	2.95	3.49	83.2%	96.7%	32.8%	56.9%	54.7%	79.0%

15 to Finish in West Virginia

Fall 2004 First-Time Freshman Outcomes by Taking 15 Hours (Pell Eligible, HS GPA <2.0, and ACT <18)

All Students			
Average Fall 2004 GPA		Retained Spring 2004	
< 15	>= 15	< 15	>= 15
1.09	1.44	76.0%	92.9%

Only Students who were Enrolled Fall and Spring							
Spring 2004 GPA		Retained to Fall 2005		Graduated in 4 Years		Graduated in 6 Years	
< 15	>= 15	< 15	>= 15	< 15	>= 15	< 15	>= 15
0.96	1.56	51.7%	75.0%	0.0%	6.3%	3.4%	12.5%

15 to Finish in West Virginia

Fall 2004 First-Time Freshman Outcomes by Taking 15 Hours (Pell Eligible, HS GPA 2.0-2.99, and ACT 18-21)

All Students			
Average Fall 2004 GPA		Retained Spring 2004	
< 15	>= 15	< 15	>= 15
1.68	2.02	80.7%	91.4%

Only Students who were Enrolled Fall and Spring							
Cumulative Spring 2004		Retained to Fall 2005		Graduated in 4 Years		Graduated in 6 Years	
< 15	>= 15	< 15	>= 15	< 15	>= 15	< 15	>= 15
1.79	2.04	70.6%	80.9%	2.4%	12.9%	21.3%	37.8%

15 to Finish in West Virginia

Activities planned for West Virginia:

- Statewide outreach through the existing CFWV effort
- On-campus advertising and messaging
- Training for front-line campus staff and faculty

15 to Finish in West Virginia

Statewide Outreach through CFWV:

- College-planning brochures (“College 101”)
- CFWV text message counseling campaign
- CFWV.com web portal and associated social media pages
- Email and direct mail outreach
- Community events
- Online advertising
- Earned media

15 to Finish in West Virginia

On-Campus Messaging Toolkit:

- Short informational video
- Infographics and talking points
- Sample web content and social media posts
- Radio PSAs
- Brochures/pamphlets
- Posters

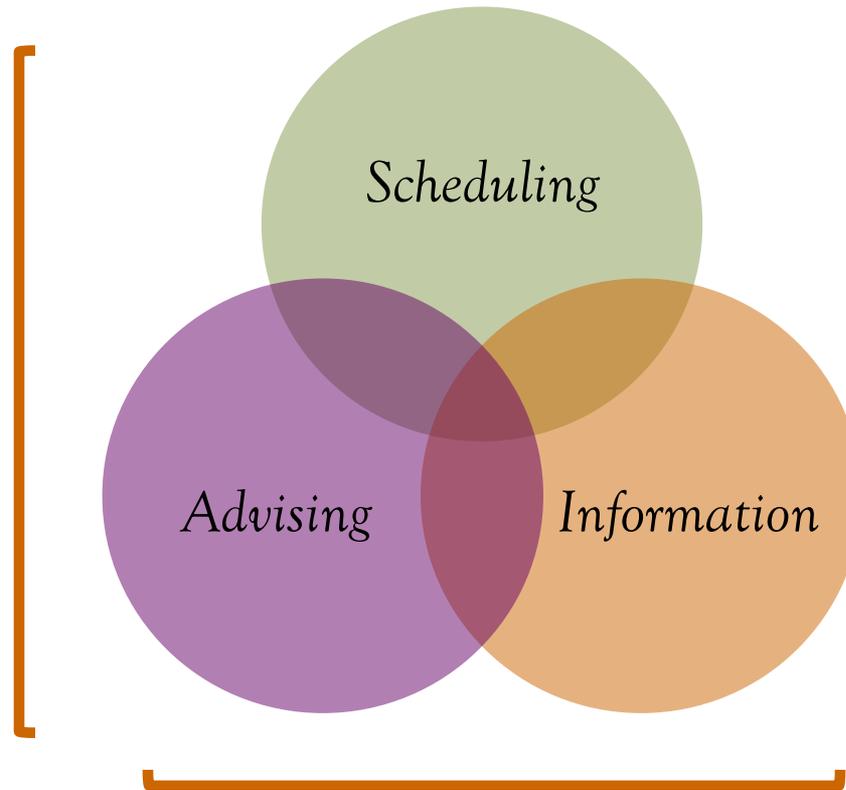
15 to Finish in West Virginia

Training for Front-Line Personnel:

- Training formats:
 - Statewide 15 to Finish Summit
 - Breakout sessions at conferences
 - Webinars
- Training topics:
 - “Why 15?”
 - Strategies for using CFWV’s provided toolkits

15 to Finish in West Virginia

Institutional policy and procedures, including recommended “course mapping”



Public information and outreach effort, led by the Commission

Next steps

- Publication of a white paper, summarizing research and recommended policy *(summer 2014)*
- **15 to Finish Workshop** for campus personnel *(fall 2014)*
 - Admissions officers and counselors
 - Academic advisors
 - Public information officers
- Launch of the 15 to Finish public information campaign *(spring semester, 2015)*

Contact Information



Dr. Angela Bell, Vice Chancellor for Policy and Planning
(304) 558-1112 • abell@hepc.wvnet.edu

Jessica Kennedy, Assistant Director of Communications
(304) 558-0655 • jkennedy@hepc.wvnet.edu

www.wvhepc.com