

# 15 to Finish

Benefits to Students and Institutions



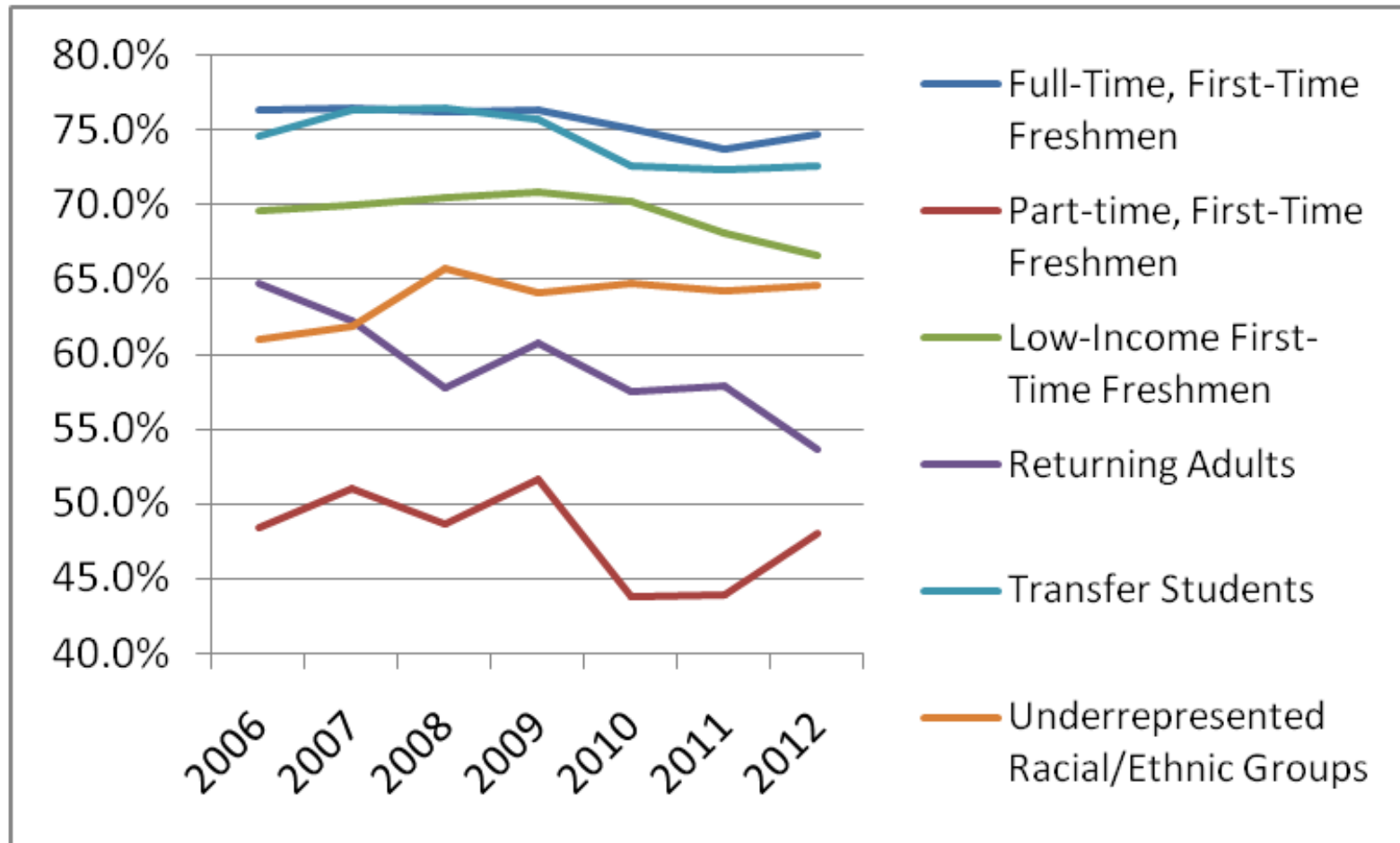
**Leading the Way: Access, Success, Impact**

March 31, 2014

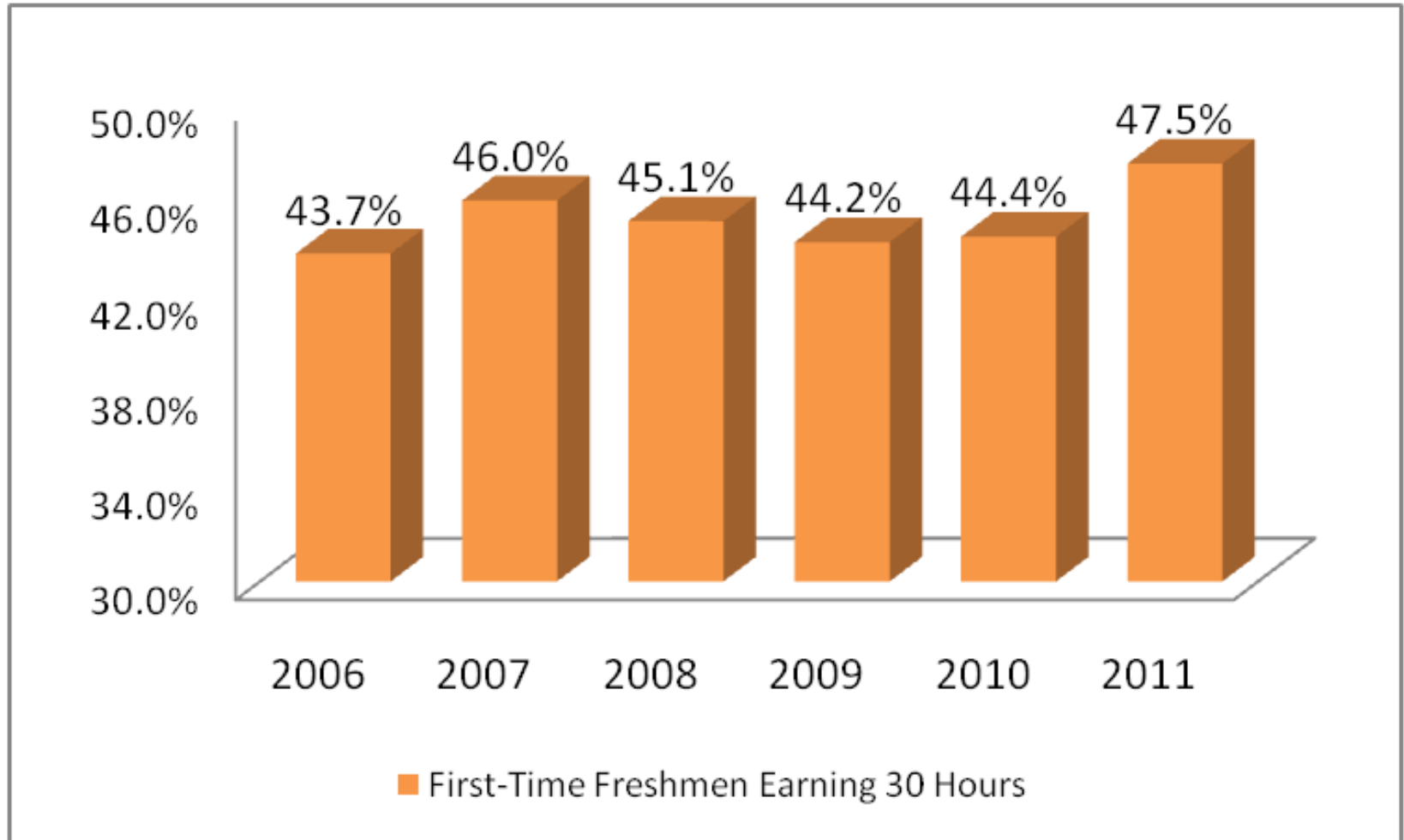


Less than half of the students who enroll in West Virginia's four-year public institutions graduate within six years.

# 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*

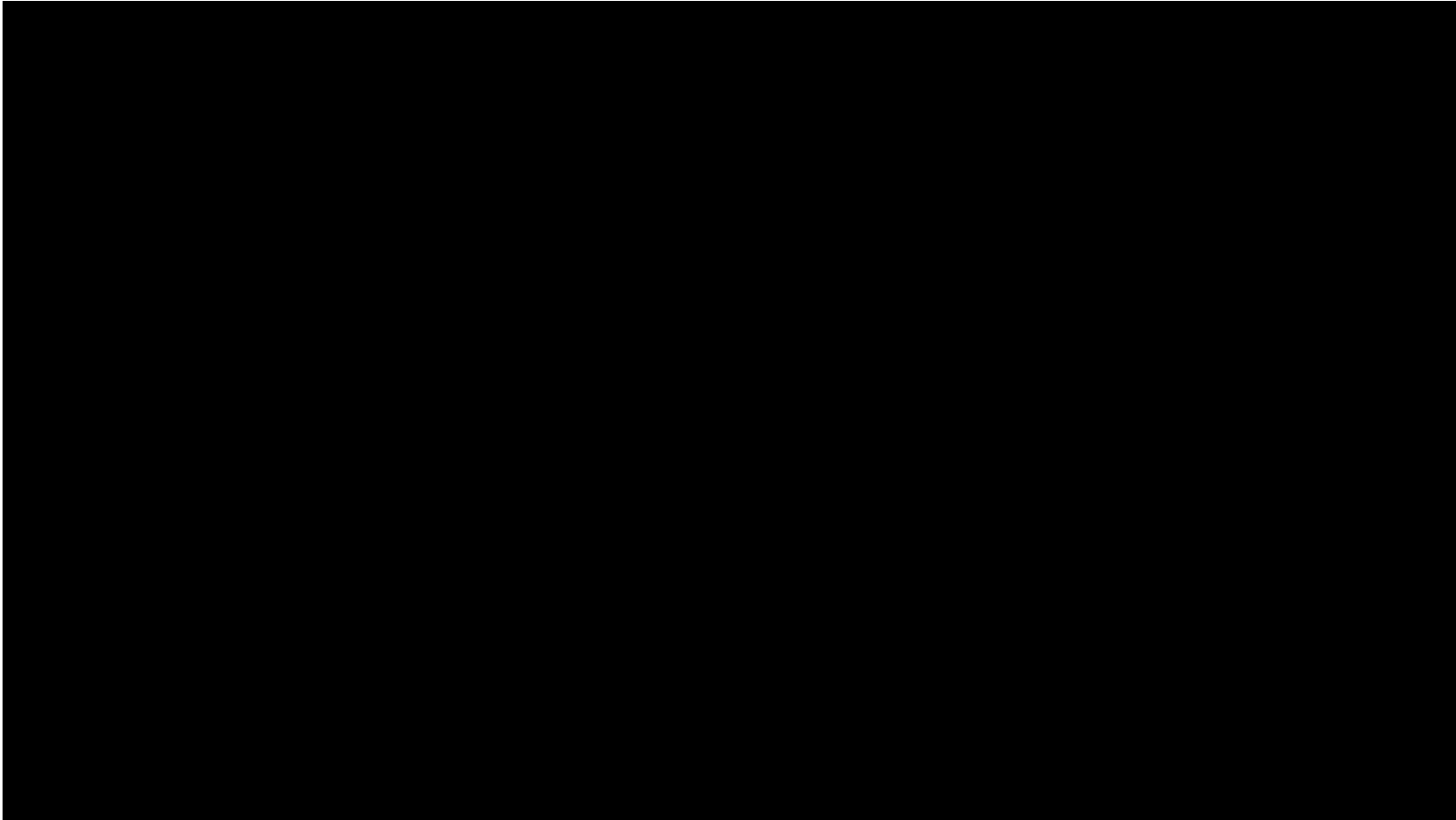
## **Target audiences:**

- 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:**

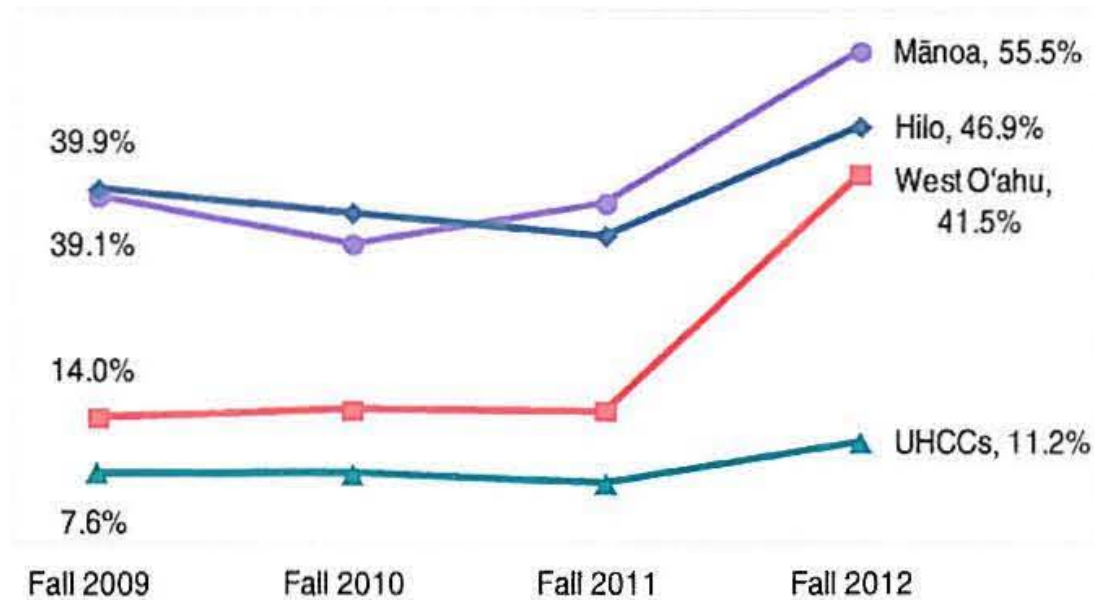
- Statewide advertising campaign
- On-campus advertising and messaging
- High school and community outreach
- Training for frontline campus staff and faculty



# Promising practice: 15 to Finish

## Campaign Results, Fall 2012

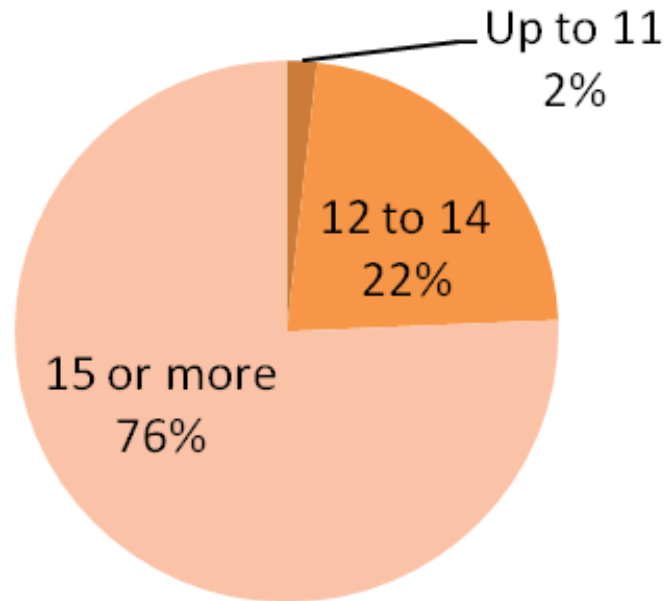
15 or More Credits Attempted  
UH First-Time Freshmen





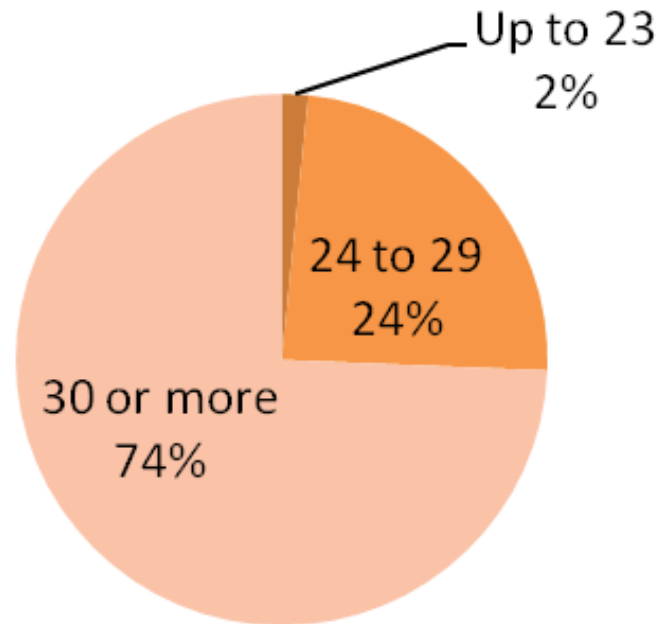
# 15 to Finish in West Virginia

## 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

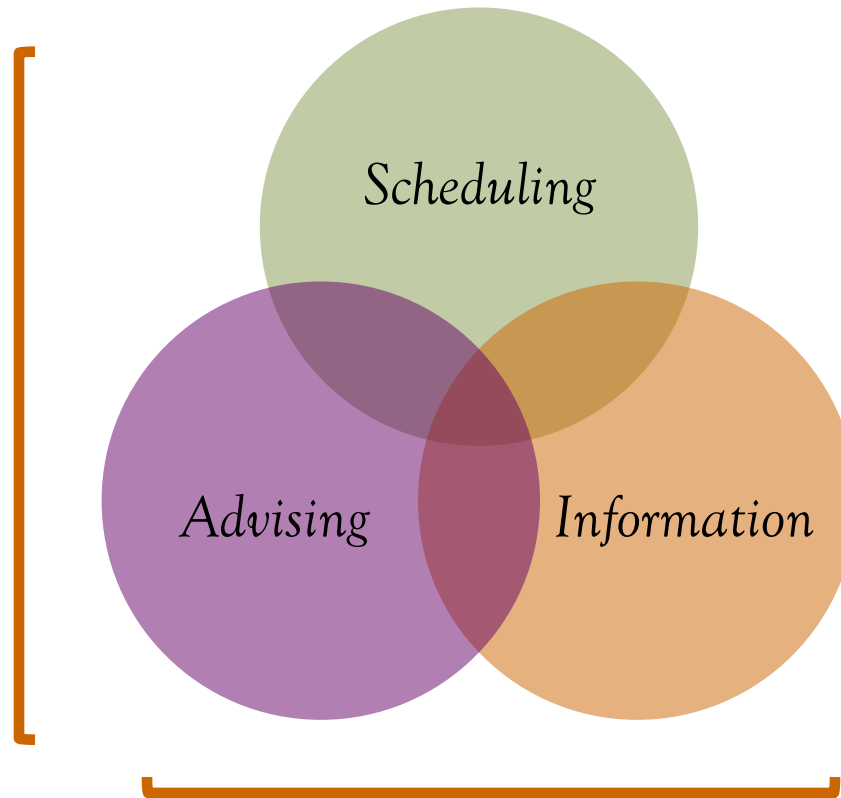
## *15 to Finish in West Virginia*

# **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



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