Focus Area: Dual Degree Program and Transfer Initiatives

Leader(s): Roshaunda Ross

Implementation Year: 2015-2016

Goal #1: Expand, enhance and promote the Dual Degree Program (DDP) as a model pathway to the baccalaureate degree for transfer students from our partner community colleges.

<table>
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<th>Objective 1:</th>
<th>Expand and solidify partnership with City Colleges of Chicago and grow DDP/transfer enrollment from all CCC campuses.</th>
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| Action Items  | Hire a DDP Transfer Specialist who will focus on CCC  
|               | Offer special incentives and marketing for CPS Star Scholars  
|               | Schedules regular visits/presentations for all CCC campuses  
|               | Build relationships will all CCC Transfer Directors  
|               | Increase DDP participation in state counselor/advisor transfer update sessions in conjunction with annual transfer fairs hosted by CCCs  
|               | Host DDP partner visits at GSU to provide an opportunity for CCC liaisons and/or Transfer Counselors to visit GSU |

| Indicators and Data Needed | DDP student enrollment at each CCC campus  
|                           | Number of CCC student transfers to GSU, DDP and non-DDP |

| Responsible Person and/or Unit (Data collection, analysis reporting) | Roshaunda Ross, DDP Director  
|                                                                      | Jason Vignone, DDP Transfer Specialist (for CCC) |

| Milestones (Identify Timelines) | Review enrollment at end of every fall and spring semesters, adjust/plan accordingly  
|                                | Minimum total DDP student enrollment at CCC reviewed every AY |

| Desired Outcomes and Achievements (Identify results expected) | A 50% increase in DDP student enrollment at every CCC campus, every semester  
|                                                              | An increase in CCC transfer to GSU every academic year |
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<th>Objective 2: Create and implement a comprehensive marketing strategy and communication plan for DDP.</th>
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<td><strong>Action Items</strong></td>
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|  ➢ Create new taglines and branding strategies  
  ➢ Work with GSU marketing to design new brochures and other printed materials  
  ➢ Update the DDP website  
  ➢ Identify new avenues and timelines for outreach  
  ➢ Develop a DDP Transfer Packet/Folder with comprehensive DDP information and materials |
| **Indicators and Data Needed** (Measures that will appraise progress towards the strategic objective) |
|  ➢ Number of DDP prospects who indicate they found out about DDP through print materials and other new marketing strategies  
  ➢ Number of DDP prospect referrals due to print materials and other new marketing strategies  
  ➢ Focus group of students to gain feedback on effectiveness of website  
  ➢ Google Analytics and Exact Target response/open rates/data  
  ➢ Number of DDP students at partner colleges, especially remote ones |
| **Responsible Person and/or Unit** (Data collection, analysis reporting) |
|  ➢ Roshaunda Ross, DDP Director  
  ➢ Tiesha Walker, DDP Coordinator Of Peer Mentoring and Transition Programs |
| **Milestones** (Identify Timelines) |
|  ➢ Marketing guidelines for partner colleges collected during FA15  
  ➢ New brochures produced during FA15  
  ➢ Website updated by end of FA15  
  ➢ Distribution of new printed materials at partner colleges during FA15  
  ➢ Focus groups on website completed by SP16 |
| **Desired Outcomes and Achievements** (Identify results expected) |
|  ➢ Increase of DDP enrollment at partner colleges, especially remote ones |
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<th>Objective 3:</th>
<th>Increase the feasibility and attractiveness of the Dual Degree Program pathway and/or vertical transfer options, especially at remote partner colleges.</th>
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| **Action Items** | ▶ Implement curriculum lock-in as a DDP incentive  
▶ Implement additional exclusive benefits for DDP students  
▶ Identify funding for more scholarship options  
▶ Create a mostly-virtual DDP plan (including DDP Induction) for students at remote campuses  
▶ Implement a 30 credit hour annual completion plan for students by which full-time enrollment is not feasible |
| **Indicators and Data Needed** | ▶ Reasons why students joined DDP  
▶ Reasons why students chose to not join DDP  
▶ Surveys of partner college counselors/advisors/staff/admin. about student needs |
| **Responsible Person and/or Unit** | ▶ Roshaunda Ross, DDP Director  
▶ Kyrie Kirkland, DDP Transfer Specialist  
▶ Jessica Specht, DDP Transfer Specialist |
| **Milestones** | ▶ Approval of increased DDP student benefits  
▶ Completion of virtual DDP Induction |
| **Desired Outcomes and Achievements** | ▶ Increase of DDP enrollment at partner colleges, especially remote ones  
▶ Increased DDP benefits that align with student needs  
▶ Increased degree retention, transfer, and degree completion of DDP students |
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<th>Objective 4:</th>
<th>Conduct and publish research to establish the impact of DDP on student completion.</th>
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| **Action Items** | ➢ Conduct annual student and partner surveys/focus groups on DDP services/needs  
➢ Work with GSU Institutional Research to compare DDP transfer students to traditional GSU transfer students  
➢ Complete an analysis of the comparison of DDP retention and completion rates to that of other model programs  
➢ Present research at conferences  
➢ Write articles about impact of DDP and submit for various publications |
| **Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)** | ➢ Adherence to annual schedule of focus groups  
➢ Data to illustrate that DDP has an impact on degree completion and academic success  
➢ Number of conference presentations  
➢ Number of publications |
| **Responsible Person and/or Unit (Data collection, analysis reporting)** | ➢ Roshunda Ross, DDP Director  
➢ Kyrie Kirkland, DDP Transfer Specialist |
| **Milestones (Identify Timelines)** | ➢ End of every academic year to assess/compare focus group results  
➢ End of every academic year to assess retention, transfer, and graduation rates |
| **Desired Outcomes and Achievements (Identify results expected)** | ➢ Sufficient data to support the DDP model and illustrate its impact  
➢ Expanded exposure for DDP and GSU |