

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Dual Degree Program and Transfer Initiatives

Leader(s): Jessica Specht

Implementation Year: 2018-2019

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.

Objective 1:	<u>Increase the feasibility and attractiveness of the Dual Degree Program pathway and/or vertical transfer options, especially at remote partner colleges (includes Wilbur Wright College.)</u>
Action Items	<ul style="list-style-type: none">➤ Collaborate with GSU’s School of Extended Learning to promote satellite programs at Triton College (Criminal Justice and Communications programs, and Information Technology available fall 2018) and Kankakee Community College (Business)➤ Increase participation in transfer activities on remote partner campuses➤ Increase classroom presentations at community colleges, such as in College Success (College 101) courses➤ Promote 3+1 programs, particularly for the College of Business and Health and Human Services (Nursing)➤ Participate in Chicago Star Scholars gatherings (examples being orientation, meetings, and cording ceremony)➤ Partnering with both PSC and GSU Male Success Initiative programs➤ Engage with TRiO, One Million Degrees, and other student success programs to capture first generation students➤ Participate in Open House events at GSU and community college campuses
Desired Outcomes and Achievements	<ul style="list-style-type: none">➤ “On trend” or increased DDP student enrollment at each partner campus

Achieved Outcome and Results

The promoting the benefits of the Dual Degree program, DDP has maintained or increased enrollment at each partner campus with few exceptions:

DDP PIPELINE (Continuing and new DDP students at community college partners)

Community College	Beg. of FA18	End of SP19	% Increase
College of DuPage	1	2	100%
Daley College-CCC	28	45	60.7%
Harold Washington-CCC	11	23	1%
Harper College	0	0	0%
Joliet Junior College	36	34	-5.5%
Kankakee Community College	32	33	3%
Kennedy King College-CCC	18	23	28%
Malcolm X-CCC	13	18	38%
Moraine Valley Community College	59	46	-22%
Morton College	4	10	150%
Olive Harvey College-CCC	26	38	46%
Prairie State College	89	99	11%
South Suburban College	57	68	11%
Triton College	3	1	-66%
Truman College-CCC	5	2	-60%
Waubensee Community College	2	2	0%
Wilbur Wright College-CCC	1	1	0%
Totals	386	445	15.3%

DDP NEW STUDENT ENROLLMENT (At community college partners)

Community College	FA17	SP18	FA18	SP19
College of DuPage	0	1	1	1
Daley College-CCC	9	11	17	17
Harold Washington-CCC	1	5	6	10
Harper College	0	0	0	0
Joliet Junior College	7	2	19	9
Kankakee Community College	10	10	6	16
Kennedy King College-CCC	10	4	9	7
Malcolm X-CCC	1	6	9	2
Moraine Valley Community College	14	15	8	19
Morton College	1	1	4	5
Olive Harvey College-CCC	8	9	19	13
Prairie State College	24	14	36	41
South Suburban College	13	23	16	27
Triton College	0	0	1	0
Truman College-CCC	0	2	1	1
Waubensee Community College	1	0	0	1
Wilbur Wright College-CCC	0	1	1	0
Totals	99	104	153	169
Annual Totals and % Increase	203	322	58.6%	

The above mentioned achieved outcomes are the result of several completed initiatives/action items that took place over the course of the 2018/2019 academic year including, but not limited to:

- Collaborating with the School of Extended Learning by:
 - Teamed with Michelle Sebasco to host an information table at Wright College (primary technology campus for CCC)
 - Coordinated campus schedules with Michelle Sebasco at Wright College, Truman College, and Triton College, to expand presence and make the most of multiple visits.
 - Invited Steve Hyzny to DDP Team Meeting to provide updates and marketing highlights for IT initiative at Triton College.
- Increased participation at transfer-related events and activities:
 - Collaborated with MSI to attend Kankakee Community College’s “Club Rush”
 - Represented GSU and DDP at Articulation Meetings at Waubensee Community College, Harper College, and Triton College.
 - Presented on panel at Latino Resource Transfer Fair at Daley College
 - Presented DDP info session at Harold Washington College’s Graduate Mini-Fair
 - Presented DDP info session to Fast Path Program at Kankakee’s South Extension campus
- Facilitated classroom presentations on the benefits of DDP at:
 - Prairie State: Social Work, Nursing, and Psychology courses
 - South Suburban: Psychology and College Success courses
 - City College of Chicago: College Success courses
 - Joliet Junior College: Information Technology course (Romeoville)
- Promoted 3+1 programs by joining Stacy Amedeo at the Joliet Junior College Nursing Panel and Transfer Fair, as well as teaming with Julie Anderson to attend the Nursing Transfer Fair at Malcolm X College.
- DDP was a represented partnership at the City Colleges of Chicago’s STAR Scholars Graduation Cording Ceremony and Chicago STAR Scholars Student Orientation.
- Continue to be in continuous contact with Prairie State’s MSI Coordinator to encourage participation in both DDP and MSI
- Engaged with TRiO at Prairie State and Kankakee, Student Life at Kankakee, as well as the One Million Degrees program at Olive Harvey and Prairie State.
- Represented DDP at all GSU Undergraduate Open Houses during the 2018-2019 year; collaborated with Admissions to provide transfer info session.
- Represented DDP at Daley College’s Phi Theta Kappa Open House.

Analysis of Results

Overall between August 31, 2018, and May 31, 2019, the DDP student pipeline increased by 15.3% and new DDP student enrollment increased 58.6%; therefore, the desired outcome/achievement of increasing DDP enrollment at partner colleges, especially remote ones, has been met. While there were seemingly large decreases to our pipeline enrollment, there are several reasons a student would be removed from our pipeline and not all reasons are negative; for instance, students who graduated and transferred from their community college to a four-year university (including GSU)

would be removed from the pipeline and added to our “@GSU” cohort data table. Therefore, while our pipeline is a valid number to gauge the ongoing status of DDP, our “New Student Enrollment” is a more appropriate marker for how successful DDP has been at reaching new students and continuing momentum with our partnerships.

Regarding those where there was a decrease, specifically Joliet Junior College and Moraine Valley Community College, the DDP Director will be meeting with our respective campus liaisons at each campus to investigate changes in student transfer interests, general enrollment, as well as new ways of making contact with students as early as possible in their community college experience. As for maintaining momentum at all 17 community college partners, the Dual Degree Program has recently updated its brochure, and have increased collaboration with the Center for the Junior Year (see Goal 2) to provide expanded programming at our partner community colleges.

Based on feedback received through the DDP Student Profile (completed at time of enrollment in DDP), 37 out of 68 students (54%) responded that they learned about the Dual Degree Program via their academic advisor or counselor. Therefore, DDP plans to find further opportunities to educate our community college partners’ advising and counseling departments on the benefits and enrollment requirements for DDP.

Historically, DDP has often reached students through word-of-mouth, or referral from student peers/friends/family; that continues to be a popular marketing avenue, as 14.7% of responses on this year’s DDP Student Profile also noted “student/friend”. Therefore, DDP will also continue to focus energy on outreach to student organizations and clubs as a way of introducing DDP to a broader audience.

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Objective 2:	<u>Disseminate successful student outcomes to regional and national audiences within higher education to publicize the impact of DDP on degree completion.</u>
Action Items	<ul style="list-style-type: none"> ➤ Present program data and success strategies at regional and national conferences ➤ Assist in facilitating the Kresge Dissemination Conference “Summer Institute” in June 2019 ➤ Attend regional conferences in order to network with professionals from like-programs ➤ Collaborate with GSU’s MSI to present progress of programming at conferences ➤ Respond to requests for consultation from institutions with like-programs ➤ Work with GSU Institutional Research to compare DDP transfer students to traditional GSU transfer students
Desired Outcomes and Achievements	<ul style="list-style-type: none"> ➤ Expanded exposure for DDP and GSU
Achieved Outcome and Results	<ul style="list-style-type: none"> ▪ Presented, in collaboration with GSU MSI, during the evening reception at the fall Coalition of Urban and Metropolitan Universities Annual Conference. ▪ Hosted a poster presentation on DDP program data and success strategies at the 2019 Great Lakes Regional Student Success Conference. ▪ Assisted with program planning, including a formal DDP presentation, for the upcoming Summer Institute in June. ▪ Attended ISAC College Changes Everything Conference (DDP team), IACAC Transfer Summit (DDP Team), and the Great Lakes Regional Student Success Conference (Director). ▪ Presented in collaboration with Sean Smith on DDP and MSI’s progress and programming at the annual ISAC College Changes Everything Conference, and the Great Lakes Regional Student Success Conference. ▪ Continue to collect program inquiries from like-institutions on the DDP website ▪ Gathered new DDP enroll (pre-transfer) information and provided data to IR in order to track students from the community college to GSU and other institutions.
Analysis of Results	<p>The Dual Degree Program was successful in expanding exposure of DDP and GSU. At the 2019 Great Lakes Regional Student Success Conference, DDP and MSI’s presentation was attended by 50 colleagues from across the country (though the majority from the Midwest region.) The Dual Degree Program was also able to display current student success data as a poster presentation during the breakfast keynote, which was attended by all conference attendees. The same collaborative presentation with DDP and MSI was also attended by 14 professionals from the state of Illinois at the ISAC College Changes Everything Conference.</p> <p>The upcoming Summer Institute will be a showcase of DDP, and therefore will also be a significant opportunity to disseminate the program’s many successful outcomes.</p>

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Objective 3:	<u>Expand knowledge of DDP beyond community college and university outreach.</u>
Action Items	<ul style="list-style-type: none"> ➤ Network with community leaders and participate in city/township programming to promote DDP and other pathways to higher education ➤ Reach out to non-profit organizations within local community to present college readiness and transfer resources ➤ Assist with 2+2+2 initiatives or other high school initiatives on GSU campus, such as Upward Bound ➤ Partner with PSC Male Success Initiative to attend outreach events within the surrounding community ➤ Continuing to expand community service events throughout Chicagoland area; increase visibility of DDP ➤ Utilize social media platforms to promote DDP events and successes
Desired Outcomes and Achievements	<ul style="list-style-type: none"> ➤ Expanded exposure for DDP and GSU
Achieved Outcome and Results	<ul style="list-style-type: none"> ▪ Expanded network of community service sites to expose broader Chicagoland community to DDP. Sites included: Agape Community Center, Zonta Club International, Crete Park District, and Lincoln Way Special Recreation Association. ▪ DDP staff and students assisted in facilitating the inaugural Student-2-Student Engagement Conference, hosted by the Kristy Goodwin, Director of College Pathways Program. Two DDP students served as “presenters”, while other DDP students and Student Transition Assistants served as “session chairs.” DDP staff assisted with logistics and setup. Students in attendance were representative of Crete-Monee High School, Upward Bound, and 3-Seeds Mentoring Group. ▪ Increased social media presence to include Instagram, and more frequent Facebook posts to promote DDP service projects and symposiums, GSU student stories, and provide full photo albums of past events.
Analysis of Results	<p>The Dual Degree Program was successful in expanding our network of community organizations that are now familiar with the leadership and academic opportunities our program provides. When participating in the service events with fellow community members, students and staff are able to market the program’s benefits, mission to help students, and reason for “paying it forward” through community service involvement. This type of promotion adds to GSU positive reputation in the community, and markets DDP to organizations outside of higher education.</p>

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Objective 4:	<u>Expand partnership with DDP Big 5 partner campuses and grow DDP/transfer enrollment from all 5 campuses.</u>												
Action Items	<ul style="list-style-type: none"> ➤ Continue to utilize table visits and info sessions for increased exposure ➤ Collaborate with PSC and GSU’s MSI programs to promote DDP-MSI scholarship ➤ Increase communication with International Student Services, Career Services, Disability Services, and Veterans Resources Centers. ➤ Continue to participate in annual transfer events ➤ Expand involvement with student organizations via club meetings, events (such as PTK, Honors, Athletics, non-traditional student groups, ALAS and other cultural-focused clubs) 												
Desired Outcomes and Achievements	<ul style="list-style-type: none"> ➤ Increased DDP student enrollment at each Big 5 partner campus (Joliet Junior College, Kankakee Community College, Moraine Valley Community College, Prairie State College, and South Suburban College.) 												
Achieved Outcome and Results	<p>As reported in the results of Goal 1, Objective 1, DDP has successfully increased new student enrollment at four out of five of our “Big 5” partner campuses.</p> <table border="1" data-bbox="394 951 1273 1213"> <thead> <tr> <th>Campus</th> <th>% Increase, New Student Enrollment</th> </tr> </thead> <tbody> <tr> <td>Joliet Junior College</td> <td>271%</td> </tr> <tr> <td>Kankakee Community College</td> <td>10%</td> </tr> <tr> <td>Moraine Valley Community College</td> <td>-6.8%</td> </tr> <tr> <td>Prairie State College</td> <td>102%</td> </tr> <tr> <td>South Suburban College</td> <td>19.4%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ▪ Continued regularly scheduled bi-weekly table visits at Joliet, Moraine Valley, South Suburban, and Kankakee Community College; at least one table visit per month at Prairie State College (office traffic is significant enough to justify only one table visit.) ▪ Continued to be part of the review and selection process for MSI scholarships; both at PSC, as well as for the DDP-MSI scholarship at GSU. ▪ Participated in discussions with Office of International Services to better understand common pathways of international students through Moraine Valley to GSU. ▪ Collaborated with Career Services to revise Career Symposium agenda and workshop composition. ▪ Continued to have open communication with Kevin Smith in the Veterans’ Resource Center, so that students’ specific benefit-related questions are answered in a timely manner. ▪ Continued to be a featured partner at annual transfer fairs, including Prairie State, South Suburban, Kankakee, Moraine Valley, Joliet, and Triton College. ▪ Expanded involvement with student organizations at the following partner campuses. Involvement included presenting DDP information during student meetings, as well as : 	Campus	% Increase, New Student Enrollment	Joliet Junior College	271%	Kankakee Community College	10%	Moraine Valley Community College	-6.8%	Prairie State College	102%	South Suburban College	19.4%
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	<ul style="list-style-type: none"> ○ ALAS (Association of Latinx American Students) at Moraine Valley ○ LASO (Latin American Student Organization) at Triton ○ Phi Theta Kappa at Joliet and Moraine Valley ○ Computer Science Club at Joliet ○ LGBTQ Transfer Fair at Joliet ○ Multicultural Student Services at Moraine Valley ○ Joliet Junior College Honors Program ○ Student meeting of all club advisors at Prairie State ○ Honors classes at South Suburban College
Analysis of Results	<p>Based on the above reported data, DDP successfully increased enrollment at our “Big 5” community college partners.</p> <p>While we did experience a decrease at Moraine Valley, genuine connections were made with student organizations that will continue to grow with the intention of a larger impact in 2019-2020.</p>