

# COMPLETE COLLEGE AMERICA

## Launching #15ToFinish

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***Vice President, Alliance State Relations***



**@CompleteCollege**  
**@DrElston**

**#15ToFinish**

# ✓ GAME CHANGER

## Guided Pathways to Success (GPS)



Taking too much time



Taking too many credits



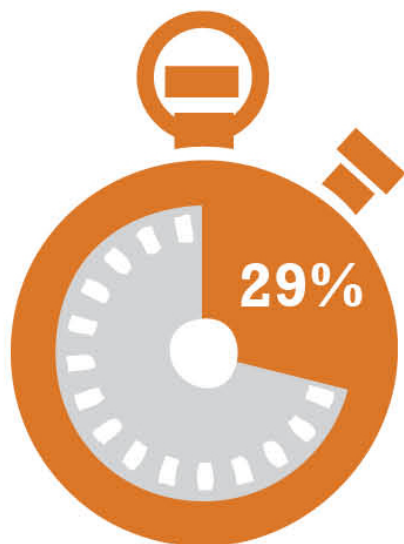
Spending too much money



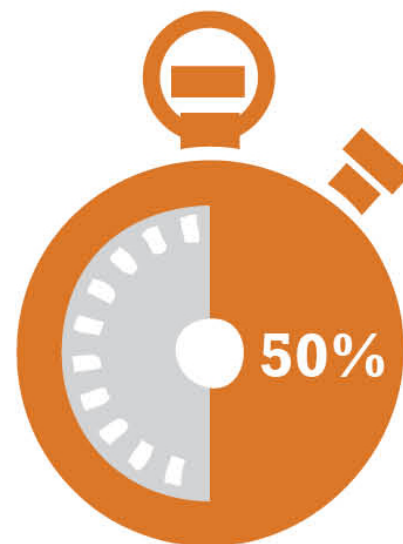
Not graduating

Most students DON'T take the credit hours necessary to graduate on time.

## Full-time Students Taking 15+ Credits Per Semester



At 2-year  
institutions

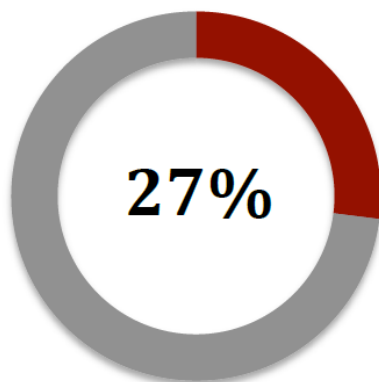


At 4-year  
institutions

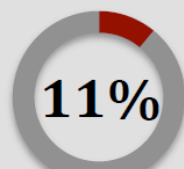
**Half of American college students need just one more course per semester to be on track for on-time graduation.**

Percent of Students  
Completing 30 Credits Per Year  
(*On-Time* Students)

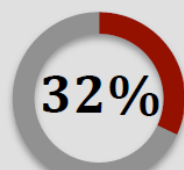
All Students



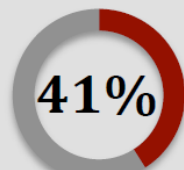
2-Year



4-Year NF

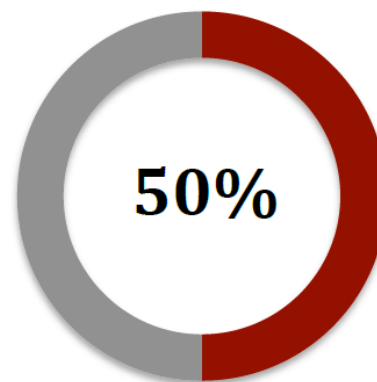


4-Year Flagship

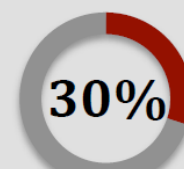


Percent of Students  
Completing 24 Credits Per Year  
(Full-Time but Not *On-Time*)

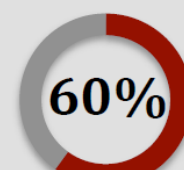
All Students



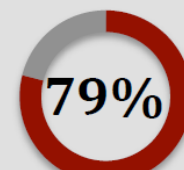
2-Year



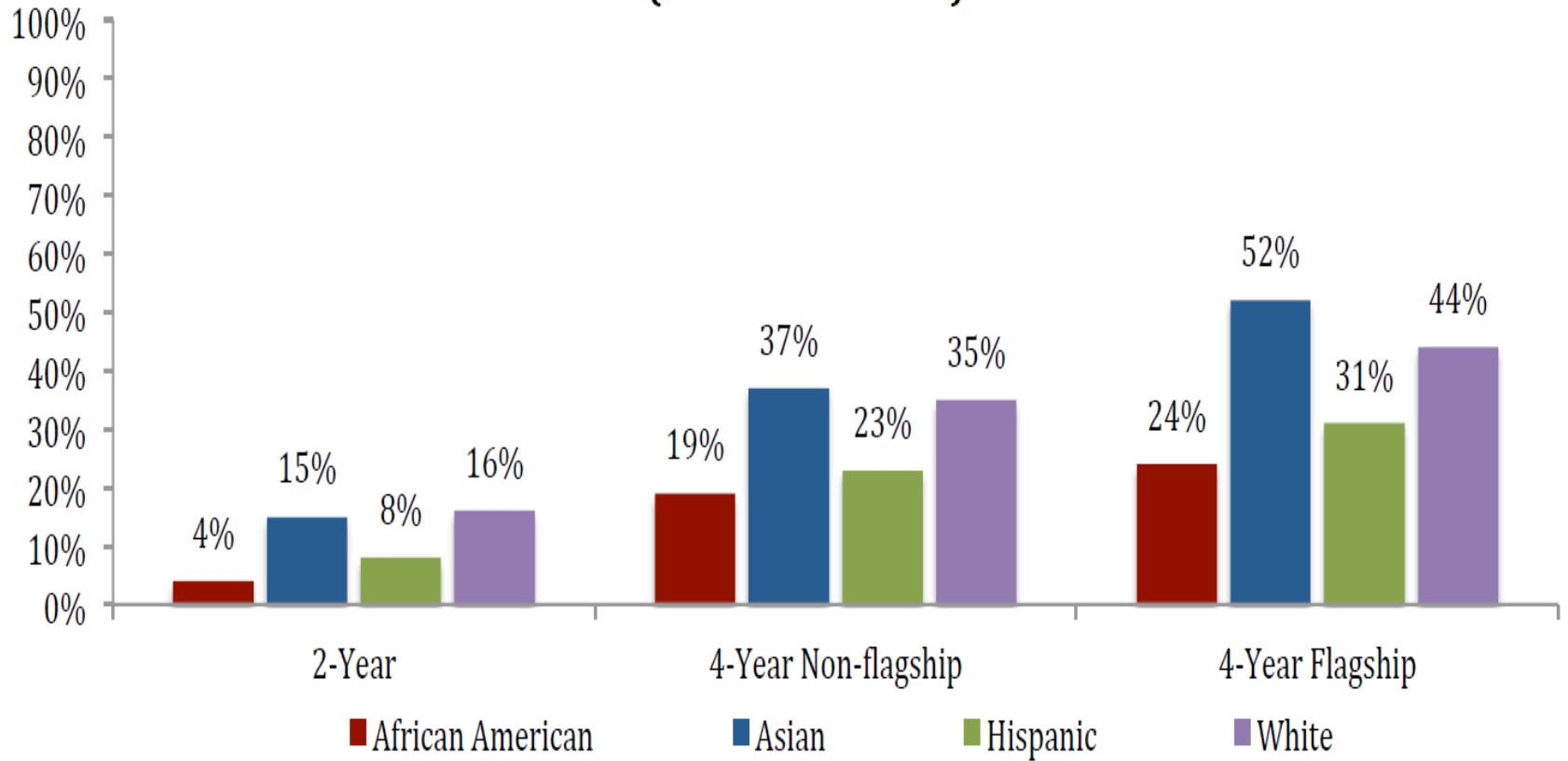
4-Year NF



4-Year Flagship

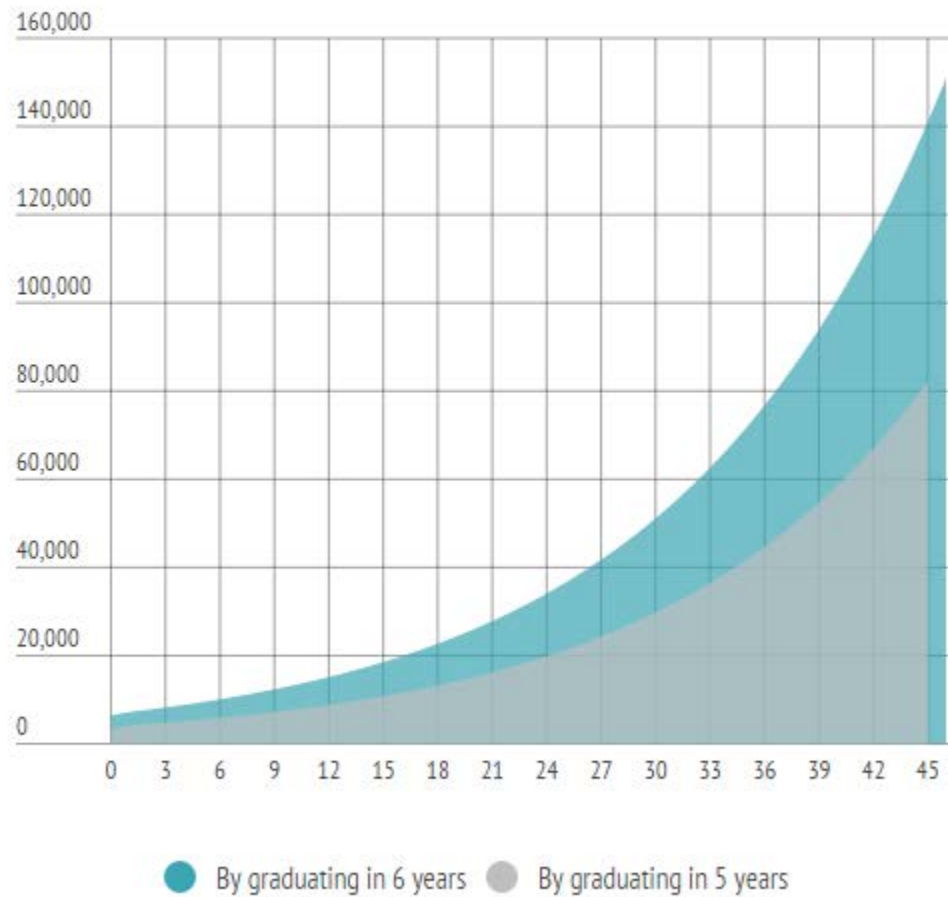


## Percent of Students Completing 30 Credits Per Year (*On-Time* Students)



<b>TUITION AND LOAN COSTS</b>	<b>ONE EXTRA YEAR, PUBLIC COLLEGE</b>	<b>ONE EXTRA YEAR, PRIVATE COLLEGE</b>	<b>TWO EXTRA YEARS, PUBLIC COLLEGE</b>	<b>TWO EXTRA YEARS, PRIVATE COLLEGE</b>
Portion of tuition paid out of pocket	\$12,557	\$18,992	\$25,375	\$38,115
Cost of a loan, with interest, over 10 years	\$6,040	\$7,823	\$12,080	\$15,645
<b>Total cost</b>	<b>\$18,598</b>	<b>\$26,815</b>	<b>\$37,456</b>	<b>\$53,760</b>

## Retirement savings forgone



	ONE EXTRA YEAR, PUBLIC COLLEGE	ONE EXTRA YEAR, PRIVATE COLLEGE	TWO EXTRA YEARS, PUBLIC COLLEGE	TWO EXTRA YEARS, PRIVATE COLLEGE
<b>Tuition and loans</b>	\$18,598	\$26,815	\$37,456	\$53,760
<b>Opportunity costs</b>	\$128,429	\$128,429	\$245,253	\$245,253
<b>Total cost for not graduating in four years</b>	<b>\$147,026</b>	<b>\$155,244</b>	<b>\$282,691</b>	<b>\$298,995</b>



**“The best strategy for reducing the cost of college is to ensure more students take the credits needed to graduate on time.”**

**(Complete College America, 2016)**





**Analyze the Data**

## **Assessing the Current Situation**

At most campuses, the majority of FT Freshmen took 12 to 14 credits

# Freshmen Completing 30 or More Credits within First Academic Year, UH Mānoa

	Fall 07 Cohort	
<b>Cumulative Credits 1st AY</b>		Cohort
<12 credits	114	6.4%
12-23 credits	351	19.7%
24-29 credits	691	38.8%
<b>≥30 credits</b>	<b>624</b>	<b>35.1%</b>
TOTAL	1,780	100.0%
<b>Graduate in 4 Years</b>	Graduates	Grad Rate
<24 credits	6	1.3%
24-29 credits	311	23.7%
<b>≥30 credits</b>	<b>201</b>	<b>32.2%</b>
TOTAL	317	17.8%

# Analysis of $<15$ & $\geq 15$ Credits

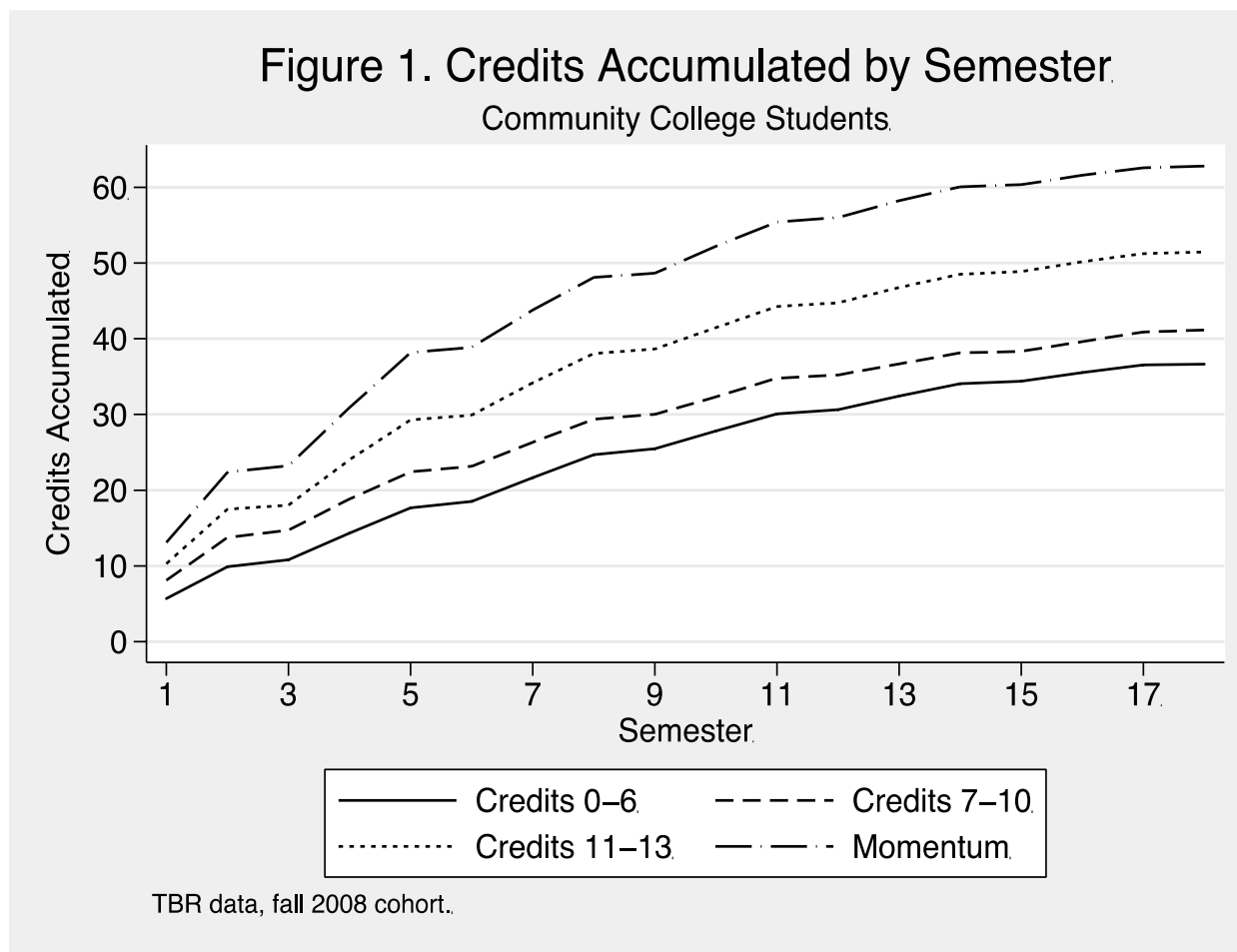
- 15+ credits tended to be more prepared & have better academic success
- Students in 15+ credits had more academic success
- Similar success for Pell & underrepresented students

# **Survey of UH Freshmen Enrolled in 12–14 Credits, Fall 2013**

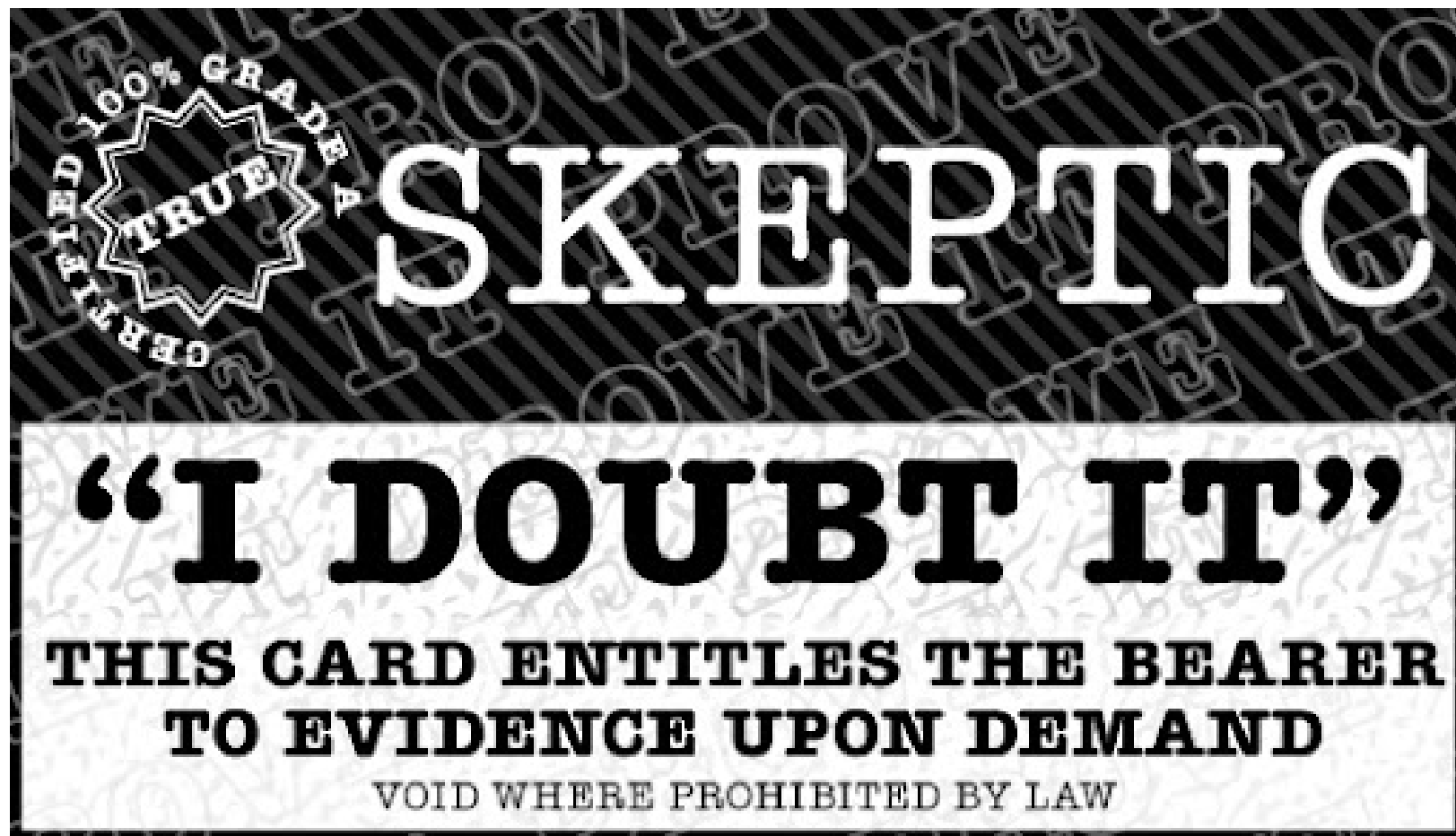
## **Top 4 reasons for NOT taking 15+ credits**

- Personal schedule prevents me from enrolling in more credits (26%)
- 15 credits is too heavy of a load (22%)
- The courses I wanted were not offered at a day/time that fit my schedule (11%)
- The courses I wanted were closed/filled (10%)

# Momentum Benefits: CC Students



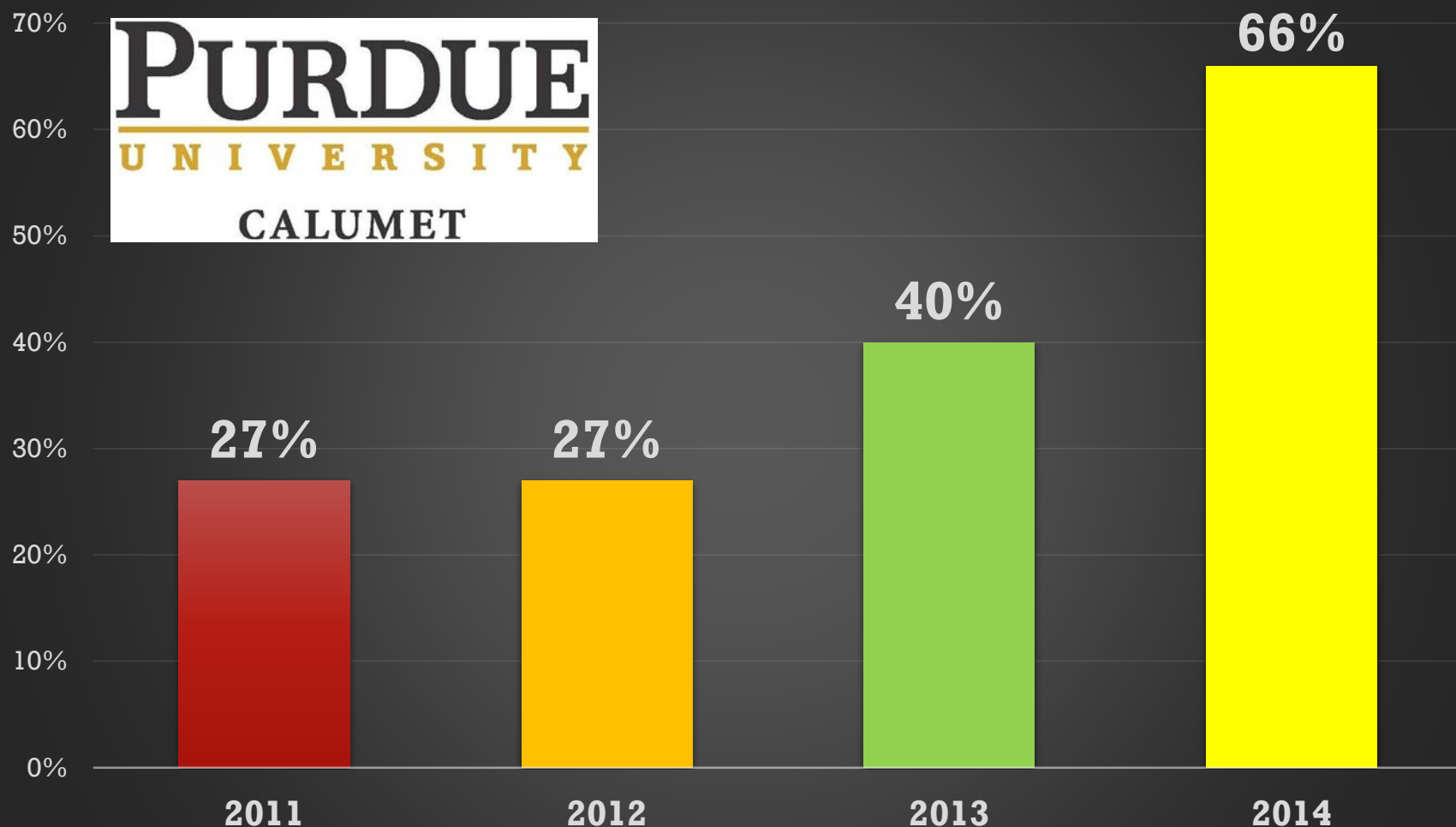




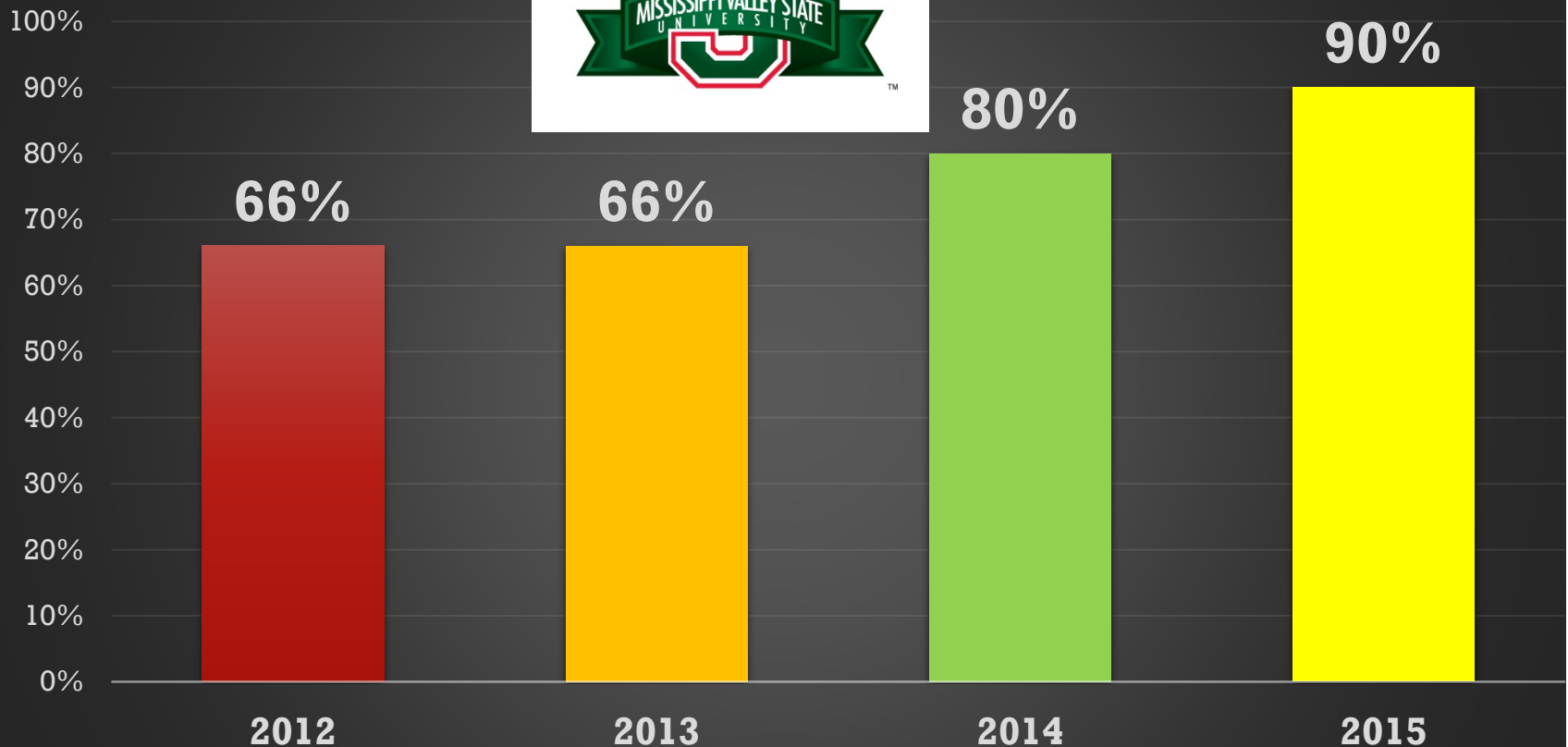
# Why Don't We Do It?



# **% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1<sup>st</sup> semester)**



# **% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1<sup>st</sup> semester)**





# Projected Enrollment Revenue Opportunity

## Estimated Impact for Purdue University - Calumet

### Revenue Gains vs. Baseline

#### Model Inputs:

**Total**

**Enrollment:** 8,639

#### **Net Revenue**

**Per Student:** \$10,565

(net tuition and fees plus state appropriations)

#### **Retention Improvement**

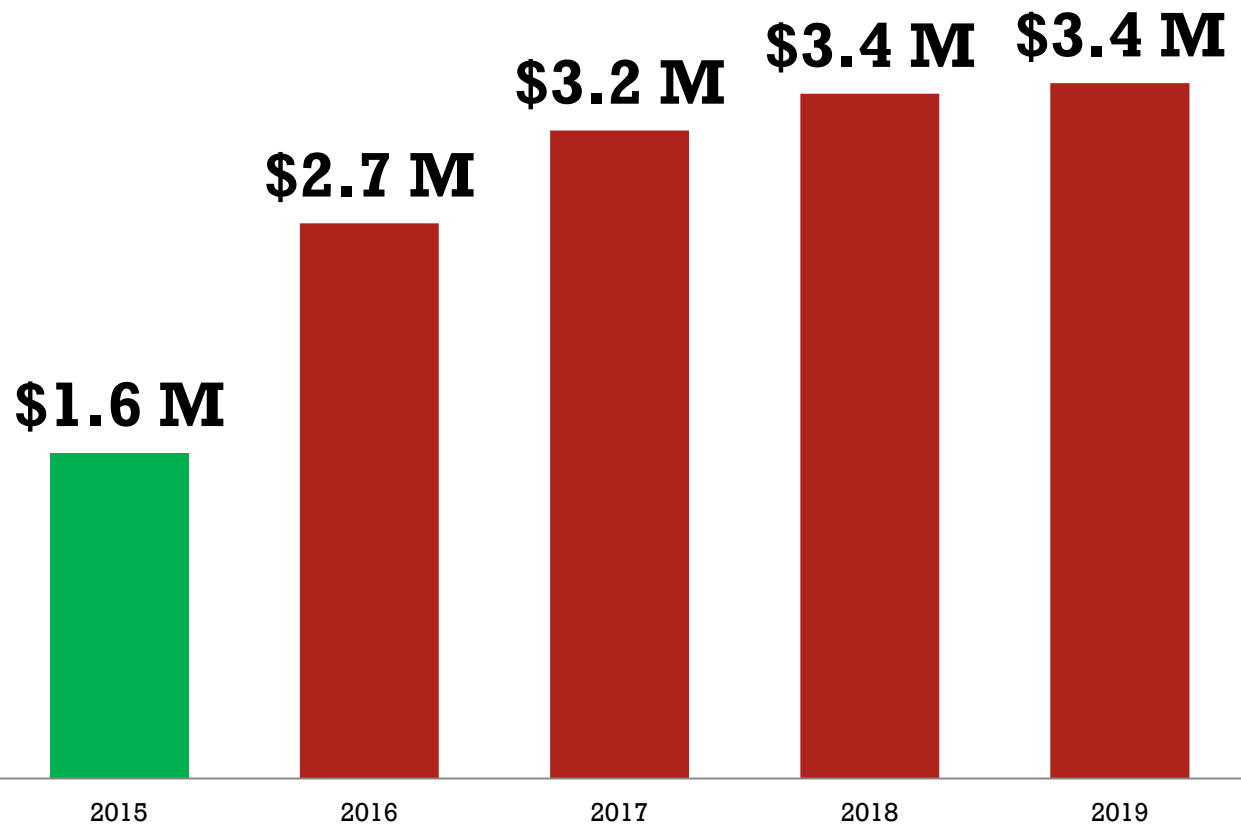
0-29 credits 4.7% total over 1 year

30-59 credits 0% total over 1 year

60-89 credits 0% total over 1 year

90-119 credits 0% total over 1 year

120+ credits 0% total over 1 year



# **Model Policies for #15toFinish (State-level)**

## **Statewide 15 to Finish campaign**

WHY: To put crucial tools and data in the hands of advisors

## **30 per year financial aid standard**

WHY: So that students are sent the right signals and funded for success

## **Credit Caps (associate=60, baccalaureate=120)**

WHY: So the promise of 15 to Finish holds true

# Model Policies for #15toFinish (Institution-level)

## **Charge the same tuition for 12-18 credits**

WHY: So that students don't face financial disincentives for on-time graduation

## **Build 15 to Finish degree maps and financial aid packages**

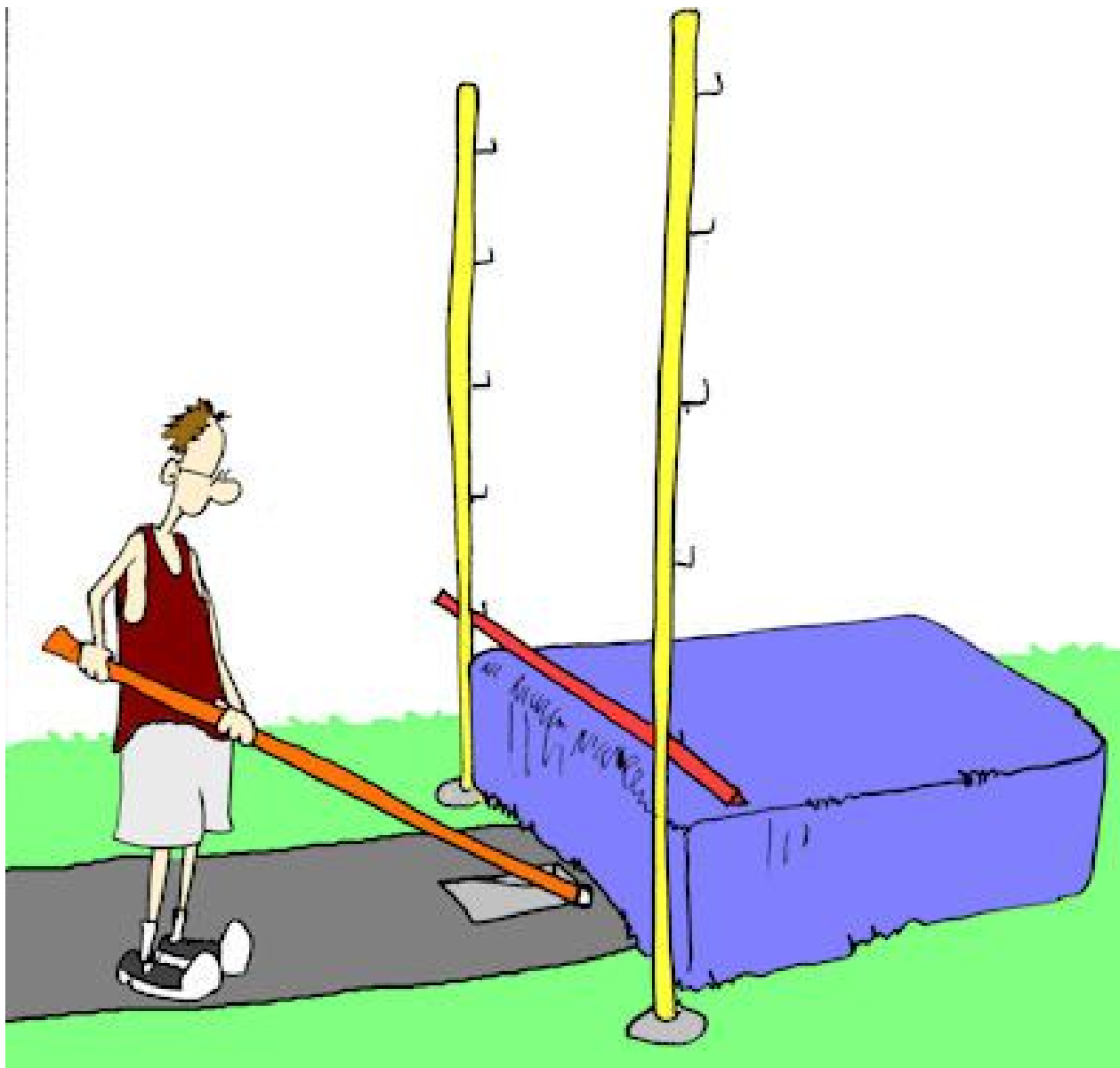
WHY: To reinforce the on-time standard

## **Build course capacity**

WHY: Because students cannot take 15 credits if all the classes are full

## **Reward on-time students with perks like better housing and closer parking**

WHY: To add short-term incentives that impact daily life



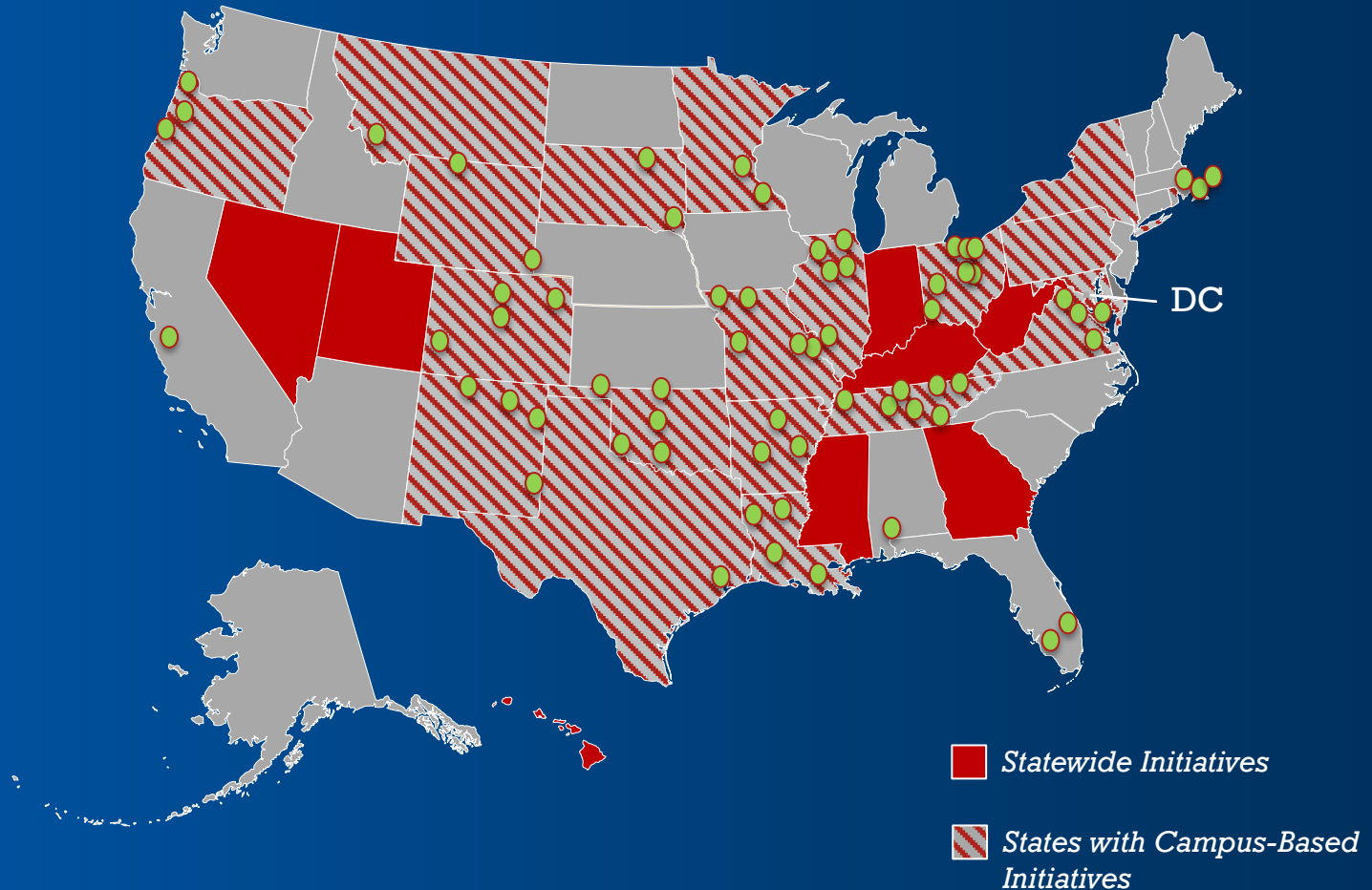




SETTING  
THE BAR



# Fifteen to Finish





# Establishing A Campaign



**@CompleteCollege**

# Comprehensive Institutional Plan



- **Collect & Share Campus-Level Data**
  - Partner w/ Institutional Research & Faculty Senate
- **New Student Orientation**
  - Clear, Introductory Messages to Students & Parents
- **Degree Maps (2 & 4-year)**
- **Block Scheduling**
  - (Opt-Out vs. Opt-In to 15 credit hours)
- **Reinforced Messages – Changing the Culture to 15 Credit Hours**
  - Academic Advisors
  - Marketing Campaign



Pathways to Achievement, Completion, Career & Transfer

# ACADEMIC MAP



718

## Business Accounting Associate in Science

**START here**

**1**

SEMESTER 1 – FALL	CREDITS	MILESTONE	COMPLETED
ENG 101 – English Composition I	3		<input type="checkbox"/>
BUS 110 – Introduction to Business	3		<input type="checkbox"/>
CAP 101 – Computer Applications	3		<input type="checkbox"/>
Behavioral Science elective – Recommended: PSY 101– Intro to Psychology	3		<input type="checkbox"/>
MAT 120, MAT 177, MAT 182 –or– higher level math	3		<input type="checkbox"/>
IDS 101 – First Year Experience	1		<input type="checkbox"/>

TOTAL CREDITS 16

**2**

SEMESTER 2 – SPRING	CREDITS	MILESTONE	COMPLETED
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**Milestone Courses**  
should be taken in the  
order shown. This will help  
you stay on track and  
graduate on time.



**Make Your Summer  
Matter.** Summer is a great  
time to take some  
elective courses and  
get ahead.

# Communications & Engagement Strategy

- Branding theme for consistency in messages
- Key messages by audience group
  - External
    - Students, parents, and the general public
  - Internal
    - Buy-In: Advisors, campus administrators, and faculty
- Media strategy – Utilize PR professionals to create and rollout (paid & earned)
- Materials and website
- Maintain focus and a sense of urgency



A graphic with a black border. The background is a mix of orange and pink geometric shapes. In the center is a large black number '15'. Below it, the text 'CREDITS A SEMESTER TO GRADUATE ON TIME' is written in black, followed by a horizontal line and the hashtag '#15TOFINISH'.

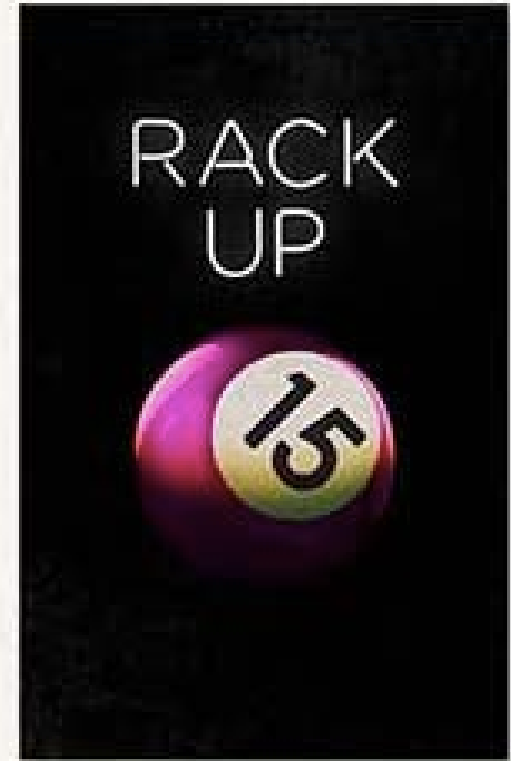
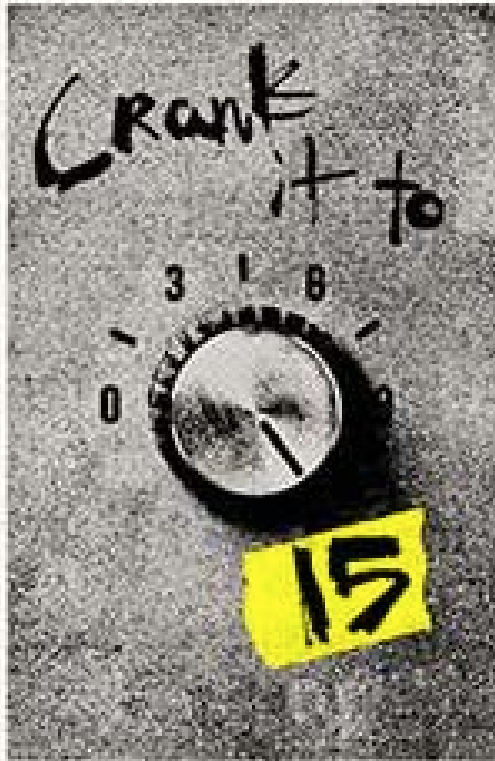
# 15

**CREDITS A SEMESTER  
TO GRADUATE ON TIME**

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**#15TOFINISH**

## POSTERS





# BROCHURE



## TABLE TENT





## Complete College America

6 hrs · 🌐

Extra years of college can cost you thousands, both in what you pay and what you lose from not having a job. So, taking 15 credits a semester (or 30 credits a year) saves you money and lets you make more. Cha-ching! Students who take 15 credits a semester (or 30 credits a year) tend to get higher GPAs. So when it comes to getting better grades, taking 15 is sort of a no-brainer...



👍 Like

💬 Comment

➦ Share

AT&T

4:55 PM

25% 🔋



Photo



...



👍 56 likes

**Complete College of America** Extra years of college can cost you thousands, both in what you pay and what you lose from not having a job. So, taking 15 credits a semester (or 30 credits a year) saves you money and lets you make more. Cha-ching!



[www.completecollege.org/15toFinishMaterials](http://www.completecollege.org/15toFinishMaterials)

# COMPLETE COLLEGE AMERICA

Working with states to significantly increase the number of Americans with quality career certificates or college degrees and to close attainment gaps for traditionally underrepresented populations.

[www.completecollege.org](http://www.completecollege.org)



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# Lunch Discussions

- What policies and initiatives are **already in place** to implement 15ToFinish?
- Which strategies would be **low-hanging fruit** for your campus? Which strategies would have the greatest impact?
- Does your institution already have initiatives in place around academic maps, structured schedules, banded tuition, and capping the number of credits towards a degree?

# COMPLETE COLLEGE AMERICA

**Missouri 15 To Finish / GPS  
Statewide Kickoff**

**#15ToFinish**



**@CompleteCollege**