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: 29%
- At 4-year institutions: 50%
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: 27%
  - 4-Year Flagship: 41%
  - 4-Year NF: 32%

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

- All Students: 50%
  - 4-Year Flagship: 79%
  - 4-Year NF: 60%
- 2-Year: 30%

<table>
<thead>
<tr>
<th>Tuition and Loan Costs</th>
<th>One Extra Year, Public College</th>
<th>One Extra Year, Private College</th>
<th>Two Extra Years, Public College</th>
<th>Two Extra Years, Private College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portion of tuition paid out of pocket</td>
<td>$12,557</td>
<td>$18,992</td>
<td>$25,375</td>
<td>$38,115</td>
</tr>
<tr>
<td>Cost of a loan, with interest, over 10 years</td>
<td>$6,040</td>
<td>$7,823</td>
<td>$12,080</td>
<td>$15,645</td>
</tr>
<tr>
<td>Total cost</td>
<td>$18,598</td>
<td>$26,815</td>
<td>$37,456</td>
<td>$53,760</td>
</tr>
<tr>
<td></td>
<td>ONE EXTRA YEAR, PUBLIC COLLEGE</td>
<td>ONE EXTRA YEAR, PRIVATE COLLEGE</td>
<td>TWO EXTRA YEARS, PUBLIC COLLEGE</td>
<td>TWO EXTRA YEARS, PRIVATE COLLEGE</td>
</tr>
<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td><strong>Tuition and loans</strong></td>
<td>$18,598</td>
<td>$26,815</td>
<td>$37,456</td>
<td>$53,760</td>
</tr>
<tr>
<td><strong>Opportunity costs</strong></td>
<td>$128,429</td>
<td>$128,429</td>
<td>$245,253</td>
<td>$245,253</td>
</tr>
<tr>
<td><strong>Total cost for not graduating in four years</strong></td>
<td>$147,026</td>
<td>$155,244</td>
<td>$282,691</td>
<td>$298,995</td>
</tr>
</tbody>
</table>
“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

## Cumulative Credits 1st AY

<table>
<thead>
<tr>
<th>Credits Range</th>
<th>Graduates</th>
<th>Grad Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;12 credits</td>
<td>114</td>
<td>6.4%</td>
</tr>
<tr>
<td>12-23 credits</td>
<td>351</td>
<td>19.7%</td>
</tr>
<tr>
<td>24-29 credits</td>
<td>691</td>
<td>38.8%</td>
</tr>
<tr>
<td>≥30 credits</td>
<td>624</td>
<td>35.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,780</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

## Graduate in 4 Years

<table>
<thead>
<tr>
<th>Credits Range</th>
<th>Graduates</th>
<th>Grad Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;24 credits</td>
<td>6</td>
<td>1.3%</td>
</tr>
<tr>
<td>24-29 credits</td>
<td>311</td>
<td>23.7%</td>
</tr>
<tr>
<td>≥30 credits</td>
<td>201</td>
<td>32.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>317</td>
<td>17.8%</td>
</tr>
</tbody>
</table>
Analysis of <15 & ≥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.
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

Figure 1. Credits Accumulated by Semester
Community College Students

TBR data, fall 2008 cohort.

Source: Belfield, Jenkins & Lahr, 2016.
SKEPTIC

“I DOUBT IT”

THIS CARD ENTITLES THE BEARER TO EVIDENCE UPON DEMAND

VOID WHERE PROHIBITED BY LAW
Why Don’t We Do It?
% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1st semester)

- 2011: 27%
- 2012: 27%
- 2013: 40%
- 2014: 66%
% First-Time, Full-Time Students Enrolled in 15+ Credit Hours (1st 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

Net Revenue Per Student:
$10,565

Projected Enrollment Revenue Opportunity

2015: $1.6 M
2016: $2.7 M
2017: $3.2 M
2018: $3.4 M
2019: $3.4 M
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
Fifteen to Finish

States with Campus-Based Initiatives

Statewide Initiatives
Establishing A Campaign

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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
# Business Accounting
**Associate in Science**

## Semester 1 - Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Milestone</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 101 - English Composition I</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS 110 - Introduction to Business</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAP 101 - Computer Applications</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavioral Science elective – Recommended: PSY 101 – Intro to Psychology</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAT 120, MAT 177, MAT 182 – or – higher level math</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IDS 101 – First Year Experience</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits:** 16

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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
15 CREDITS A SEMESTER TO GRADUATE ON TIME
#15TOFINISH
BROCHURE

15 IS A CASH MACHINE
15 IS BRAIN FOOD
15 IS YOUR TICKET TO GRADUATION

WHAT'S YOUR FAVORITE REASON TO TAKE ISSUES MULTIFORWARD AND TELL THE WORLD AND INSPIRE OTHERS.

CRANK IT TO 15
TABLE TENT
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...

#15TOFINISH
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

/ CompleteCollege

/ CompleteCollege
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?
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Missouri 15 To Finish / GPS
Statewide Kickoff

#15ToFinish

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