



Building a Culture of Caring from Recruitment to Graduation & Beyond

“Personalizing support and creating empathy are key to serving students.”

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AND

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Austin Community College

Start Here. Get There.

President Dr. Richard Rhodes

~ 75,000 Students Annually

44% W, 37% H, 7% B, 5% A

11 Campuses (+ Distance Education)

7,000 sq miles Service Area

10 Areas of Study

Our Student

78% Part-time

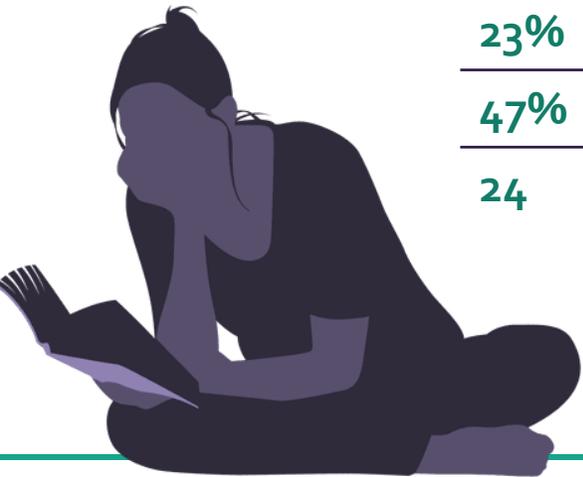
56% Female

55% Minority

23% Financial Aid

47% Transfer Intent

24 Average Age



50%

of students have run out of money 3 or more times in the year.

61%

of students worry about having enough \$ to pay for school.

34%

of students have very little food security.

49%

help support their family financially while in school.

*Source: 2018 Student Financial Wellness Survey by Trellis

PASSION

Guided Pathways and Student Affairs

A bigger
purpose than
oneself.

Advancing
social mobility
and equity for
ALL students.

Establishing
real
relationships.

Collaborating
for student
success.

“One of the gravest charges to which American society is subject is that of failing to provide a reasonable equality of educational opportunity for its youth. For the great majority of boys and girls, the kind and amount of education they may hope to attain depends, not on their own abilities, but on the family or community into which they happened to be born or, worse still, on the color of their skin or religion of their parents.”

1947 Truman Report
Higher Education for American
Democracy (George F. Zook)

EQUITY

ACC Strategic Plan

- I. Increase ACC enrollment from 75,000 to 85,000 annual students by 2030.
- II. Develop an equitable and inclusive learning and student support environment that increases fall- to-fall persistence rates from 52 to 58 percent.
- III. Achieve equitable results in completion and increase annual credential awards from 8,352 to 15,000 by 2030
- IV. Ensure an organizational environment that promotes equitable student and employee success through effective and efficient operations and infrastructure.

*Effective and
Efficient
Operation
and
Infrastructure*



Staff
Reorganization

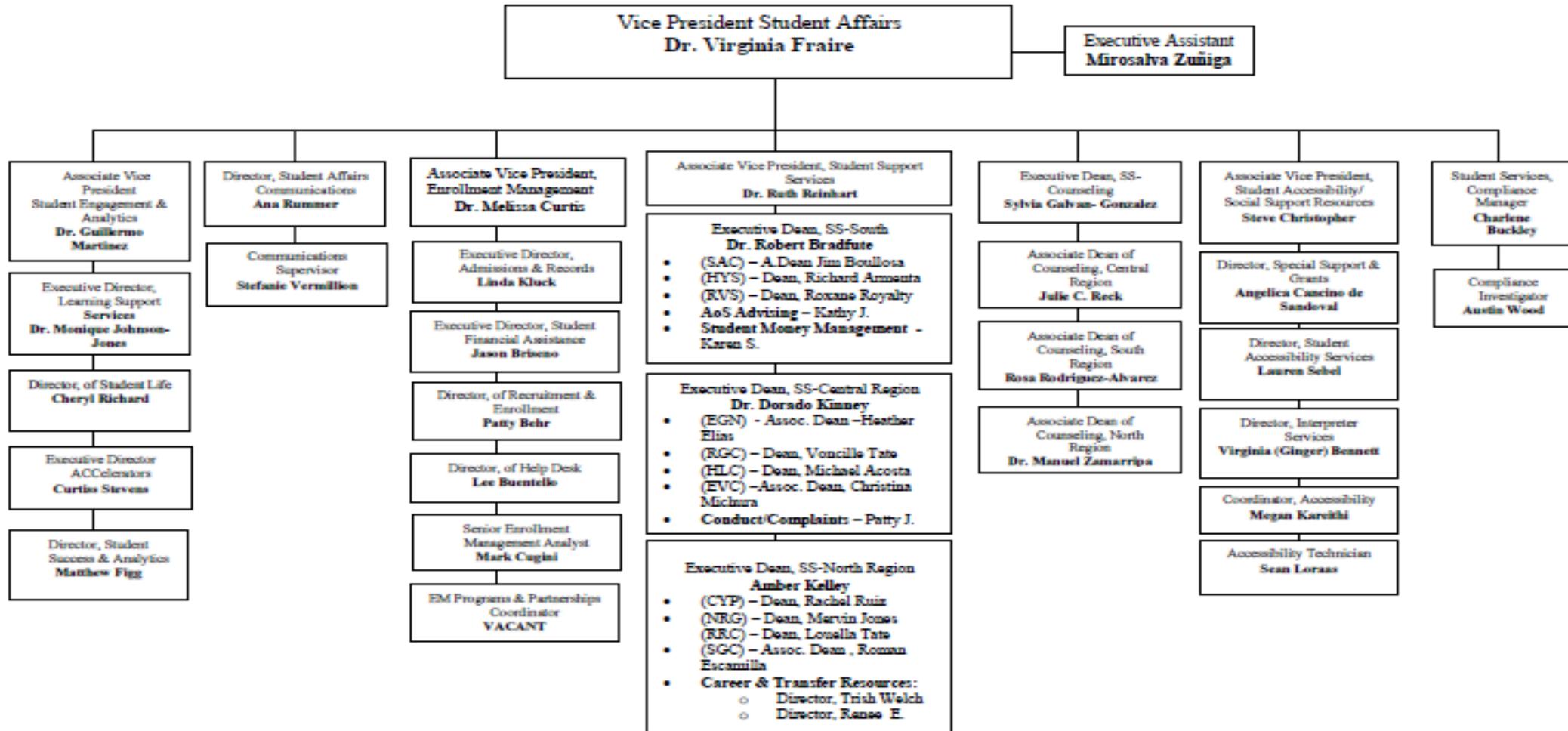


Expansion of
Services



Data Analytics to
Track Progress

Student Affairs Organizational Structure



Key Strategies for Access and Equity

Enrollment advising

Communication campaigns

Registration stations

Area of study information sessions

Help desk support

Trellis callouts – payment reminders

Lumina stop-out project – re-engagement



Adopting an Enrollment
Management Framework
& CRM System



Embracing High Touch
Enrollment Support



Maximizing Financial Aid
Strategy

Success Indicators for Access & Equity

Enrollment Support

- 549,653 of communication touchpoints made to applicants
- 3,399 Prospective Students visited the College Destination Center
- 65% of submitted applications are completed

Financial Aid

- 1PP Increase in Financial Aid Awards
- 2PP Year-to-Year Increase in Need-based Aid
- 10.8% Default Rate for 2015 (<15% is best practice)

OPPORTUNITY:

Robust CRM: That integrates seamlessly with Enterprise Resource Planning (ERP)/Student Information System (SIS) and Learning Management System (LMS).

Key Strategies for Persistence and Engagement

Academic Support

Area of study advising

Academic coaching

Welcome week

Riverbat bash

Tutoring

Supplemental instruction

Completion counseling

Career counseling

Case management for select groups

Nudging campaigns

Accessibility services

College-readiness and class testing



Transforming Academic Advising & Counseling



Augmenting Academic Support



Expanding the Safety Net

Key Strategies for Persistence and Engagement

Financial and Social Support

Financial literacy

Emergency aid

Childcare and book scholarships

Child watch drop-in

Food pantries & distributions

Utility payment assistance

Assistance applying for state benefits

Clinical counseling

Culture of care through Title IV, IX, ADA

Community Partnerships



Transforming Academic
Advising & Counseling



Augmenting Academic
Support



Expanding the Safety
Net

Success Indicators for Persistence and Engagement

Learning Lab

- 250,000 visits annually
- More than tripled online tutoring
- 75% of grads attend
- 6PP lift in persistence for all
- 37PP lift for Distance Education only

Student Life

- 55,000 student interactions
- 46% increase year-over-year
- 12 PP lift in persistence

Advising

- 15,000 case-managed students
- 13 PP lift in persistence with 2+ visits
- Fully implemented **Guided Pathways Advising through Coaching** model

OPPORTUNITY:

Monitor Student Progress by cohorts to completion -- i.e. THECB graduation; near-completers; IT, Health Science, and Trades/Manufacturing students.

*Guided
Pathways
Advising
through
Coaching*

- 2009** – AtD (Advising Key Strategy)
- 2012** – Civitas Degree Map
- 2013** – iPASS (BMGF)
- 2016** – Guided Pathways
(Case Management, Analytics,
Technology, Training)
- 2017** – Inside Track Coaching
- 2018** – Advisor Career Ladder
- 2019** – Submitted Examples of
Excelencia

*Guided
Pathways
Advising
through
Coaching*

Fall 2015 to Fall 2018

First-Time in College Students

- 4 pp improvement in retention
 - Equitable outcomes
 - 6 pp for Hispanic males

Full-Time FTIC

- 8 pp improvement in first term GPA from 67% to 75% earning above 2.0.

Success Indicators for Persistence and Engagement

Emergency Aid

- \$149,000 awarded during AY2017/18 to 199 Students
- 83% of students persist to next semester | 59% , fall to fall
- 10PP lift in persistence

Support Center Case Management, Childcare, & Textbooks

- 20 PP lift in persistence for FTACC and lowest likelihood to persist.
- 78% fall-to-spring persistence for students receiving scholarships

Student Financial Literacy

- 4,106 students enrolled in robust texting campaign
- 13 PP lift in persistence for students receiving text messages

Food Distribution

- 11 Campus Food Pantries
- Capital Area Food Bank partnership 15,000 lbs per distribution at RVS
- New site projected at NRG

Key Strategies for Completion, Transition to Employment, & Transfer

Transfer academy

Career link

Focus-2

Transfer & career center

Completion & career counseling

Internship & employment opportunities

Auto-awarding



Supporting Co-Enrollment Programs with Universities



Establishing a Comprehensive Career & Transfer Center



Streamlining Graduation and Nudging to Completion

Success Indicators for Completion, Employment, Transfer

Transfer

- 450+ students participated in Transfer Academy
- 42% IPEDS 3 year transfer rate, in comparison to 23% with Metro 8.
- 6PP increase over two years

Career Services

- 24,214 total career interventions
- Annual career fair with 150+ regional employers and 2,500+ attendees.
- Annual career exploration showcase with 50+ industry employers and 150+ resource tables.

Graduation

- 7PP increase in the minority graduation rate from Spring '16 to '18, more reflective of our population
- 45% increase in awarded associates and certificates, between AY '15 and '17, compared to 9% statewide.

OPPORTUNITIES:

Triple graduation rate through real-time assessment and intervention. Increase Auto-Award and Reverse Transfer and proactively graduate near-completers.

EMPATHY

"Not everyone gets the opportunity to have a higher education and being the first one in my family to attend college, I try not to take that for granted. College is not always easy or fun, but I have friends, family and MLP mentors that are always there to support me and keep me in check if I slack off."

"Through MLP, I have been afforded the opportunity to become a leader in my school and community here at Austin Community College. The organization is making me find my own worth in what it means to be a African-American man, in what it means to be a Social Activist in my community, and what it means to be focused on a clear vision of my goals and dreams."

Thank You!

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