STRUCTURED ONBOARDING: MEASURING THE IMPACTS OF HIGH-TOUCH ENTRY ADVISING

DIVISION OF STUDENT SUCCESS
CLOVER PARK TECHNICAL COLLEGE

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Learning Outcomes

 ✓ Participants will learn how to implement a mandatory, high-touch entry advising model.
 ✓ Participants will identify evidence-based practices that increase conversion and enrollment rates.
 ✓ Participants will be introduced to a high-touch intake and referral instrument.
# Clover Park Fast Facts

## Student Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender Identity</td>
<td>64% (Female)</td>
<td>35% (Male) 1% (Unspecified)</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td>56% (Caucasian) 44% (Students of Color)</td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Local Resident</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Student Aid Recipient</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Disability</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Veteran Students</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

## By The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Lakewood, Washington</td>
</tr>
<tr>
<td>Type</td>
<td>2 Year · Public · Technical</td>
</tr>
<tr>
<td>Annual Headcount</td>
<td>7,500</td>
</tr>
<tr>
<td>Annual FTE</td>
<td>4,463</td>
</tr>
<tr>
<td>Retention Rate</td>
<td>66% (Fall to Fall)</td>
</tr>
<tr>
<td>Completion Rate</td>
<td>46% (3-Year)</td>
</tr>
<tr>
<td>Career Training</td>
<td>55%</td>
</tr>
<tr>
<td>Community Programs</td>
<td>21%</td>
</tr>
<tr>
<td>Academic Transfer</td>
<td>14%</td>
</tr>
<tr>
<td>Basic Skills</td>
<td>10% (ABE/GED/ESL)</td>
</tr>
</tbody>
</table>
SOME HISTORY & THE PROBLEM

Division of Student Success | Where We Were
Old Entry Process

- 9 Steps to Enrollment
- No Direct Support
- Required Multiple Visits
- Students Left on Their Own
Philosophy & Approach

Equity-Minded

Active Concern

Intentional & Targeted

Proactive Support

High-Touch
Student Success Formula

High-Impact Models & Practices Should:

- Be innovative, evidence-based, & data driven
- Foster collaboration across divisions/depts
- Be scalable and cost-efficient
- Encourage faculty-student-staff engagement
- Cultivate equity mindedness & student success
- Promote learning with measurable outcomes
- Help students select and stay on a pathway
Guided Pathways | Design Principles

- clarify paths to student end goals (meta-majors)
- help students choose and enter a pathway (structured onboarding)
- help students stay on a path (advising & monitoring)
- ensure that students are learning (learning outcomes)
THE IDEA & SOLUTION

Division of Student Success | Where We Are Now
The Welcome Center

Available Services

 ✓ 4 new Entry Specialists hired
 ✓ pre-registration entry advising mandate scaled
 ✓ student call center established
 ✓ campus tours offered and scaled
 ✓ new customer relations management system brought to scale
The Entry Process | 4 Easy Steps

1. Connect with an Entry Specialist
2. Apply for Admission & Student Aid
3. Assess and Review Your Placement
4. Register for Classes & Pay Tuition
Intake & Referral
Initial Appointment | Outcomes

Prospective students will...

- review programs and degree/certificate options
- articulate entry requirements
- prequalify for student aid & scholarships
- learn CPTC website as an exploratory tool for programs
- complete a career assessment, as needed
- receive a checklist and a follow-up appointment
Prospective students will...

- discuss their placement options
- receive info regarding career training programs and general education classes
- apply to the college
- identify a program of study
- complete an academic plan and two quarter schedule
- be referred as needed to additional resources on campus
Multiple Measures

Mission Statement: Measures will be varied & innovative, fast & free, accurate & stress free.
Enrollment & Student Aid Realignment

- Faster Transfer Credit Evaluations
- Direct FAFSA Support
- Enrollment Services & Student Aid One-Stop
- Instant Admission Application Processing
- Student Aid Processing Times Reduced on Average to One Week
**SENSE Survey Data**

I decided on a job/career path prior to registering for my first term

- **83%** for Clover Park
- **72%** for Small Colleges
- **67%** for Cohort Participants

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*Note: The diagram shows the percentage of participants who decided on a job or career path prior to registering for their first term.*
A staff member spoke with me about time required to complete a degree.
A staff member spoke with me about job prospects in my career pathway.
**SENSE Survey Data**

I am required to follow an academic plan that prescribes my courses.

- Yes Response:
  - Clover Park: 93%
  - Small Colleges: 70%
  - Cohort Participants: 67%
STUDENT ENROLLMENT DATA

Division of Student Success | What We Concluded
New Student Conversion Rates

Student Lead to Enrollment

Baseline 2017-18 2018-19
Average Conversion Rate

Quarter of Enrollment

52% 65% 71%
50% 60% 70% 80%
55% 65%
Career Training Program Fill Rates

Program Capacity

<table>
<thead>
<tr>
<th>Quarter of Enrollment</th>
<th>Baseline</th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Program Fill Rate</td>
<td>63%</td>
<td>70%</td>
<td>72%</td>
</tr>
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</table>

Baseline 2017-18 2018-19
Next Steps...

1. connect
   - Connect with an Entry Specialist

2. apply
   - Apply for Admission & Student Aid

3. explore
   - Explore Career Pathways

4. register
   - Register for Classes & Pay Tuition
Questions?