

Outside Looking In:

Lessons learned by Collaborative Brain Trust consultants working with community colleges.



National
Alliance
of Community and Technical Colleges

Supporting colleges support students.

Joe Darin, Ed.D.

Vice President, Community College Division

Collaborative Brain Trust

Joe.darin@cbtconsult.com

<http://collaborativebraintrust.com/>

916-446-5058

Collaborative Brain Trust

Research. Data. Experience.

- What we do
- Who we are
- Assisted colleges and districts on almost 300 projects

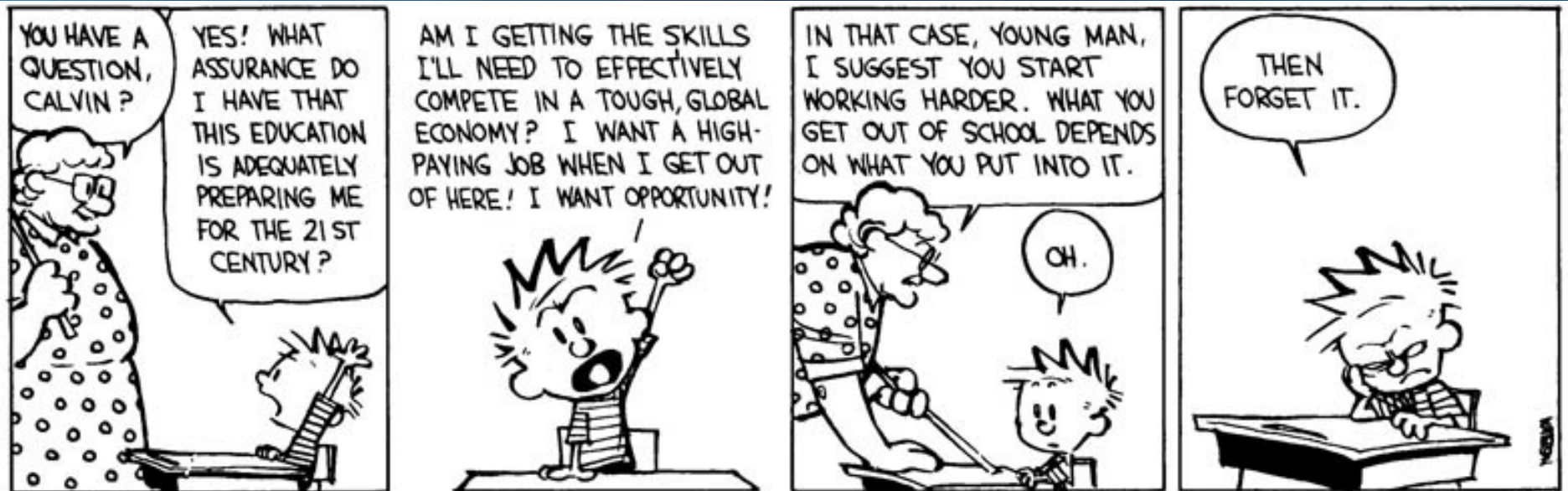
- Strategic Enrollment Management Plans
- Master Education Plans
- College Reorganization Studies
- Accreditation Assistance

- Career and Technical Education Planning
- Human Resources Assistance
- Budget and Finance Assistance
- Facilities Management Plans

Collaborative Brain Trust- testimonial

“The consultants were a terrific team for assisting our college address its campus climate. Being a college living under the tremendous strain of both internal and external change and uncertainty, the CBT consultants provide a stabilizing third party view of community college dynamics. They came with a non-threatening tone and were well received by the campus community. Their recommendations were consistent with the interviews and open forums conducted with campus members. I recommend CBT because their consultants have ‘been there; done that’ at community colleges.” - José Ortiz, President of Allan Hancock College.

Sound familiar?



How do we inspire these students?

Quick group activity – 10 minutes total

- Please gather in groups of 2-3, preferably with people you do not know or do not know well
- The “fun” part- discuss with the group how long its been since you have **started** college
- Do you remember the experience? Was it seamless? Frustrating?
- Do you know how your college is working to enhance students’ first-time experience?

What is at stake?

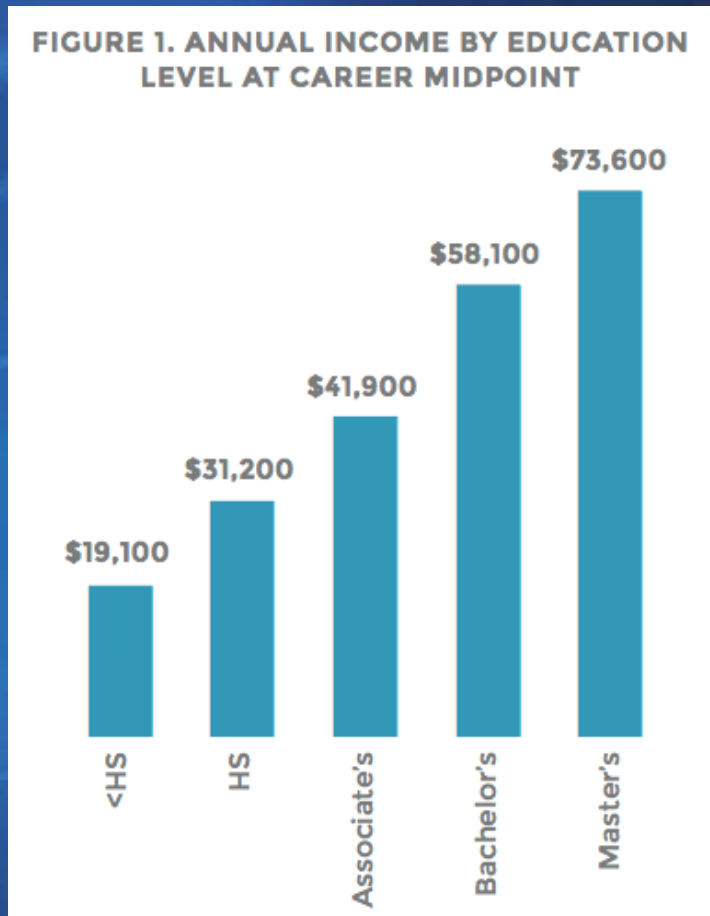
“Community colleges need to provide clear and consistent systems and pathways for students from entrance to degree/certificate/goal completion. This is both a staffing and training issue which involves systems thinking and institutional resources, and appropriate leadership.” – CBT Consultant

“Too many students are not retained, do not transfer, and do not graduate. Too many students come directly from high schools to developmental education -- they want to be in college but they are still getting ready for college and it could take years!!! Academic and student services folks must work together. The community can help!” – CBT Consultant

Can students afford the investment? Can they afford not to?

- Between 1980 and 2010, average spending on higher education slipped from 8 percent to 4 percent of state budgets
- As a result, the cost of public higher education has shifted markedly from taxpayers to students and their families, in the form of rapidly rising tuition
- Between 2000 and 2008, the proportion of family income required for families in the bottom income quintile to cover the average cost of attending a four-year public institution rose from 39 percent to 55 percent

Can students afford the investment? Can they afford not to? Cont.



FOR EVERY \$1 SPENT...

\$4.80 Gained in lifetime income for STUDENTS

\$25.90 Gained in added income and social savings for SOCIETY

\$6.80 Gained in added taxes and public sector savings for TAXPAYERS

<http://www.economicmodeling.com/2014/02/18/the-economic-impact-of-americas-community-colleges/>

The Student Experience Matters

- We all KNOW this from our training
- How successfully do we implement it?

“In one institution, the reorganization of their admissions and financial aid area has significantly reduced student wait times and improved their satisfaction.” - CBT Consultant.

Lessons Learned – 1

Communication and Change

- Not surprisingly, communication is a key to the success of any change endeavor
- Be transparent- make sure all stakeholders are identified and communicated with
- Be clear about expectations

“The most important element is communication between functional areas. When departments see themselves as one part of the puzzle rather than independent operations they are able to work together to solve problems and build better programs.” CBT Consultant

Lessons Learned – 2

Enrollment Management Plans

- First step- Analytics!
 - DATA, DATA, DATA
 - Know what data you need, and where to get it
 - Know how to analyze that data
 - CBT Consultants use an outside vendor that can assist in analyzing data - Economic Modeling Systems International(EMSI)



Adobe Acrobat
Document



Adobe Acrobat
Document

Lessons Learned – 2 cont.

Enrollment Management Plans

- Develop an Enrollment Management Calendar
- Understand the intricacies of scheduling
- Know your enrollment target and plan (prior to the beginning of the new fiscal year) each step in getting there!

Lessons Learned – 2 cont.

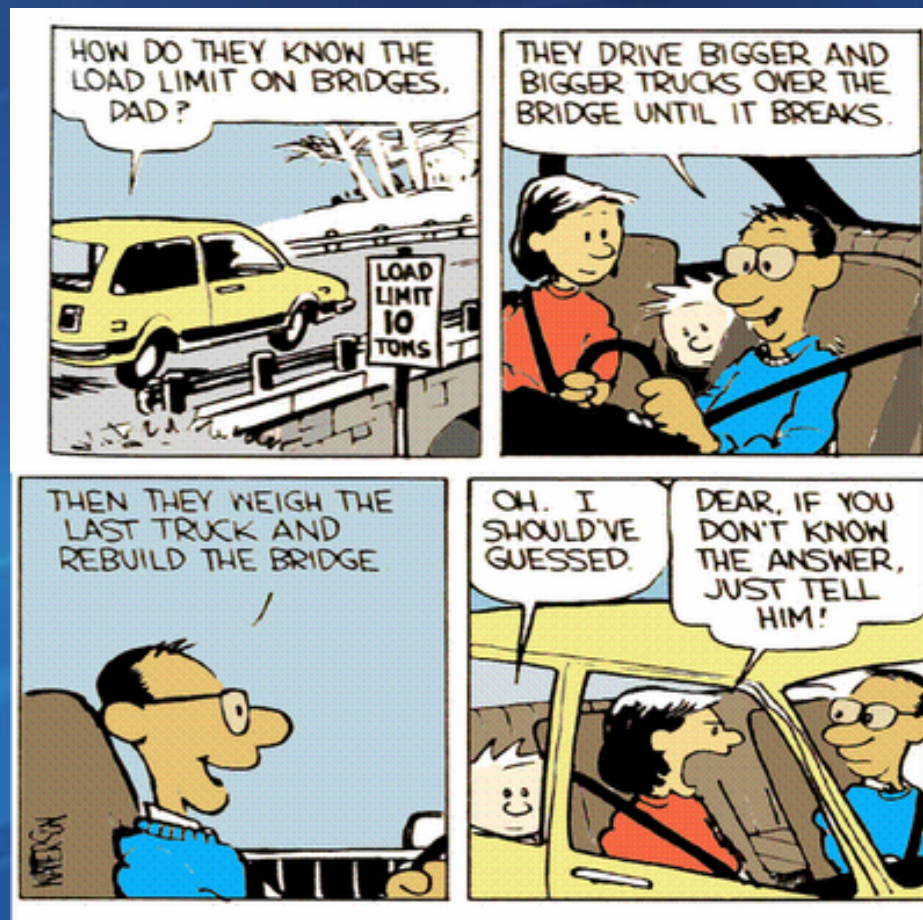
Enrollment Management Plans – Major Elements

- Clarity of relationship between Mission and Programs
- **Student friendly enrollment and counseling processes**
- Timely, useful data access for schedulers and planners
- Clear communication between programs
- Scheduling strategies

Lessons Learned – 3 cont.

Strategic Plans are paramount

- Ever had decisions made like this? -



Lessons Learned – 3 cont.

Strategic Plans are paramount

- Provides a “road-map” of where the college is going. It should be dynamic and goal-oriented
 - As one consultant called it “Strategic Direction”
- The process of developing a strategic plan is important
- Promote ownership to a strategic plan as opposed to ‘buy-in”

Lessons Learned 3- cont.

- One consultant stated that the key to success of a strategic plan is:
 - Planning,
 - Identifying priorities,
 - Collaborating internally,
 - Assessing progress towards plans

Lessons Learned- 4

- When asked about some of the biggest challenges consultants saw CCs facing, many said there were issues with data collection and analysis
 - The right data
 - The right data analysis
 - Data-driven decision making
 - Are you keeping courses and programs based on data or history?
 - Are your programs adequately serving your students?

Lessons Learned- 4 cont.

Good data in, good data out.

Bad data in...



Lesson 5

Student Support is essential

“Students who are the first in their families to attend college need more assistance as they have no other resources to rely on. They are also often economically disadvantaged so getting timely aid is critical. One of the saddest things I’ve seen is students starting classes without textbooks—a sure set-up for failure—because their funding was delayed. Assessments of Student Services and outreach to underserved populations get students in and help them succeed.” - CBT Consultant




“Buildings and technology are important, but most important are the academic support programs and services offered to help students succeed.” – CBT Consultant

Lesson 5 cont.

“Programs such as MESA, Puente, etc. provide data on the value of engaging students in groups that provide support for academic and personal success. Providing students with at least one other reason to come to campus each week in addition to attending class seems the one most important factors.” – CBT Consultant

- This type of outreach has the greatest impact on high risk students.

Related reading

- Spotlight on Poverty and Opportunity
 - The Role of Community Colleges in Connecting Low-Income Students to Needed Benefits – Dr. Regina Stroud 
- The college trap that keeps people poor 
- Why Access Matters: The Community College Student Body 
- The Economic Impact of America's Community Colleges –
 - <http://www.economicmodeling.com/2014/02/18/the-economic-impact-of-americas-community-colleges/>

Thank you!

- Questions and/or comments?

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