Purpose First
Hawai‘i Institute
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1421 Transformation Group

@CompleteCollege
@Dalehallen

#PurposeFirst
The Game Changers

COMPLETE COLLEGE AMERICA
1. Structured Schedules
2. Corequisite Remediation
3. Math Pathways
4. GPS Direct
5. #15ToFinish
GAME CHANGER
GPS: Direct
DO THIS

GPS: Essential Components

1. Purpose First: Informed Choice
2. Academic Maps w/ Critical Path Courses & Aligned Math
3. Meta-Majors
4. Default “One-Click” Registration
5. Intrusive Advising
Choose your path.
Start your path.
Stay on your path.
Graduate.
GPS DIRECT: MOMENTUM

- Meta-Majors
- Academic Maps
- Math Pathways
- 15-To-Finish

Create Path
- Purpose First (Onboarding)
- Meta-Majors
- 15-To-Finish

Choose Path

Start Path
- Structured Schedules
- Corequisite Remediation
- Default Pathways

Stay On Path / Graduate
- Critical Path Courses
- Intrusive Advising

TECHNOLOGY | DATA METRICS
How Are Students Choosing Majors?
Questions for a Potential Nursing Student

- Are you prepared for Chemistry 101?
- Do you like working with people?

“Real-Life Questions”

- How do you feel about working with BLOOD and BEDPANS?
Got Purpose?

START
Assist students in identifying a sense of career purpose prior to making their “BIG” major decision.
The Momentum Year

- Informed Choice of Meta Majors
  - Math Pathways
  - 30 Credits
  - 9 Program Credits
  - Math & English Gateway Courses
  - Corequisite Support
What Most Students Experience Now

Placement Exam

Before

Career Interest Assessment (maybe)

At Enrollment

Not Much At All

During College

Academic Advising

Last Semester

Resume & Job Search Help (Panic)

...a disconnected set of tools and services
Integrate career advising early and continuously into academic advising – creating a single advising system.

Incorporate labor market information and return on investment calculation into advising.

Infuse career exploration and career building skills into curriculum and strengthen experiential and work-based learning.

...a coherent system of tools and practices
Purpose First: Informed Choice

Demonstration Project Objectives

1. Integrate career assessment and counseling
2. Provide real-time, labor market information
3. Return-on-investment (ROI) data into predictive analytics-supported advising
Commitments by Participating States

- Development and deployment of a comprehensive approach to building students’ career purpose by **Fall 2017**
- Host 2 In-State planning events
- Campus and state Leads attend 3 national convenings
- Establish consensus on metrics of Purpose First
- Utilize CCA technical assistance experts in planning
Strategic Partnerships

- American Association of College Registrars and Admissions Officers (AACRAO)
- National Association of College Employers (NACE)
- NACADA: Global Advising Community
  - Content Experts
  - Attending In-state institutes 2-4 per year (spring and fall)
  - Shared involvement in development and dissemination of Product
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Fall 2016</th>
<th>Spring 2018</th>
<th>Summer 2018</th>
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<tbody>
<tr>
<td><strong>Fall 2016</strong></td>
<td><strong>National Meeting #1</strong>&lt;br&gt;September 22-23</td>
<td><strong>Survey Distribution &amp; Collection FA2017 Cohort</strong>&lt;br&gt;January - March</td>
<td><strong>Purpose First Resource Guide Design</strong>&lt;br&gt;June - September</td>
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<td><strong>Conference Call w/ State Coordinators</strong>&lt;br&gt;Monthly</td>
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<td><strong>CCA Convening</strong></td>
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<td><strong>Purpose First Resource Guide Distribution</strong>&lt;br&gt;CCA Convening</td>
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<td><strong>Spring 2017</strong></td>
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<td><strong>Webinar w/ State Leads &amp; IR</strong>&lt;br&gt;February</td>
<td><strong>Campus Compilation of Best Practices</strong>&lt;br&gt;March 1</td>
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<td><strong>(5) In-State Planning Sessions</strong>&lt;br&gt;February-April</td>
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<td><strong>Creation of Student Qualitative Survey</strong>&lt;br&gt;May - August</td>
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<td><strong>Baseline Metric Data Collection Due</strong>&lt;br&gt;April - May</td>
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<td><strong>Summer 2017</strong></td>
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<td><strong>National Meeting #2</strong>&lt;br&gt;June</td>
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<td><strong>Implementation FA2017 Cohort</strong>&lt;br&gt;Ongoing</td>
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<td><strong>(5) In-State Progress Sessions</strong>&lt;br&gt;September - November</td>
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<td><strong>Select Campus Visits by CCA Staff &amp; Consultants</strong>&lt;br&gt;August - December</td>
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Development of Metrics

▪ Joint Effort with State Leads and partners to determine:
  – Campus exemplars
  – Best practice: states and institutions
  – Results from CCA metrics and qualitative survey
  – Technology tools

▪ Road Show: Conference Presentations

▪ Shared Principles w/ Partner Organizations
## Purpose First Quantitative Outcomes

For Each Meta Major Category

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Details</th>
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<td>Number of students enrolled in a major or meta major within 1 year</td>
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<td>Number of students who complete 30+ credits within 1 year</td>
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<td>Number of students with at least 9 credits associated with program of</td>
<td>study after 1 Year</td>
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<td>study after 1 Year</td>
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<td>Number of students who change their major after the end of the 1st year</td>
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<td>GPA or Level of Academic Standing by meta major in the first year</td>
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**Broken out by:**
- race/ethnicity
- age
- gender
- pell status
- remedial status
Purpose First Qualitative Outcomes

Survey of Student Participants

▪ have an increased understanding of careers connected to majors
▪ have meaningful exposure to career and labor market data
▪ feel career and labor market data helps inform their major choice
▪ feel their advisors incorporated career and labor market data into discussion regarding major choice
▪ feel like first year courses are applicable to career
Intended Outcomes

- Develop a Shared Best Practices Guide for Putting Purpose First that showcases how to:
  - Integrate labor market data into the pre-enrollment/enrollment process for students
  - Align Advisement, Career Planning and Enrollment practices in an integrated approach
  - Utilize technology solutions to support the staff and student success

- Results related to students staying on Path to their Purpose
A purpose-driven process must happen at the beginning and throughout a students’ matriculation.

Academic Advisors and Career Counselors are key to student success.

Informed major choice requires other personal and academic assessments, in addition to career/labor market data.

A well designed system will aid in closing achievement gaps.
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.

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