

Guided Career Pathways as an Enrollment & Success Strategy

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Guided Career Pathways as an Enrollment & Success Strategy

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Developed employer led partnerships to:

- ▶ Address declining number of working adults
- ▶ Assist employers in workforce needs
- ▶ Increase enrollment in in-demand programs
- ▶ Support student success
- ▶ Support equity goals

Employer Led Partnerships Defined

At Stark State College, employer led partnerships are defined as an employer sending individuals to pursue training, a certificate, and/or an Associate's Degree within the framework of an official agreement or MOU between the employer and Stark State College.

Partnership Blueprint

Referral to EC Member

- President's Office
- Academic Affairs
- Enrollment Management
- Career Services
- Advancement
- Foundation

Initial call/meeting to gauge interest

- Executive Council members initiate
- Academic Areas
- Other interested parties

Exploration Meeting

- Provost and CAO
- Deans & Chairs
- Admissions Leader
- Career Services/Workforce
- Bursar Rep
- VP AMP

Enrollment Rep Assigned

- Conduit for partnership
- Outreach
- App to Reg
- Billing

Other Important Process Steps

- ▶ VP of Advancement, Marketing & Partnerships advances the relationship with leadership of employer partner working with other EC members
 - ▶ Trouble-shoots issues on both sides
 - ▶ Informs employers about additional funding opportunities for tuition (i.e., short term certificate funding)
- ▶ Tracking code identified by Registrar in Banner
 - ▶ Code sent to Enrollment Management & Academic Divisions to ensure code is used
 - ▶ Able to quickly pull partner information from ERP
- ▶ Connections to wrap around services provided to holistically support student
- ▶ Creativity and flexibility to meet varying employer and workforce needs

Role of the Enrollment Representative

- ▶ Schedule recruitment visits with the company
- ▶ Personal visits to assist employees with their applications
- ▶ One on one advising/registration appointments (phone or in person)
- ▶ Regular (quarterly) meetings with company and college staff
 - ▶ Work out issues/opportunity for improvement
 - ▶ Open communication lines
- ▶ Sharing of information with employer (transcript, grades)

Role of Academic Affairs

- ▶ Discuss curriculum needs with the company
- ▶ Develop the apprenticeship program, if applicable
- ▶ Discuss application requirements for health programs
- ▶ Discuss accreditation requirements of program
- ▶ Discuss the faculty advising process
- ▶ Assignment of a faculty member/chair as the academic contact
 - ▶ Discuss challenges and ongoing needs

Numbers

- ▶ Top Majors
 - ▶ Health Care (Nursing, LPN, Respiratory)
 - ▶ Business
 - ▶ Applied Engineering
 - ▶ Applied Industrial (Machining)
 - ▶ IT Pathways
- ▶ 12 employer led partnerships currently
- ▶ Over 600 students enrolled (credit and non-credit)
 - ▶ 15% minority enrollment (mirrors our service district)

Results

- ▶ **Course Completion** (critical metric for student success/Performance-Based Funding/SSI)
 - ▶ 89% for employer-led partnership students compared to 72% for typical core (non-CCP) students.
 - ▶ For minority students: 74% completion rate for those in employer-led partnerships compared to 67% for typical core (non-CCP) minority students.
- ▶ **Average GPA**
 - ▶ 3.46 for employer-led partnership students compared to 2.65 for typical core (non-CCP) students.
 - ▶ For minority students: 2.74 GPA for students in employer-led partnerships compared to 2.20 GPA for typical core (non-CCP) minority students.
- ▶ **Retention from Spring to Fall, 2020**
 - ▶ 71% for employer-led partnership students compared to 59% for typical core (non-CCP) students.
 - ▶ Minority students in employer-led partnerships were retained at 68% compared to 55% retention of typical core (non-CCP) minority students.

Applied Industrial Partnership

- ▶ Partnership began in 2008
- ▶ Since summer 2017 (5 years):
 - ▶ 317 unduplicated student completers
 - ▶ 916 completions
 - ▶ 213 one-year certificates
 - ▶ 703 CECs
 - ▶ 80 students earned all four credentials (basic precision machining, precision machining operations, conventional machining, and precision machining one-year certificate).
 - ▶ 133 students earned 3 credentials
 - ▶ 39 students earned 2 credentials
 - ▶ 68% of students earned two or more credentials

“Career Launch” Partnership

- ▶ Unique - employer provides wrap around services (child care, pays debt, provides laptop, etc.)
- ▶ Summer 2019-22:
 - ▶ 71 unduplicated students
 - ▶ 10 majors represented
 - ▶ 41% minority
 - ▶ 30% Pell
 - ▶ 50% First Generation
 - ▶ Completions through Summer 2022
 - ▶ 16 completions across 4 majors (AS-General, LPN, Medical Assisting, Respiratory Care)
 - ▶ 19% minority
 - ▶ 50% Pell
 - ▶ 63% First Generation

Questions

