

Successful Strategies for Recruiting and Retaining Underserved Students and Proving the Strategies Work

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HI TEC 2018



Context

- The National Convergence Technology Center is funded by a National Science Foundation (NSF) grant. We are an Advanced Technological Education (ATE) Center, led by Collin College.
- One of the grant goals is the management of a community of practice called the “CCN” (Convergence College Network)
 - 65 institutions in 24 states
 - Connects IT educators with resources to enhance their programs
 - Share best practices and problem-solve as a group

“The Diversity Summit”

- Train teams from the CCN (faculty, advisor, administrator) on best practices to recruit and retain under-served student populations.
- Focus on collecting clear evidence of success. The “so what?” factor.
- Developed customized action plans to pursue for 12 months.
- CTC provided limited expense reimbursements in support of the plans.
- Ultimate goal: show evidence of success and convince their administration to continue funding the strategies on institutional money.

“The Diversity Summit”

- Kicked off with two-day event February 2017
- Nine teams
- Four SMEs in the room, plus three guest speakers from industry
- Presentations, then workshopping their customized action plans



“The Diversity Summit”

- Hosted quarterly cohort web meetings
- Collected quarterly reports
- CTC staff conducted monthly “check in” phone calls to monitor progress
- Final report, followed by an “exit interview” phone call

- Big question: did their numbers improve? Comparing current enrollment and completion numbers to baseline data prior to training.

“The Diversity Summit”

- Customized action plans includes strategies like...
 - High school outreach
 - “In reach” to current students
 - Creating new systems/processes internally – streamline data
 - Student mentors to encourage persistence
 - Updating/revising marketing to focus on inclusion
 - Faculty training and best practice sharing on inclusion

“The Diversity Summit”

- Nine teams
 - Four ended February 2018
 - Five extended through June 2018



“The Diversity Summit”

- Some successes include:
 - 5-point increase female enrollment Spring 2017-Spring 2018
 - Ten additional females completing (comparing 2016 to 2018)
 - Automatic awarding of certificates/diplomas when earned
 - Institutional funding of Pathway Advocate Liaison
 - Innovation in recruiting – development office robo-calls
 - 6-point increase in female student entry-level class completion

“The Diversity Summit”

- Lessons learned
 - Slow ramp-up spring 2017 gave teams little time to recruit for fall 2017
 - Better maybe to do training fall 2016 to allow more time for impact in fall 2017
 - More training on data/evidence collection and the “so what?” principle
 - The concept of baseline data
 - The goal was to grow overall enrollment, not just change the male/female ratio
 - Not significant just to hold an event – need to measure the impact and what happened next
 - Focus groups, end-of-event surveys, longitudinal surveys, track which event attendees actually enrolled

Questions?



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“Diversity Summit” Team Perspectives

Laura Berry, North Arkansas College
Chenchutta Jackson, Volunteer State Community College



North Arkansas College – Diversity Summit Participant 2017-2018

Hi-Tec Forum 2018

PURPOSE OF THE PROJECT

To increase the number of females who enroll and stay in entry level IT courses in Networking and Digital Media during the 2017-18 Academic year.

Specific goals: to increase the number of females who

- (1) enroll in entry level classes,
- (2) successfully complete the entry level classes, and
- (3) return the following semester for additional IT related classes.



GOAL #1

GOAL #1: By September 2017, increase enrollment of females in entry level IT courses (A+ and Intro to Digital Media) from 32% (fall 2016: 9 women, 28 total) to 39% (12 women/31 total).

GOAL #1: Enrollment in A+ and Intro to Digital Media

	Fall 2016			Fall 2017			Target	Status
Course	Females	Males	Total	Females	Males	Total	Females	
A+	3	14	17	5	11	16	12/31 (39%)	Met: 16/33= 48%
Digital Media	6	5	11	11	6	17		
Total	9 (32%)	19 (68%)	28	16 (48%)	17 (52%)	33		

GOAL #2

GOAL #2: By January 2018, increase completion of females in entry level IT (A+ and Intro to Digital Media) courses from 56% (fall 2016: 5 of 9 women earned an A, B, or C) to 75% (9 of 12 by fall 2017).

GOAL #2: Success in A+ and Intro to Digital Media

	Fall 2016			Fall 2017			Target	Status
Course	Females	Males	Total	Females	Males	Total	Females	
A+	1	8	9	4	7	11	9/12 (75%)	Met: 13/16= 81%
Digital Media	4	3	7	9	2	11		
Total	5/9 (56%)	11/19 (58%)	16/28 (57%)	13/16 (81%)	9/17 (53%)	22/33 (67%)		

GOAL #3

GOAL #3: By January 2018, increase retention of females in the IT program – as evidenced by enrollment of fall cohort females in the spring semester follow-up classes Web Design I or Any follow-up Networking course – from 22% (2 of 9) to 33% (4 of 12).

GOAL #3: Retention								
	Fall 16 - Spring 2017			Fall 17 - Spring 2018			Target	Status
	Females	Males	Total	Females	Males	Total	Females	
Enrolled A+ or Dig Media	9	19	28	16	17	33	4/12 (33%)	Met: 7/16= 44%
Succeeded (A-C)	5	11	16	13	9	22		
Continues to Web Design 1 or any Networking courses in spring	2/9 (22%)	8/19 (42%)	10/28 (36%)	7/16 (44%)	8/17 (47%)	15/33 (45%)		



ACTIVITY – Female mentor/instructor

Accomplishment: a new instructor “team taught” the A+ course last fall to

1. serve as a “mentor” to the female students
2. assist the current instructor in methods of teaching to a diverse population.





Accomplishment: this same female instructor is now Cisco “accredited” and will teach the A+ class and oversee a new A+ classroom in fall 2018 .

NOTE: we believe the improved success and retention of women was based, at least in part, on having a female role model in the Networking program.





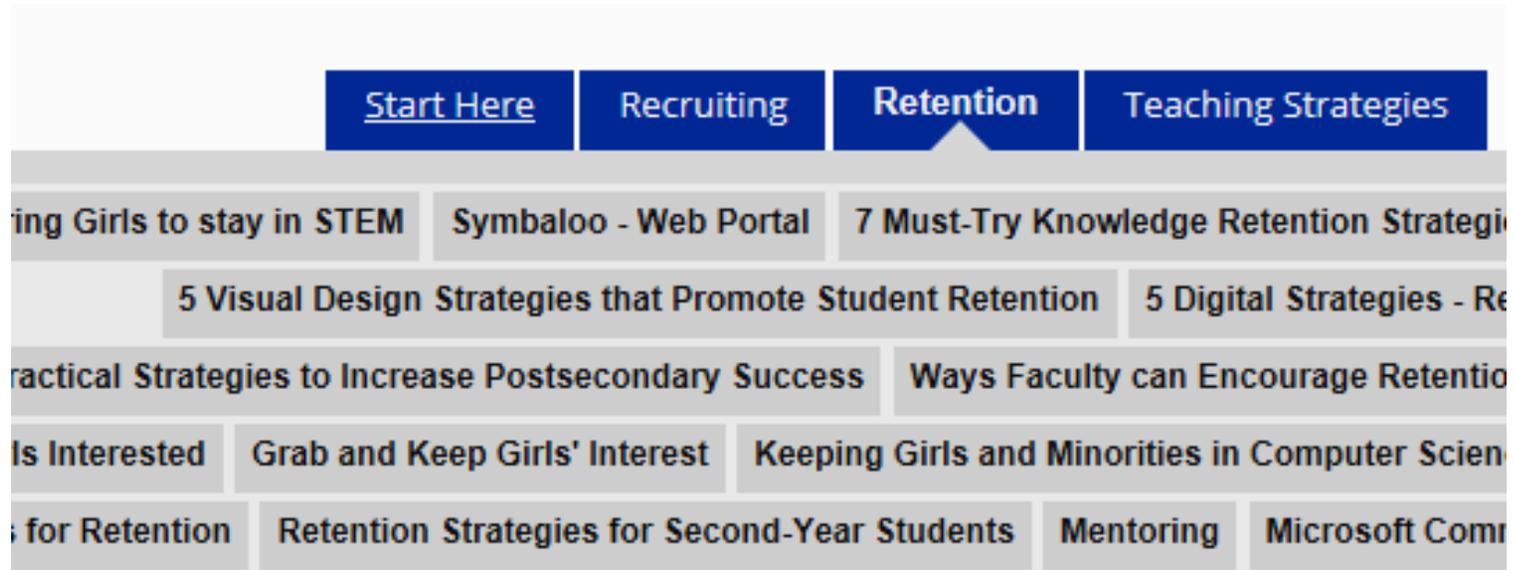
ACTIVITY – Wraparound Support for New Students

Accomplishment: an “academic coach” is providing wraparound academic advising and support to new students



ACTIVITY - Research and identify new teaching strategies for diverse populations.

Accomplishment: Creation of a resource [Livebinder site](#) for recruiting, teaching, and retaining women in IT fields.



[Video Backup](#)



CHALLENGES

- Both intro-level IT instructors were on extended medical leave during the year
- Time commitment:
 - Advising team member unable to provide planned advising. Instead, shared resources with NSF grant to provide wrap-around support.



CHANGES FOR FALL 2018

- Roll out the Livebinder site to a larger campus community
- Increase use of NCWIT (National Center for Women & Information Technology) Resources for recruitment, success, and retention.



SUCSESSES & INSTITUTIONAL COMMITMENTS

- Accomplished the enrollment, success, and retention goals
- Female Business Instructor taking on new IT courses as part of fulltime teaching load
- A new Business faculty member hired for 2018-19 (in-part due to the shift of the existing instructor to IT)
- Additional IT classroom developed, with attention to appearance.
- Met with the President's Cabinet to share results and plans for the fall.





Thank you

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South Campus

1515 Pioneer Drive
Harrison, AR 72601

Center Campus

303 N. Main
Harrison, AR 72601

North Campus

1320 N. Spring Road
Harrison, AR 72601

Carroll County Center

804 West Freeman
Berryville, AR 72616

Please visit us online at www.northark.edu



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Volunteer State Community College- Diversity Summit Participants 2017-2018

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Purpose of the Initiative

To increase the number of female students enrolled in the CIT program during the year of Fall 2016 to Spring 2018

Specific goals: Develop and implement initiatives that focus on

- Recruitment
- Advising
- Mentorship
- Internships
- Retention



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Goal 1

- **Goal #1: Increase female students from 16.5% in Fall 2016 to 20.7% by Spring 2018.**



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Recruitment Activities



TARGET FEMALE STUDENTS FROM THE HEALTH SCIENCE PROGRAM WITH THE ACADEMIC APTITUDE NECESSARY FOR SUCCESS IN THE CIT PROGRAM.



PROVIDE IT INFORMATION SESSIONS OR OPEN HOUSE FOR TN RECONNECT STUDENTS THAT INCREASES THEIR KNOWLEDGE OF CIT AND PROMISING CAREERS IN THE FIELD.



BUILD A BRIDGE AND VISITATION TO LOCAL SCHOOLS IN SUMNER COUNTY TO PROMOTE AND ENCOURAGE HIGH SCHOOL STUDENTS TO CONSIDER CAREERS IN CIT AS WELL AS PURSUE A DEGREE AT VSCC.



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Recruitment Impact

Recruitment Letters	Students Enrolled / Attended Open House
200-300	2 / 5

Information Sessions	Students Enrolled / Attended Information Sessions
2	0 / 3

High School Point of Contacts (POCs)	Number of High School Visits
Sumner County 15	30



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Recruitment Implementation

- High School Visits
 - 30 high school visits were made in Sumner County to promote, encourage and inspire females to enroll in a STEM field: CIT and Cyber.
 - Students were introduced and presented with the latest technology (Ai, Pi, etc.) to stimulate their thoughts on how we use technology today and ways we can change it to impact the future.
 - Presentation of VSCC five concentrations
 - Degrees and careers in CIT



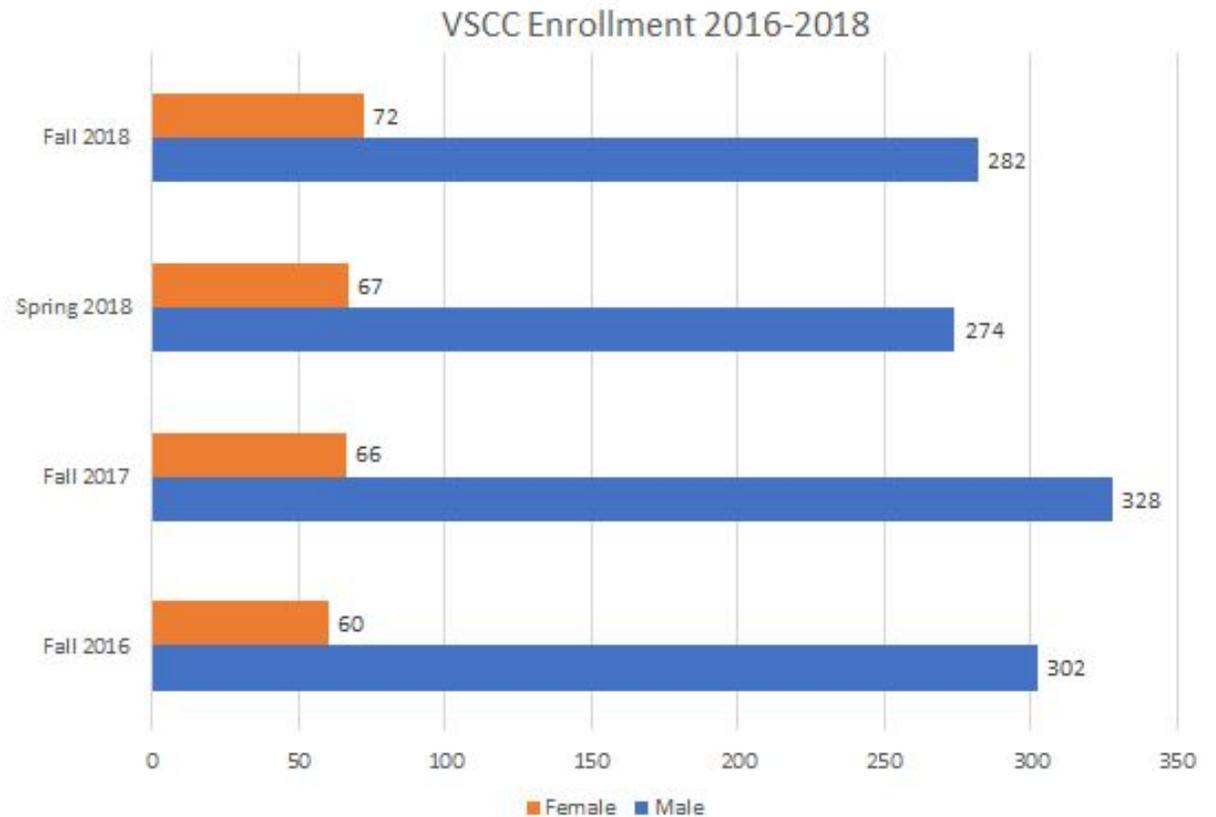
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Enrollment Impact 2016- 2018

Females Percentage
of Enrollment
Increased by 3.7



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Goal 2

- **Goal 2: Increase graduation numbers from 10.4% in Spring 2017 to 13% in Spring 2018.**

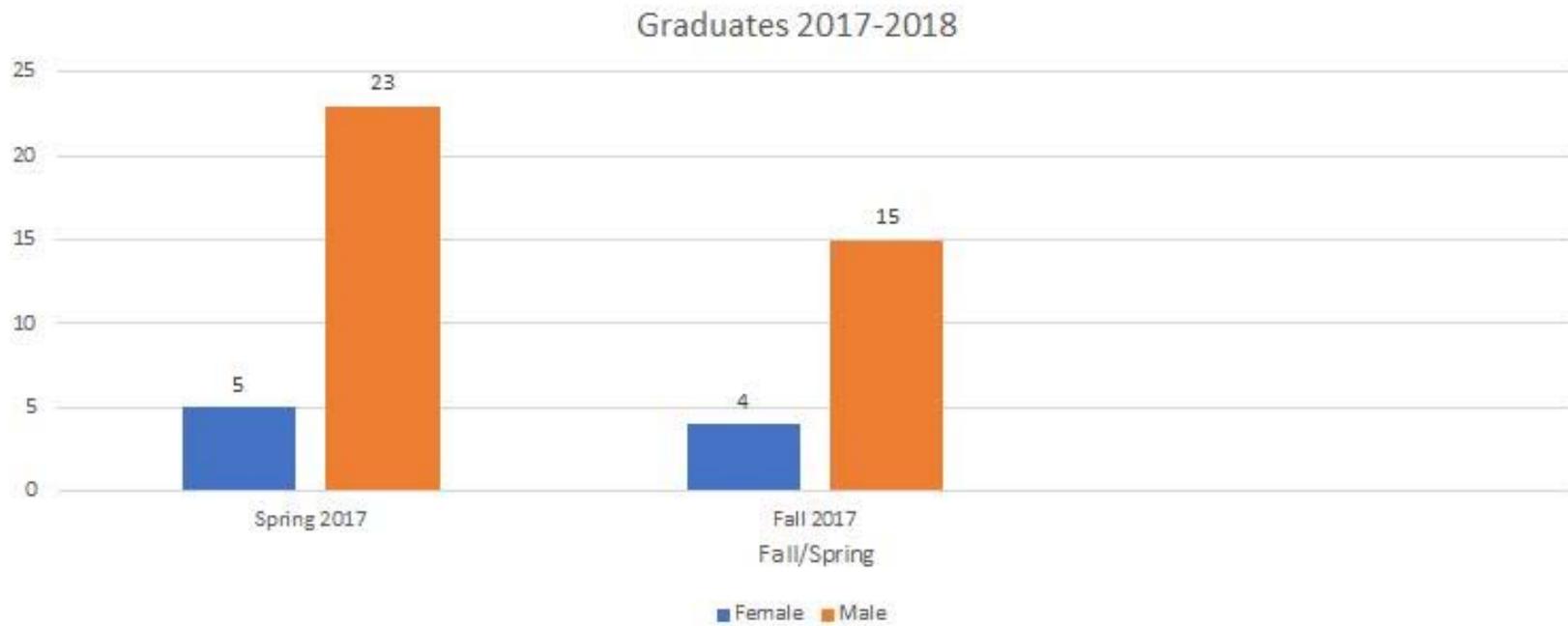


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Graduates



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Initiative Outlook

- At the current time Volunteer State Community College has plans to continue the efforts of the Retention initiative using the College Alert Systems.
- VSCC will continue to provide the Information Sessions component for the Recruitment initiative.
- Dr. George Pimentel, Vice President for Academic Affairs, will continue to be kept in the loop of all efforts. Administration is in full support of all initiatives.



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Challenges



Logistics of Tours: Tech and
Cyber Labs



The efficiency of High School
Visits



Marketing and Promoting



Time, attention, and
resources to complete,
follow-up and close the circle
of initiatives



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