

105<sup>th</sup> AACRAO ANNUAL MEETING

MARCH 31 – APRIL 3, 2019  
LOS ANGELES CONVENTION CENTER ♦ LOS ANGELES, CA



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# Structured On-Boarding: Measuring the Impacts of High-Touch Entry Advising

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Micalah Pieper, Director of Outreach & Entry Services

Monday, April 1, 2019 · 8am-9am · Session ID 1782



Clover Park Technical College

# Learning Outcomes

- Participants will learn how to implement a mandatory, intrusive entry advising model.
- Participants will identify evidenced-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

<b>Gender Identity:</b>	<b>64%</b> (Female) <b>35%</b> (Male) <b>1%</b> (Unspecified)
<b>Race/Ethnicity:</b>	<b>56%</b> (Caucasian) <b>44%</b> (Students of Color)
<b>Median Age:</b>	<b>30</b>
<b>Local Resident:</b>	<b>77%</b>
<b>Student Aid Recipient:</b>	<b>66%</b>
<b>Disability:</b>	<b>8%</b>
<b>Veteran Students:</b>	<b>13%</b>

## Fast Facts

<b>Location:</b>	<b>Lakewood, Washington</b>
<b>Type:</b>	<b>2 Year · Public</b>
<b>Annual Headcount:</b>	<b>7,500</b>
<b>Annual FTE:</b>	<b>4,463</b>
<b>Retention Rate:</b>	<b>66%</b> (Fall to Fall)
<b>Completion Rate:</b>	<b>46%</b> (3-Year)
<b>Career Training:</b>	<b>55%</b>
<b>Community Programs:</b>	<b>21%</b>
<b>Academic Transfer:</b>	<b>14%</b>
<b>Adult Basic Education:</b>	<b>10%</b>

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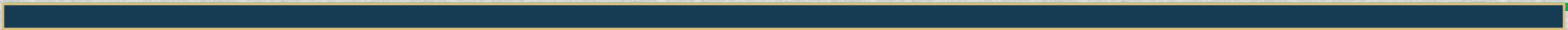
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# Some History & the Problem

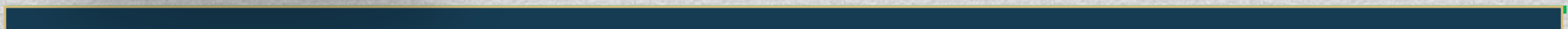




# Old Entry Process



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





# Philosophy & Approach

Proactive Support

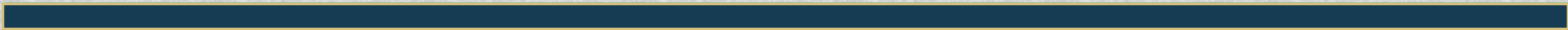
Active Concern

High-Touch

Deliberate



Targeted





# Guided Pathways | Design Principles

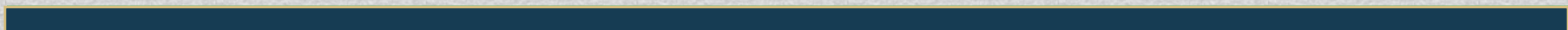
Clarify paths  
to student  
end goals  
(meta-majors)

Help students  
stay on a path  
(advising &  
monitoring)



Help students  
choose and  
enter a pathway  
(onboarding)

Ensure that  
students are  
learning  
(student  
outcomes)



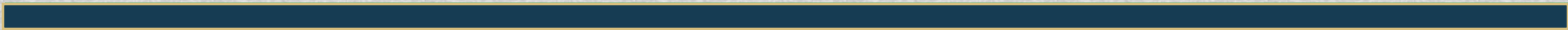
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# The Proposed Solution







# 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



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## 4 Easy Steps



Connect with an  
Entry Specialist

**connect**



Apply for Admission  
& Financial Aid

**apply**



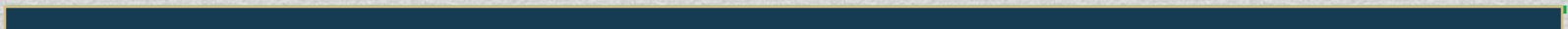
Assess and Review  
Your Placement

**assess**



Register for Classes,  
Tuition, & Books

**register**





# Intake & Referral



Childcare

Disability  
Services

Food  
Resources

Housing

International  
Students

Jobs &  
Work Study

Student Aid &  
Scholarships

Student Life

Transfer Credit

Transportation

Tutoring

Veterans  
Resources

# Initial Appointment | Outcomes

Prospective students will...

- review programs and degree/cert 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



# Follow-Up Appointment | Outcomes

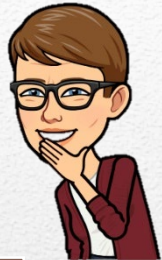
Prospective students will...

- 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



Accuplacer

ACT/SAT  
Scores

CASAS  
Post-Test

College  
Transcripts

Directed Self-  
Placement

High School  
Equivalency  
Exam

High School  
Transcripts

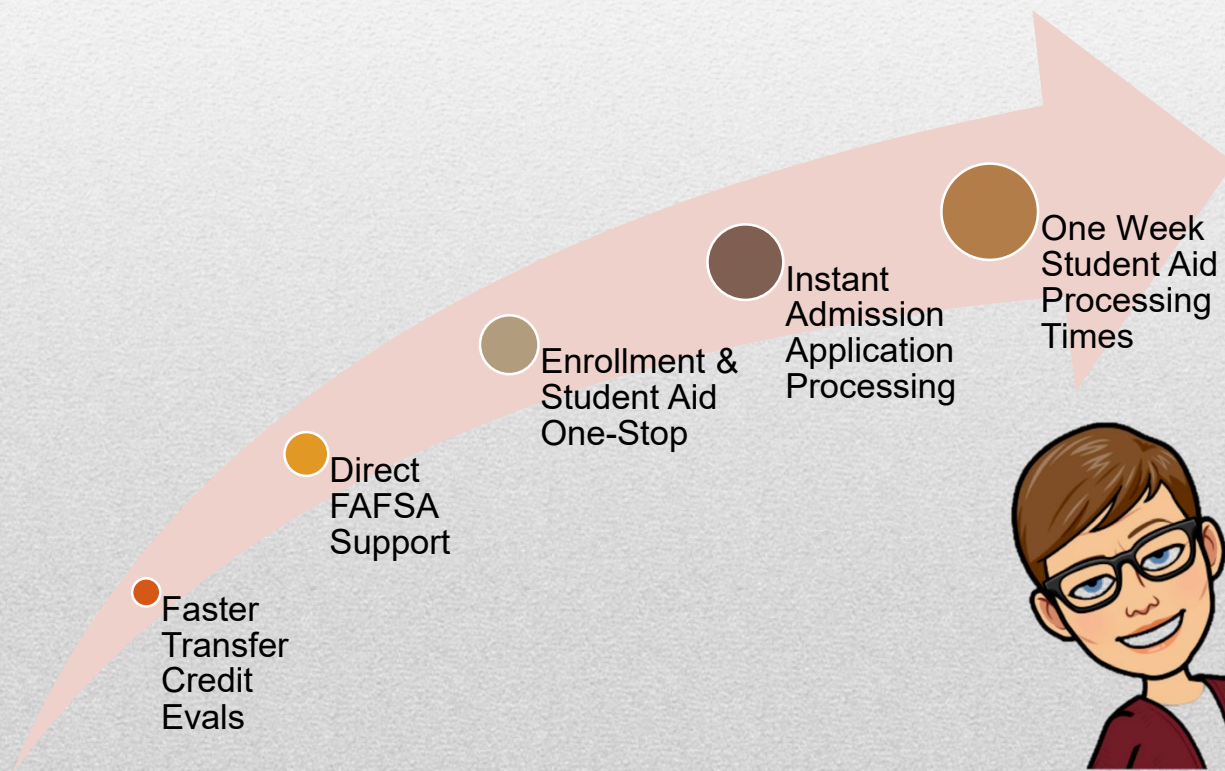
Smarter  
Balanced  
Assessment

Mission Statement: Measures will be varied & innovative,  
fast & free, accurate & stress free for students.

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# Enrollment & Student Aid Realignment



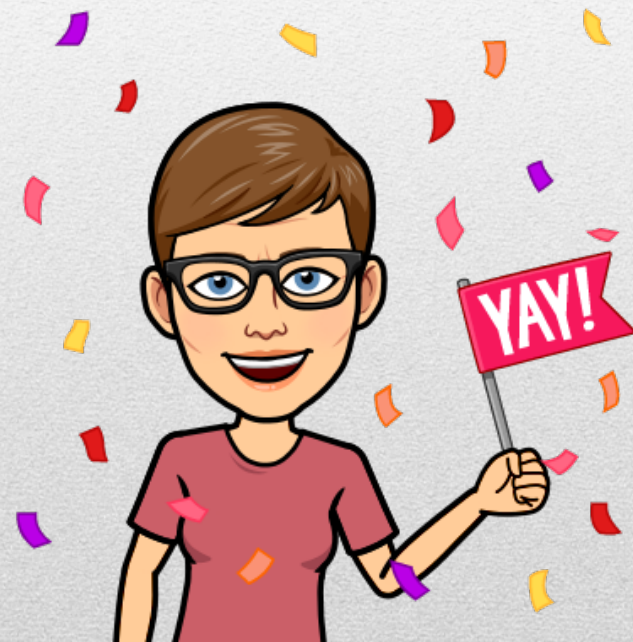
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# The Results --- Student Engagement

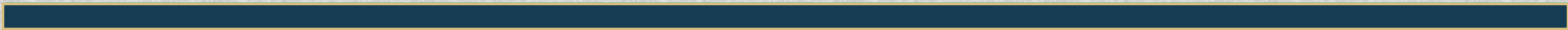
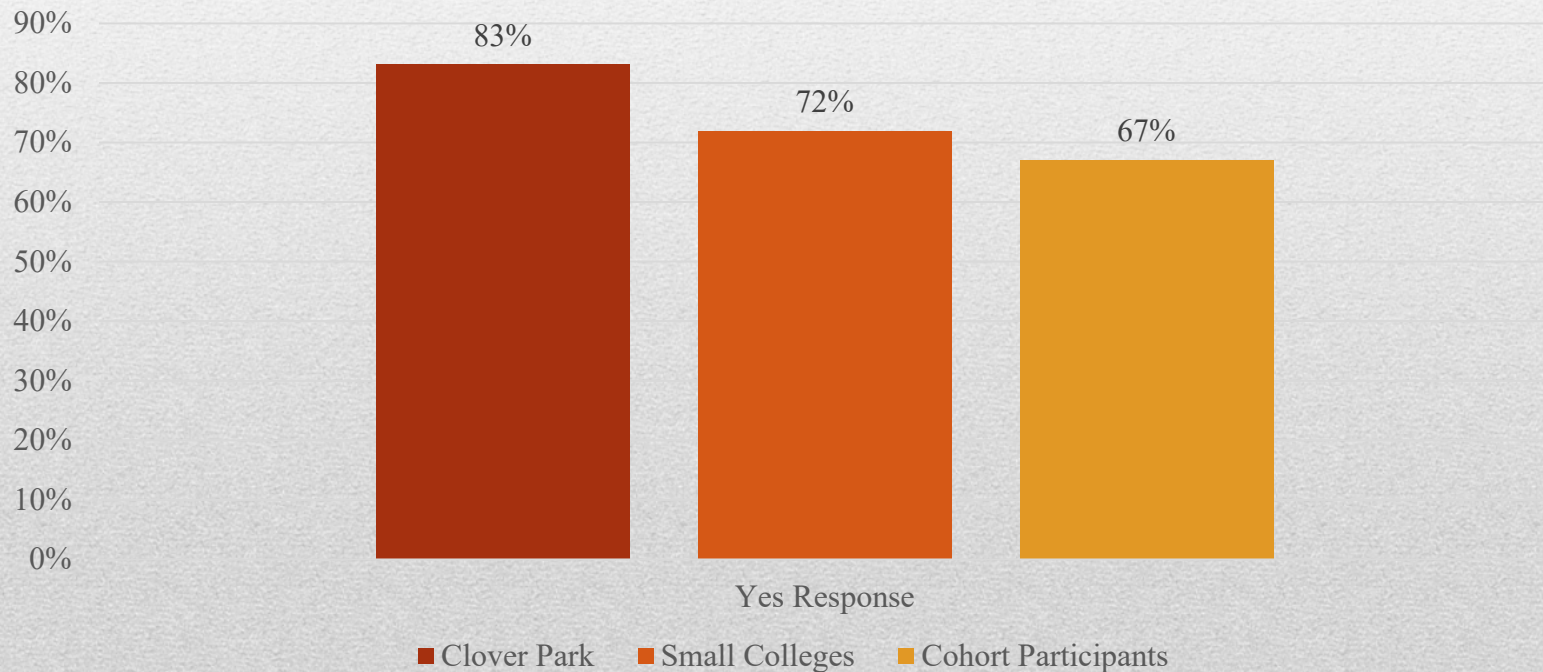






# SENSE Survey Data

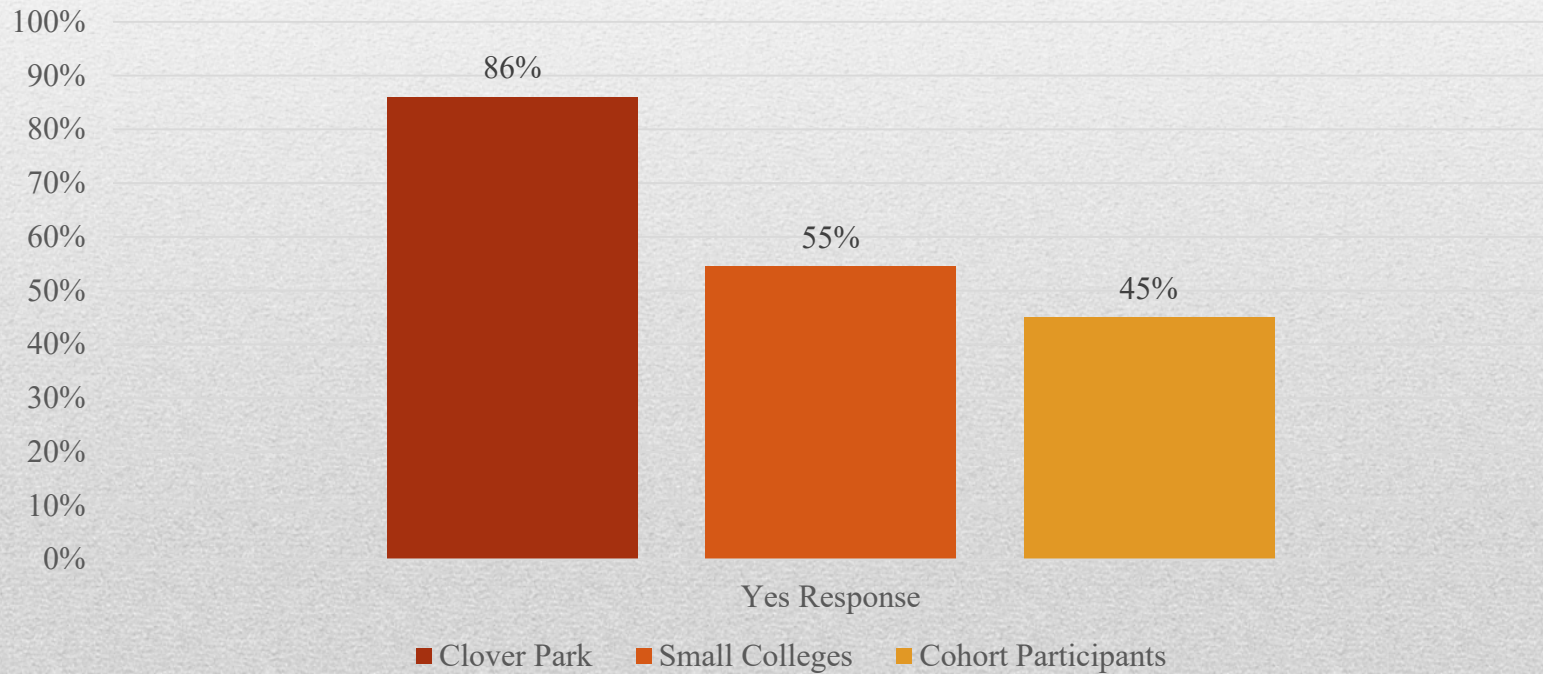
I decided on a job/career path prior to registering for my first term





# SENSE Survey Data

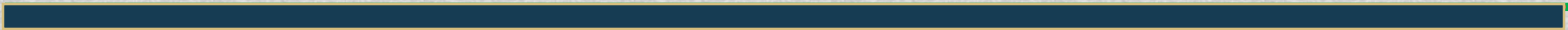
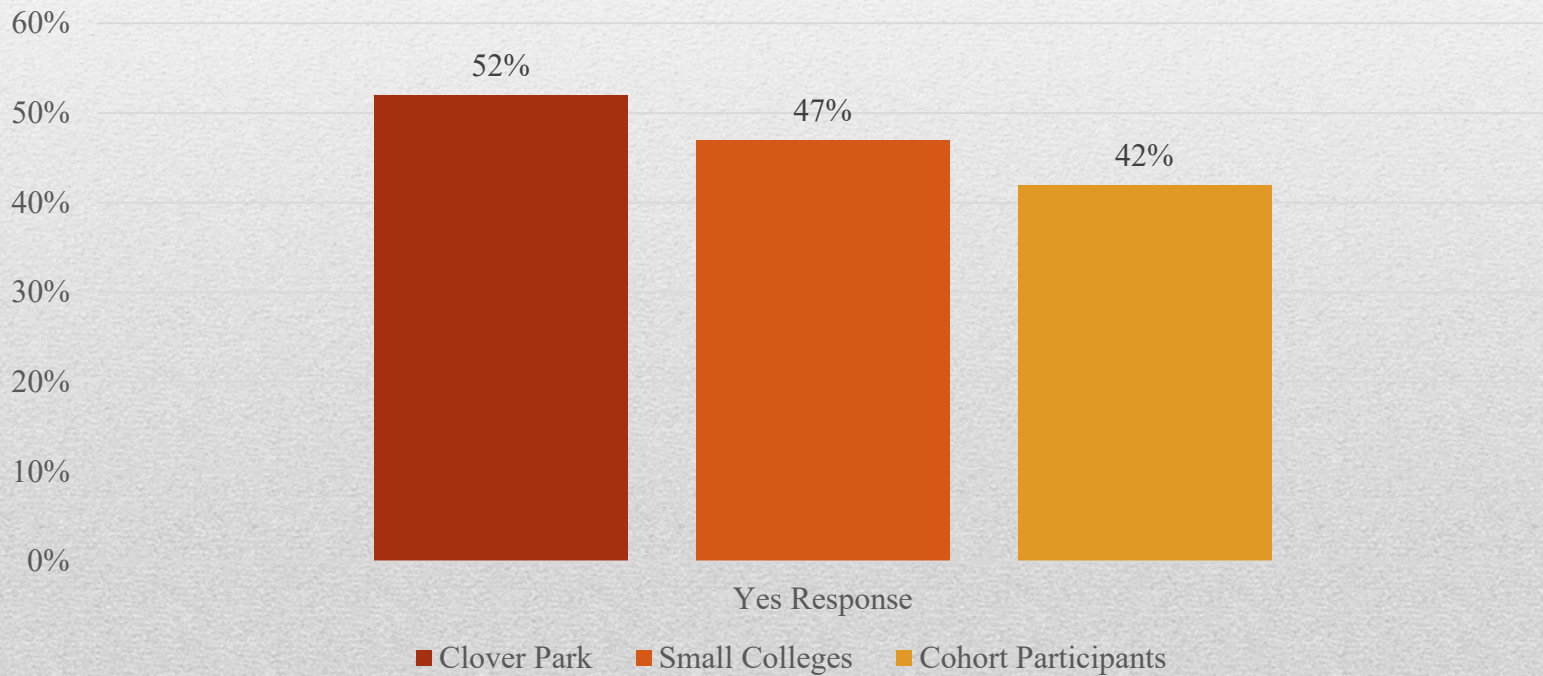
A staff member spoke with me about time required to complete a degree





# SENSE Survey Data

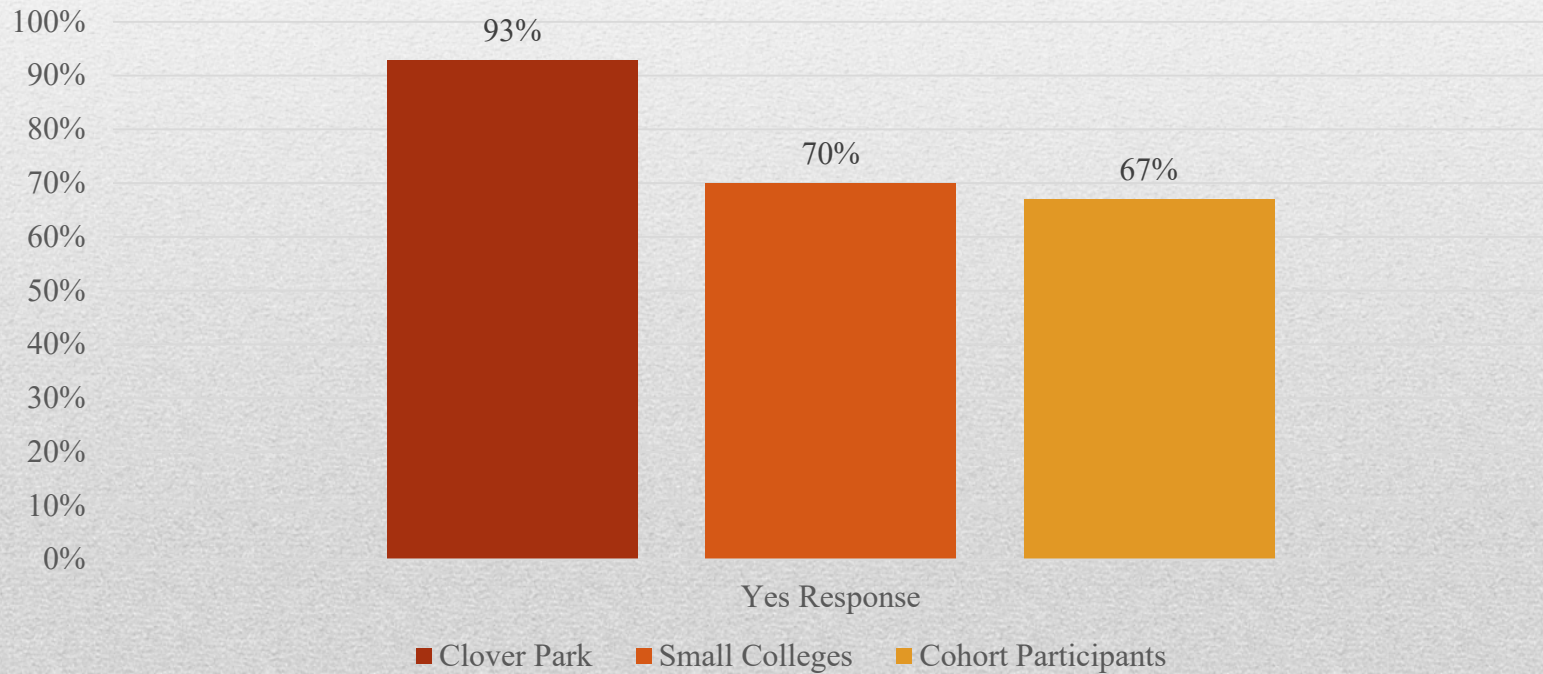
A staff member spoke with me about job prospects in my career pathway.





# SENSE Survey Data

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



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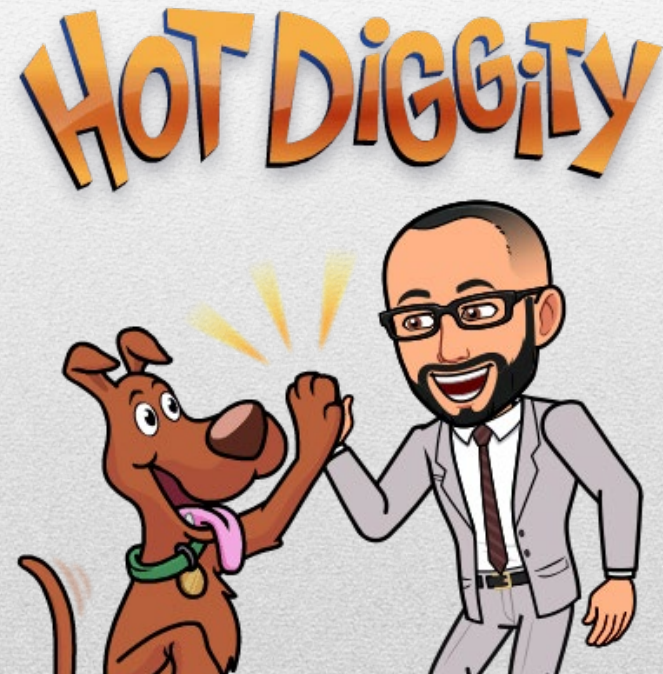
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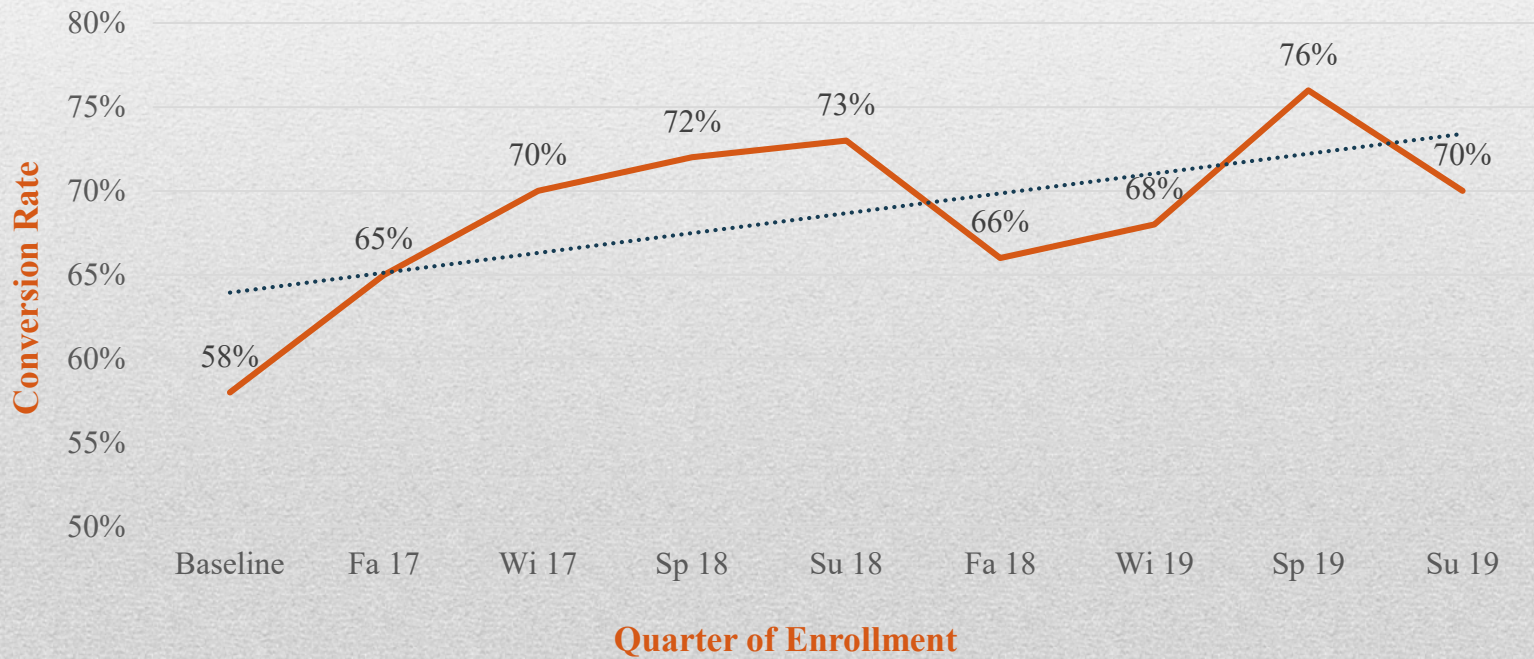
# The Results --- Student Enrollment





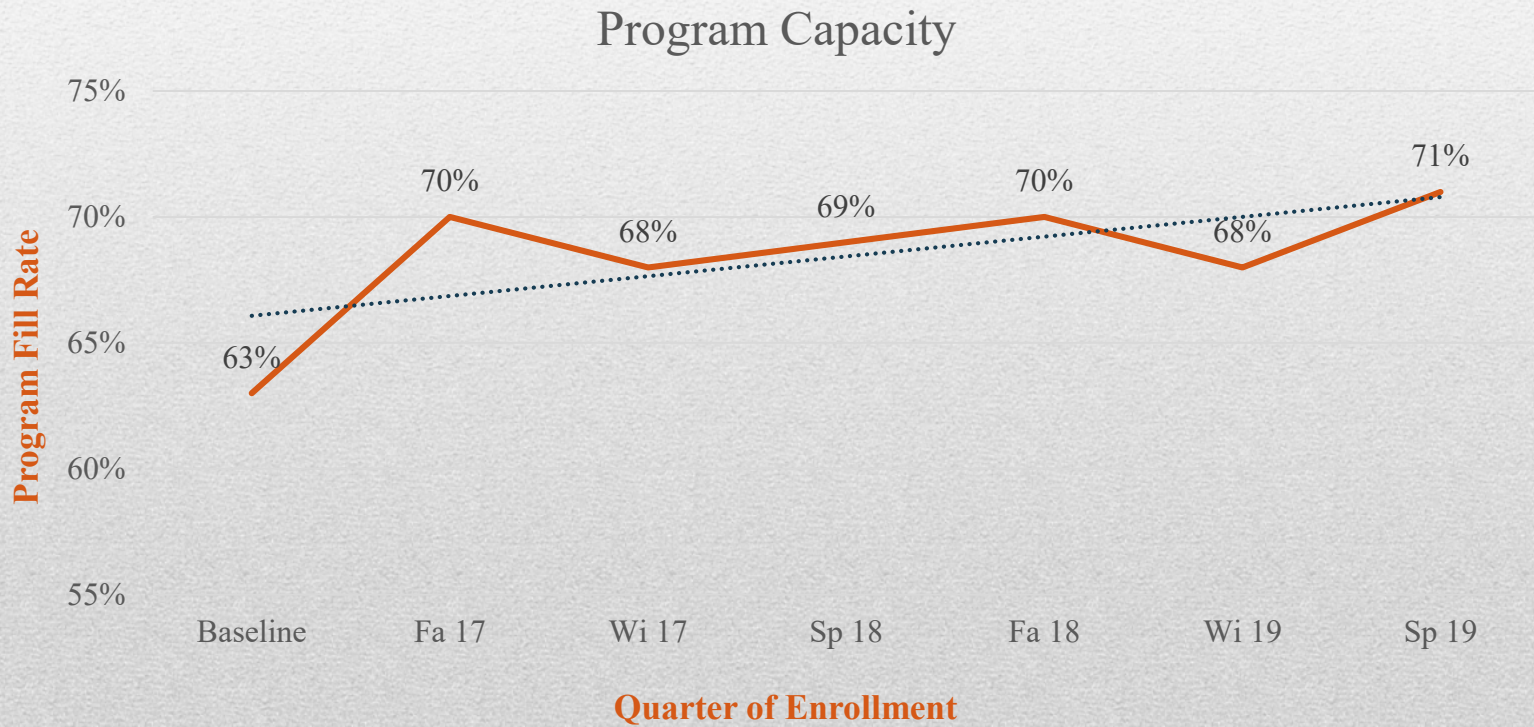
# New Student Conversion Rates

Student Lead to Enrollment



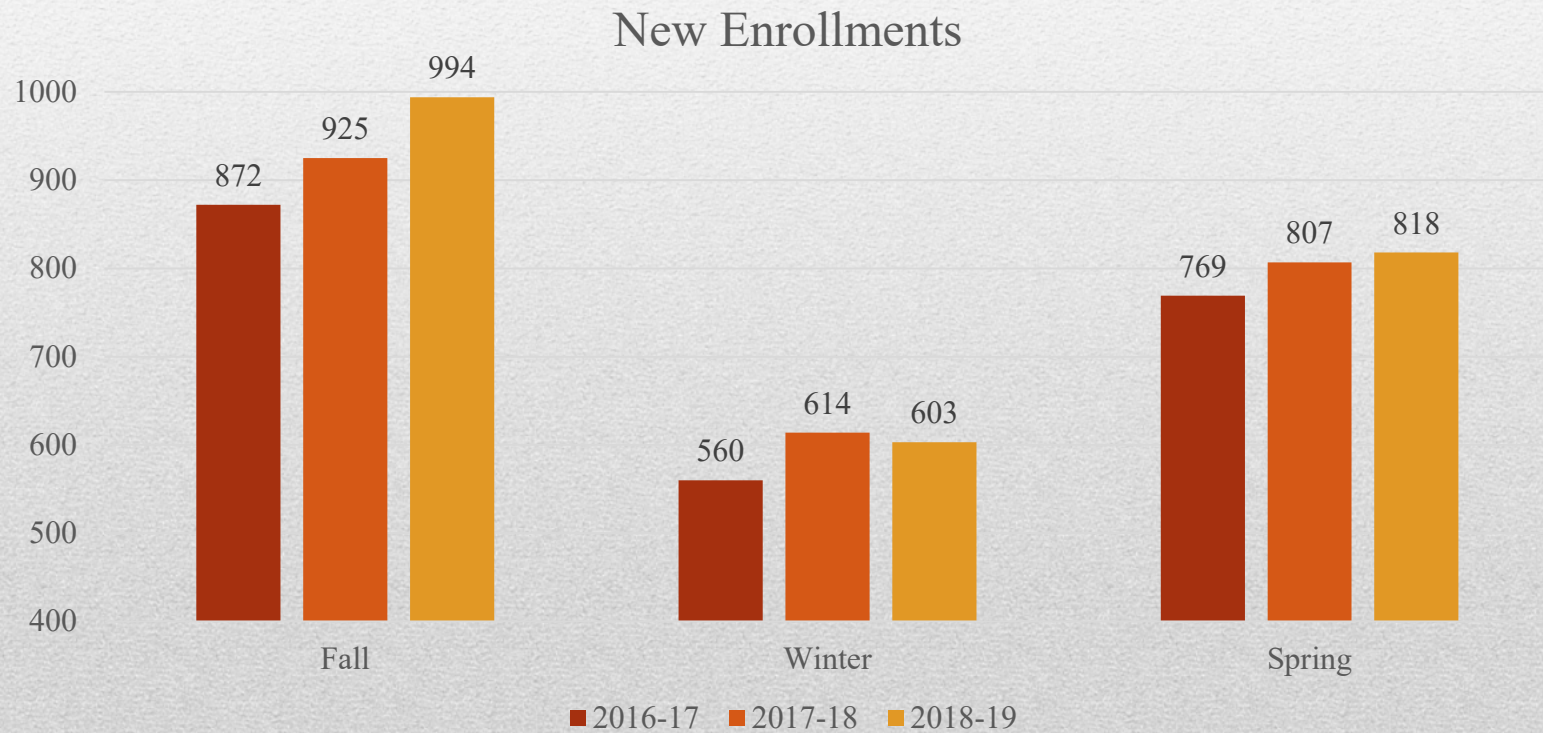


# Career Training Program Fill Rates





# Prospective Student | New Enrollments





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## Next Steps...



Connect with an  
Entry Specialist

**connect**



Apply for Admission  
& Financial Aid

**apply**



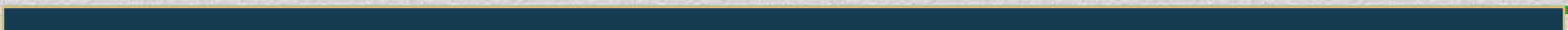
Explore Career  
Pathways

**explore**



Register for Classes  
& Pay Tuition

**register**



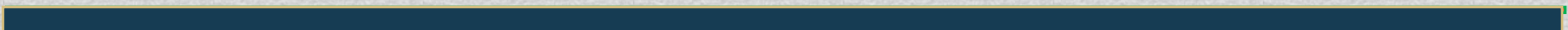
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## Questions?



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# Thank You!

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