

**COMPLETE
COLLEGE
AMERICA**



Purpose First

Dhanfu E. Elston, Ph.D. (*dah-nee-foo*)
Vice President for Strategy, Guided Pathways

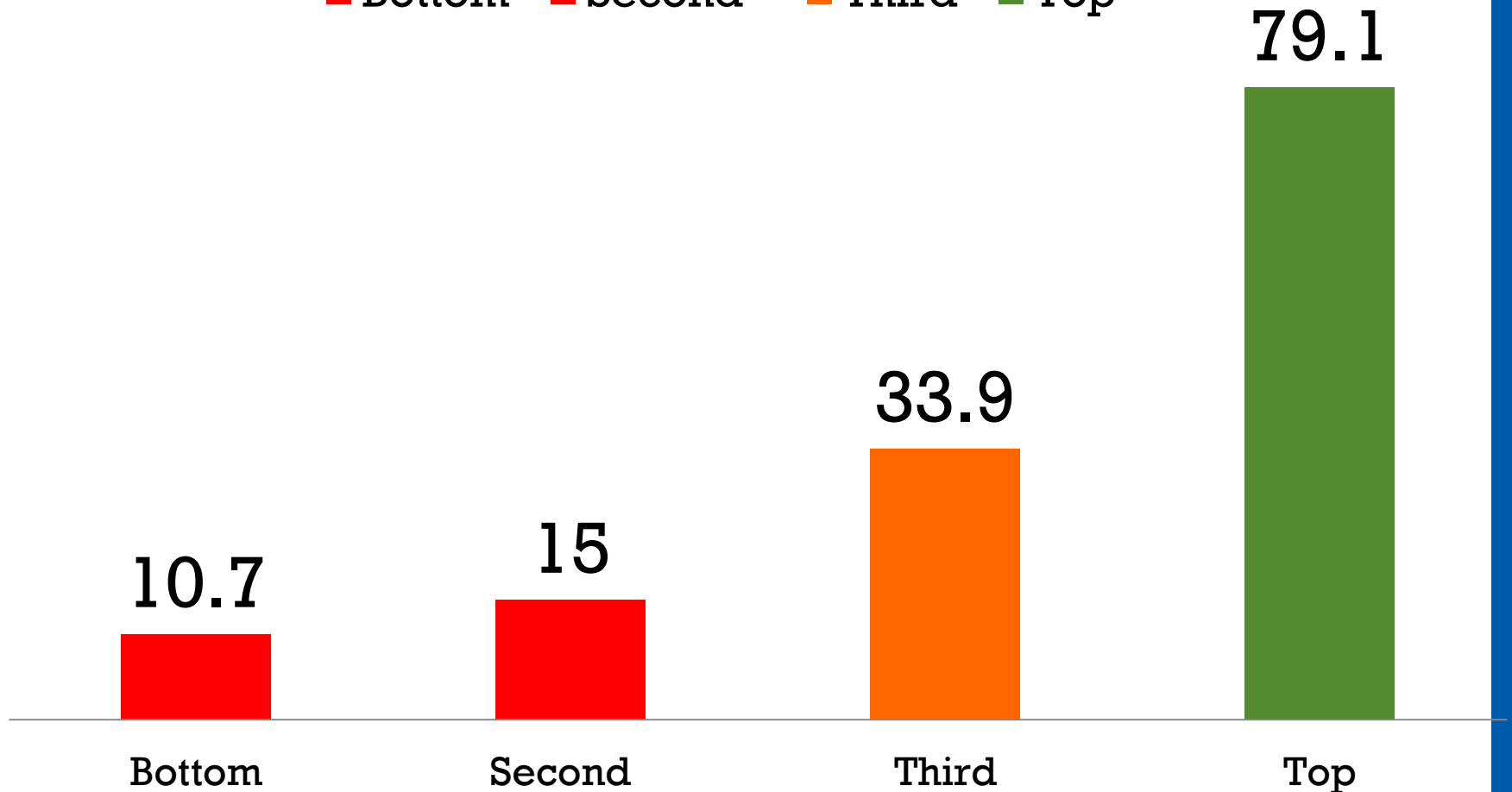


@CompleteCollege
@DrElston

#PurposeFirst

Estimated Bachelor's Degree Attainment by Income Quartile by Age 24

■ Bottom ■ Second ■ Third ■ Top

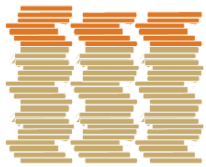


GPS Direct (Guided Pathways to Success)

The BIG Issues



- Uniformed major decisions
- Taking too much time



- Inability to access required courses
- Difficulty with registration



- Excess credits
- Not enough guardrails to prevent poor choices



- Spending too much money
- Not graduating



Keys to Transfer: Math Is Aligned to Majors

Meta-Major

Gateway Math

Humanities
Arts

Quantitative Reasoning

Social Sciences
Health Sciences
Business

Statistics/Modeling

Technical
Certificate
Programs

Technical Math

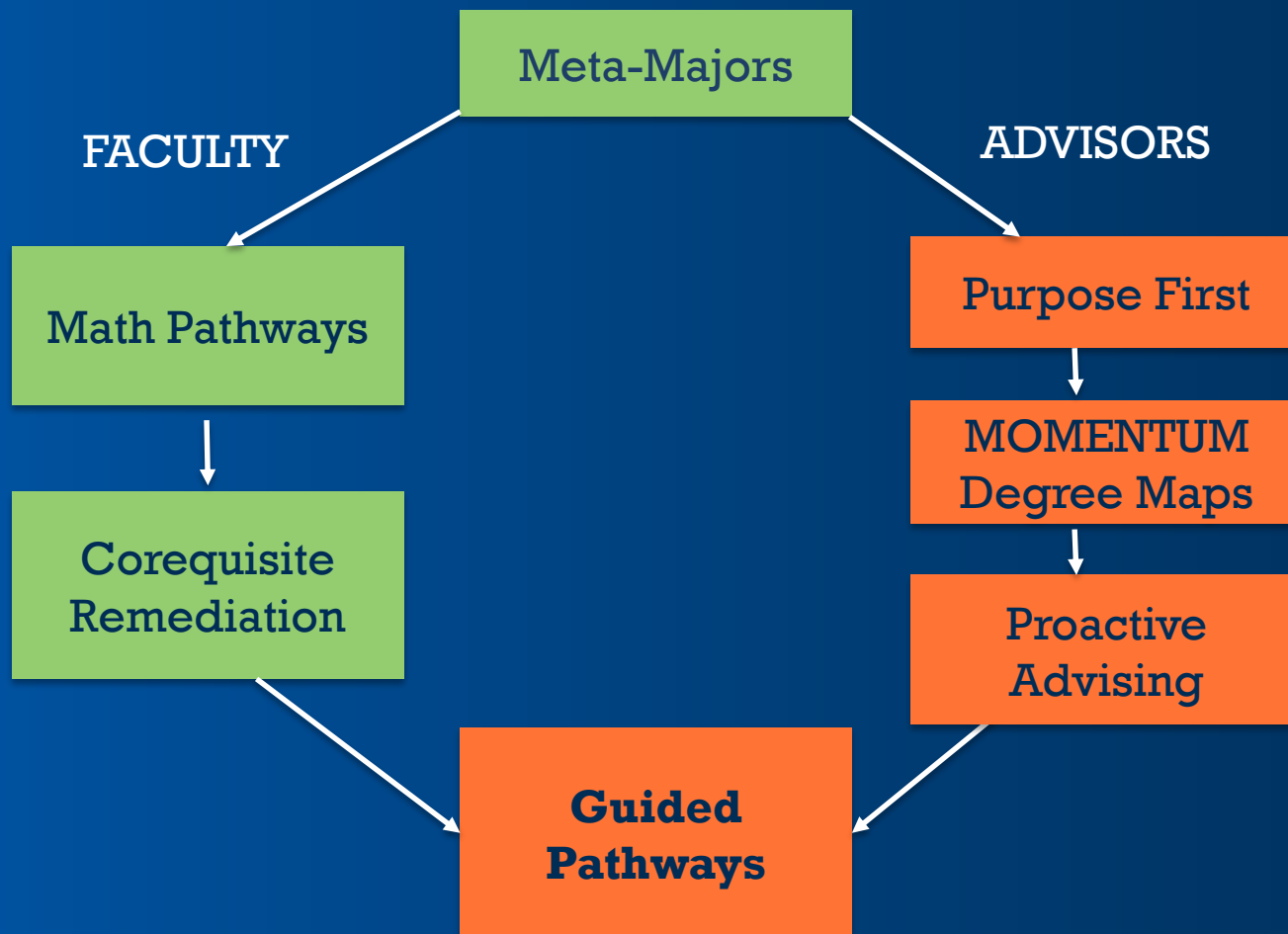
Engineering
Hard Sciences

**College Algebra/Pre-Calc/
Calculus**

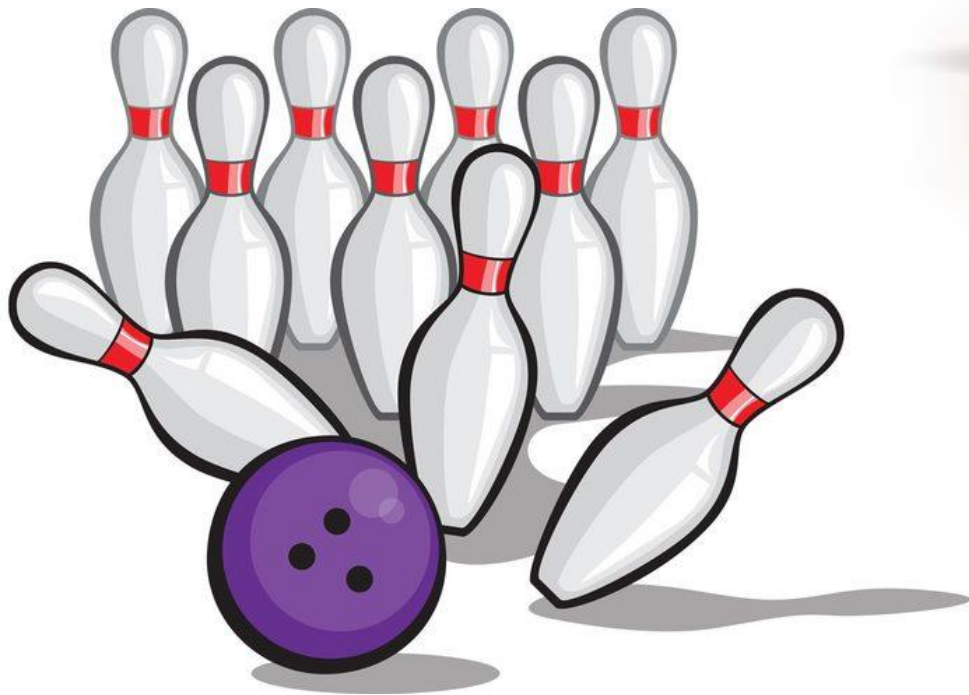
Students have
quantitative
skills that are

- ✓ Relevant to their Career
- ✓ Necessary in a Data-Driven Society

The Game Changer Sequence in Colorado



$$p = mv$$



STUDENT MOMENTUM



In the first year of enrollment, students who. . .

- Enter a Program of Study
- Complete Math and English Gateway Courses
- Complete 9 Program Credits
- Earn 30 Credits in First Year

. . . Are far more likely to graduate.



GAME CHANGER

GPS: Direct

#GPSDirect





36% would choose a
different major

**DO
THIS**

GPS: Essential Components



1. Purpose First: Informed Choice & Meta-Majors



2. Academic Maps w/ Critical Path Courses & Aligned Math



3. Default “One-Click” Registration



4. Proactive Advising

Assist students in identifying a sense of career purpose prior to making their “BIG” major decision

What Most Students Experience Now

Placement Exam

Academic Advising

Before

At Enrollment

During College

Last Semester

**Career Interest
Assessment (maybe)**

**Not Much
At All**

**Resume & Job
Search Help
(Panic)**



...a disconnected set of tools and services

What Our Research (And Common Sense) Suggests Would Be Better

Before At Enrollment During College Last Semester

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.

Success

... 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**

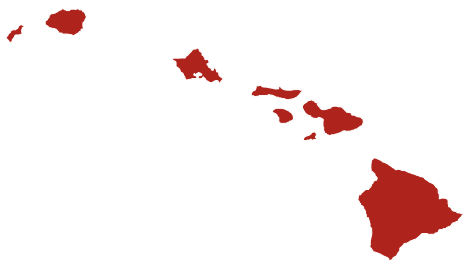
Commitments by Participating States

- 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

Participating States



25+ Campuses



Purpose First Quantitative Outcomes

For Each Meta Major Category

Number of students enrolled in a major or meta major within 1 year

Number of students who complete 30+ credits within 1 year

Number of students with at least 9 credits associated with program of study after 1 Year

Number of students who change their major after the end of the 1st year

GPA or Level of Academic Standing by meta major in the first year

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**

Purpose First – CORE PRINCIPLES

- 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**.

Strategic Partnerships

- American Association of College Registrars and Admissions Officers (AACRAO)
- National Association of College Employers (NACE)
- National Career Development Association (NCDA)
- NACADA: Global Advising Community
 - Content Experts
 - Attending In-state institutes
 - Shared involvement in development and dissemination of Product

PURPOSE FIRST

High-Impact Practices Publication

DEFINE THE PROBLEM

THE ASPIRATION

LAY OUT THE PRACTICES

Statements of Principle

Exemplar Implementations

Supporting Documents/Research

PURPOSE FIRST

High-Impact Practices Publication

Higher education should be a launching pad, not simply a gateway, to a meaningful career, empowering students with the knowledge to make good decisions and the tools needed for success.

- Labor-Market Data
- Technology to Empower Intentional Exploration
- Documentation that Provides Robust Information on Majors and Career Prospects



IUPUI



**GPS
DIRECT**

COMPLETE COLLEGE AMERICA

2016 SEAL OF APPROVAL AWARD

Technology Seal of Approval

■ **Year #1 – 2016**

- Default students onto their chosen degree map
- Easy integration of the registration process and software
- Mechanisms for ongoing monitoring and reporting for when students get off track.

■ **Year #2 - 2017**

- Proactive Advising
- Informed Choice of Major

Seal of Approval – Year 2

- Intake form or process to assist with alignment to majors, course load, etc
- Academic/non-academic assessments collected and included with the user profile
- Align skills, experience, goals and proficiencies to major recommendations and selection
- Career and job opportunity data presented to students when selecting a major
- Counseling incorporated into advising for career readiness
- Exploration and skill-building built into planning and learning opportunities
- Calculate the cost of completing a degree, including costs for current and change of major.



Welcome to Career Coach

Discover majors and in-demand careers and education based on your interests!

Take Career Assessment

Take a Career Assessment to learn about yourself and Career Coach will give you career suggestions based on your interests.

Take the Assessment

Explore Careers

Browse careers and we will give you relevant data on wages, employment, and the training you need.

Explore Careers

Explore Programs

Explore the available programs that lead to the career you want.

Explore Programs

Have a military background?

Find your Military Occupation Code to find similar civilian careers. [Get Started](#)



Registered Nurses

Overview About Wages Employment Job Postings

\$76,342

Median Salary

New workers start around \$51,118. Normal pay is \$76,342 per year. Highly experienced workers can earn up to \$120,080.

24,209

Job postings in the last six months

In the last six months companies have posted 24,209 jobs for this career.



Selected Region

Available Programs



PURPOSE FIRST

Telling Your #PurposeFirst Stories





JAN SMITH

Vice President of Academic Affairs, *University of Texas*
Austin, Texas



BILL ANDERSON

Vice Chancellor for Educational Access and Success, *Colorado Community College System*
Boulder, Colorado



SARAH ADAMS

Director, California Acceleration Project; *English Faculty, Chabot College*
Hayward, CA



JOHN COOK

Senior Vice President and Provost, *Ivy Tech Community College System*
Indianapolis, Indiana



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Vice Chancellor for Educational Access and Success, *Colorado Community College System*
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COMPLETE COLLEGE AMERICA

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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