Implementation and Outcomes of Credit Momentum Campaigns at Three Distinct Universities

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Overview of MSU Undergraduates



14 UN Degree Granting Colleges



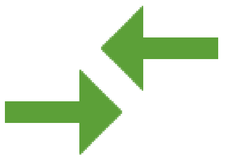
177 Majors



39,000 UN Students

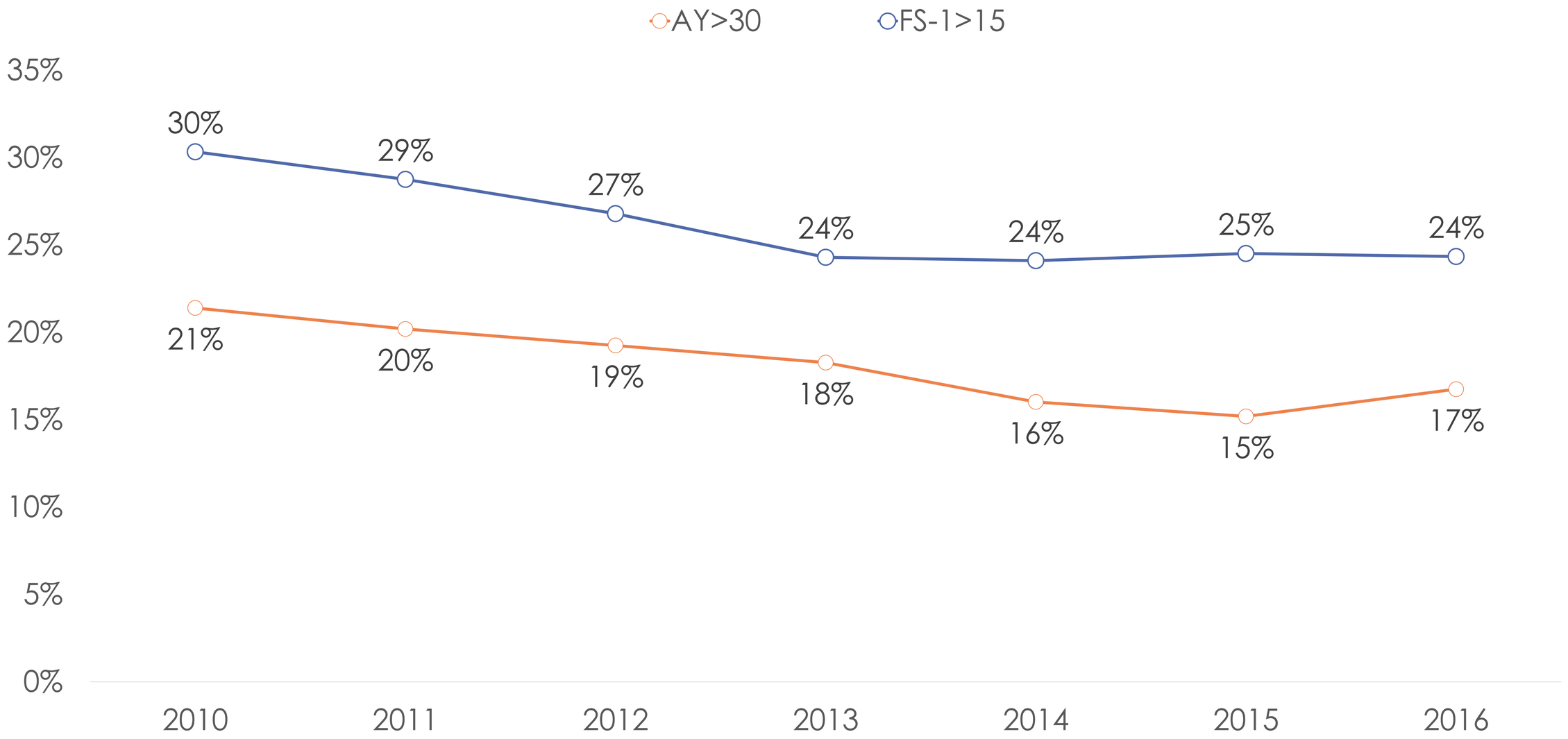


Average TTD= 4.1 6-YR Graduation Rate->78%

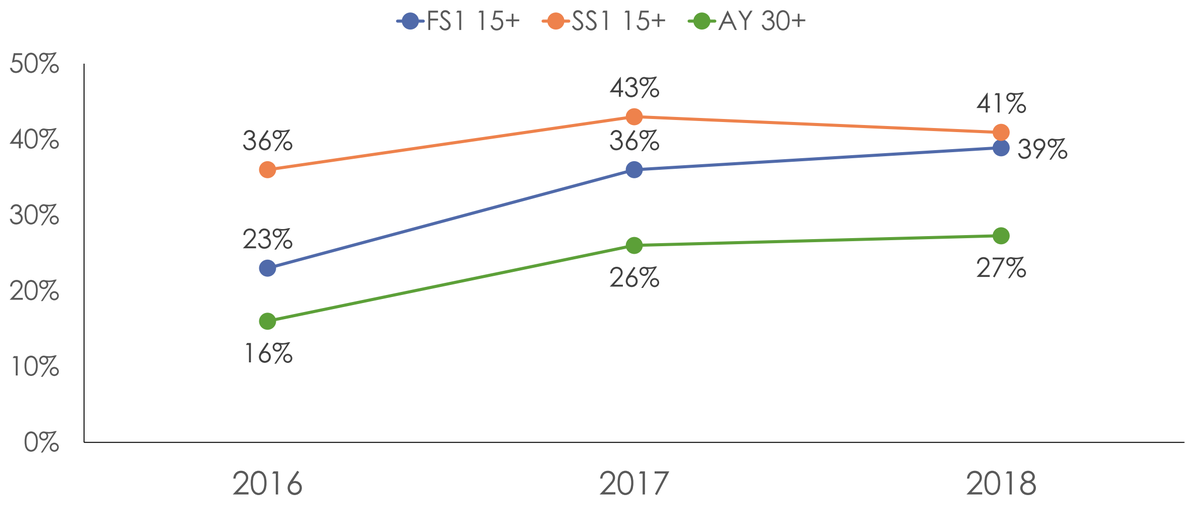


60% Change College

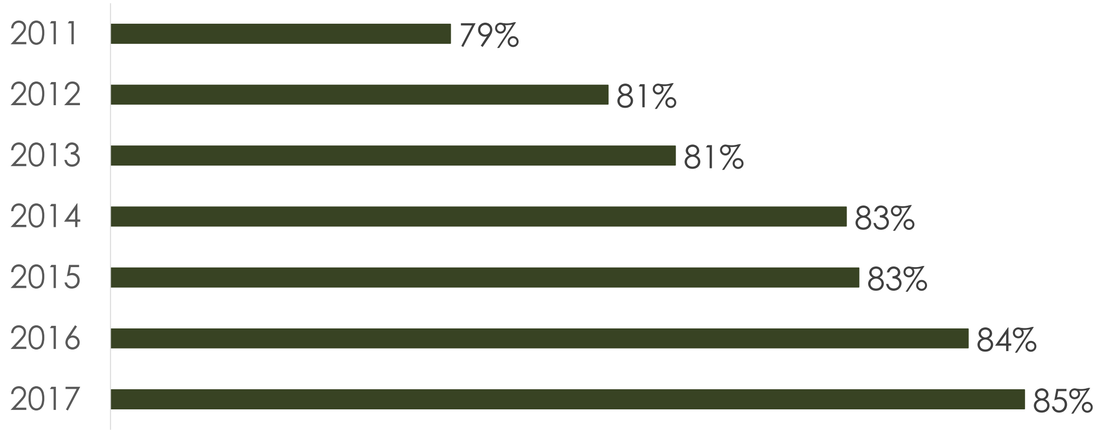
Reason for Credit Momentum Campaign



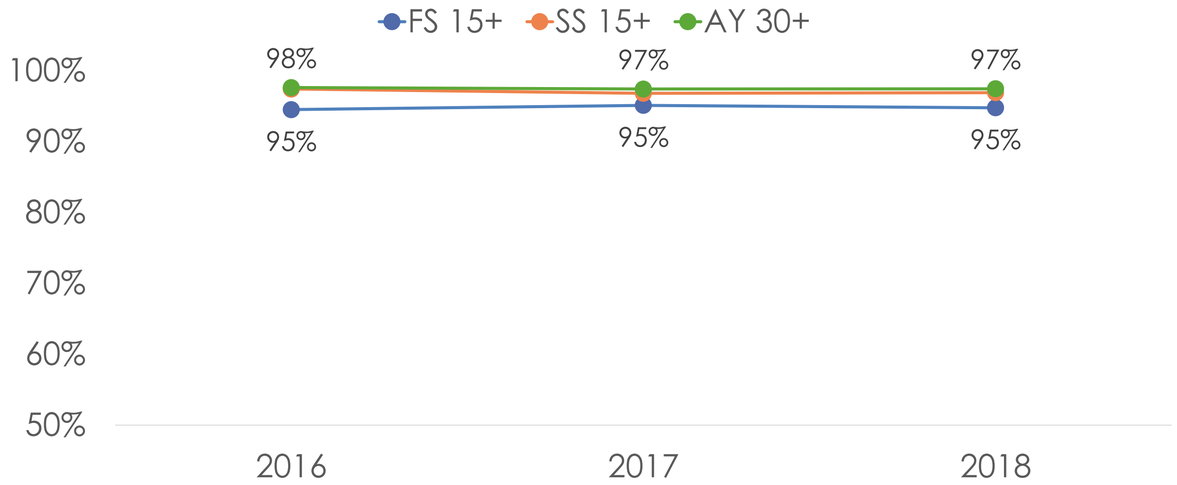
Result of Credit Momentum Campaign: UN-FTIACs attempting:



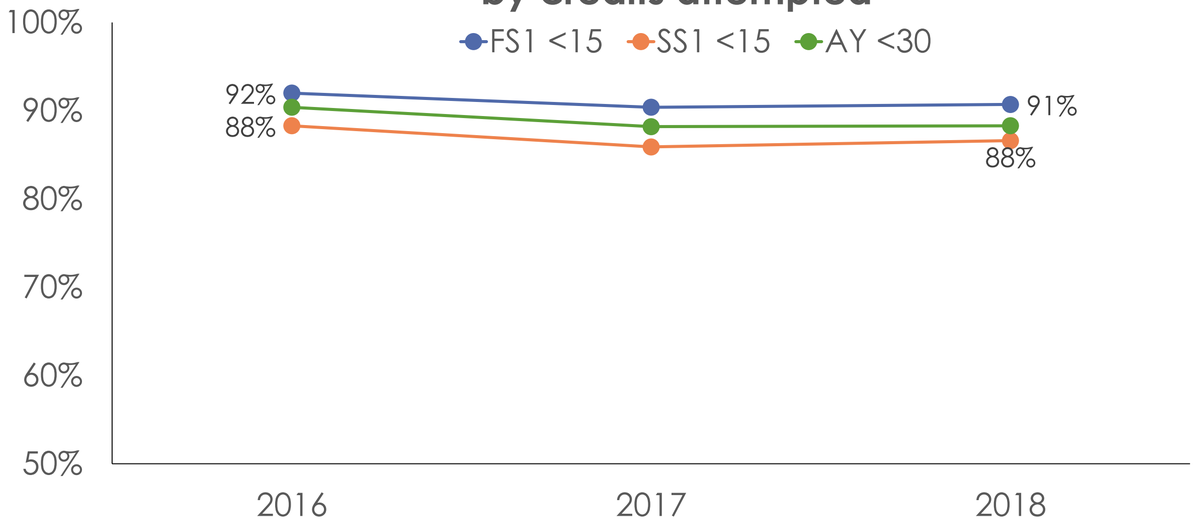
Result of Credit Momentum Campaign: An increase in proportion of students returning as sophomores



Proportion of students in good academic standing by credits attempted



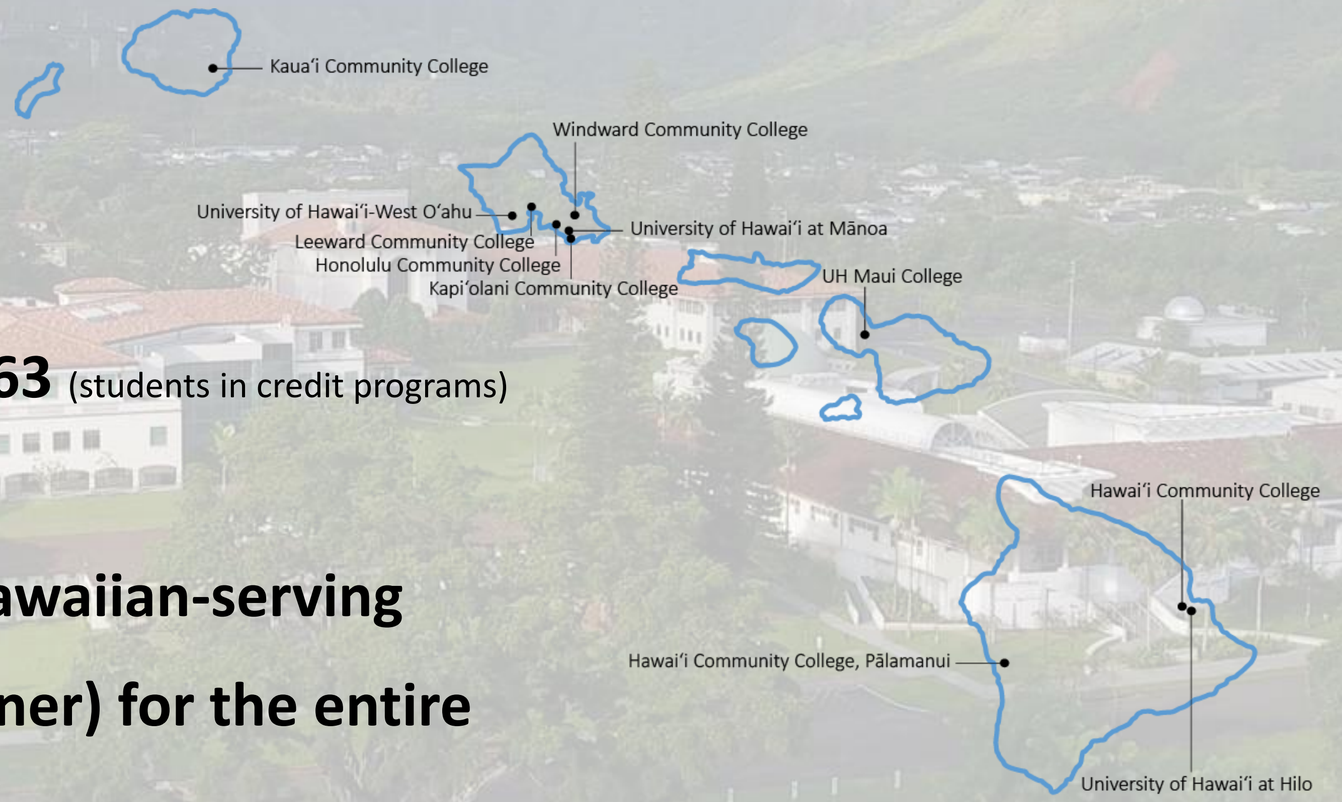
Proportion of students in good academic standing by credits attempted



Institutional Research
Office of Planning and Budgets
MICHIGAN STATE UNIVERSITY

UNIVERSITY of HAWAI'I®
SYSTEM

- **Ten campuses:**
  - One research/doctoral
  - Two baccalaureate
  - Seven community colleges
- **Fall 2018 headcount enrollment: 51,063** (students in credit programs)
- **No majority ethnic/racial group**
- **Every campus designated as Native Hawaiian-serving**
- **One student information system (Banner) for the entire institution**



Leveraging HGI strategies

Program check sheet

2011

Examine data and set the stage

2012

Launch media campaign

Semester-by-semester academic maps

Recalculating STAR-GPS

2013-15

Solidify message, Policy changes

Registration via STAR-GPS

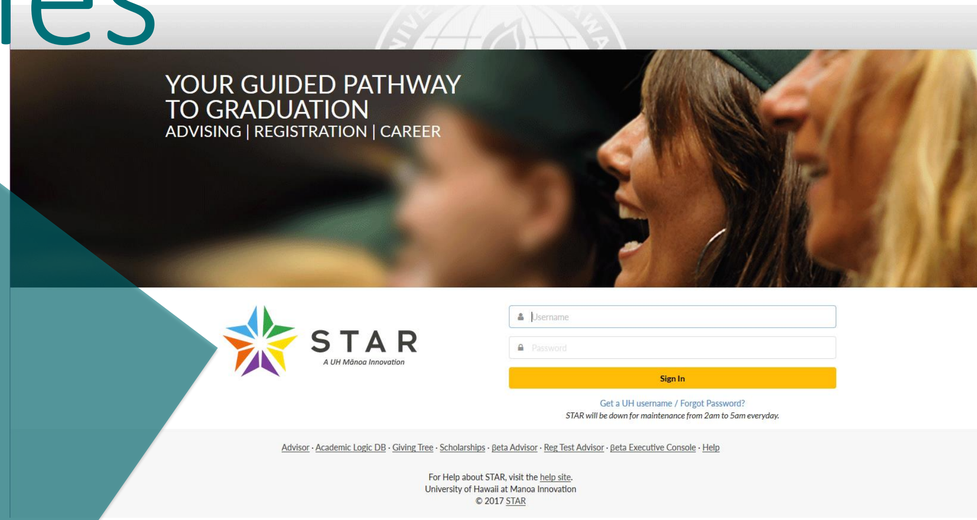
2016-17

The Right 15

Integrate career information

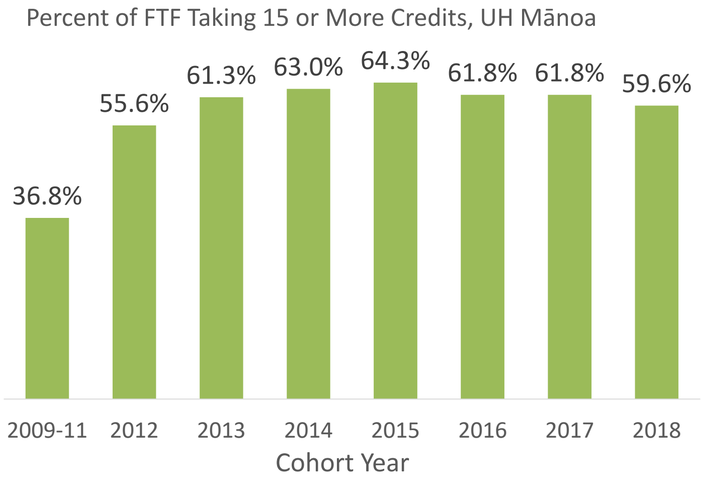
2017-18

The Momentum Year

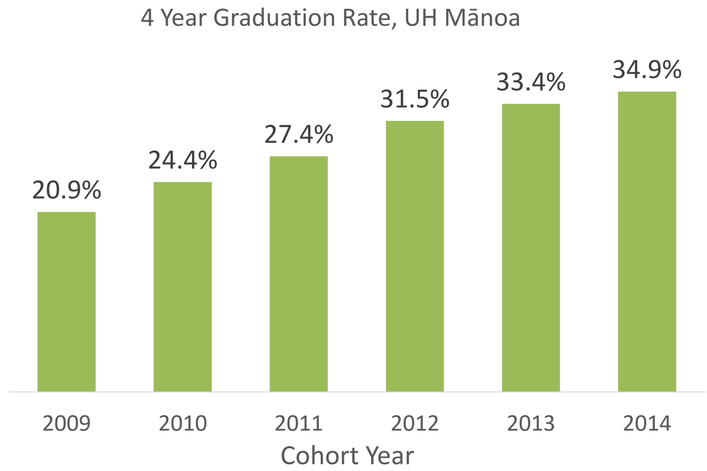


Key Findings

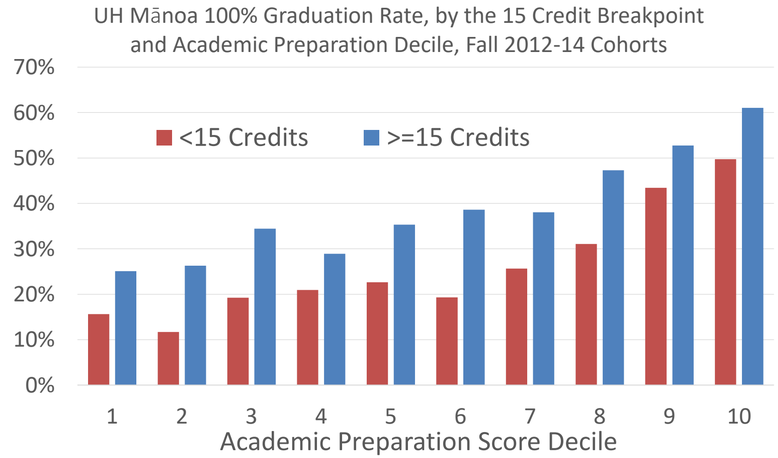
More First-Time Freshmen took 15+ credits following the *15 to Finish* Campaign in Fall 2012



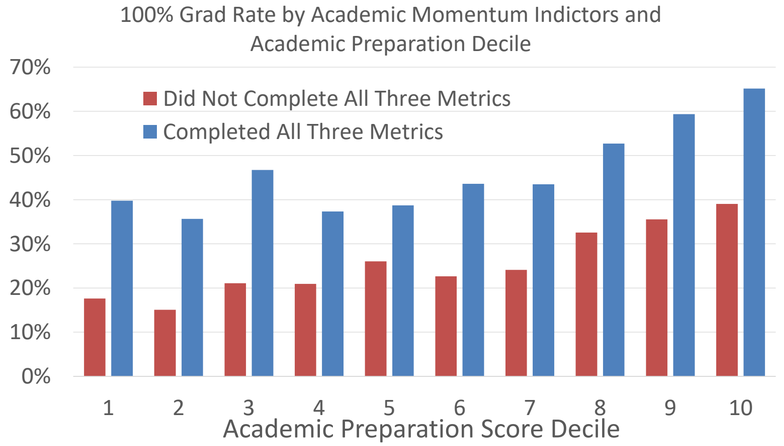
100% graduation rates continued to improve after the campaign



Students who take 15 or more credits in the first fall semester do better at all levels of academic preparation



Even better results are shown for those students completing the three Academic Momentum Indicators



Three Factors:

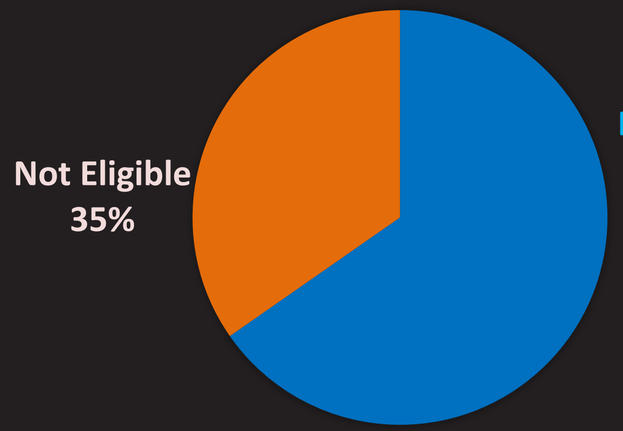
- Attempted 30 credits in first academic year;
- Completed college level English and Math in first academic year;
- Declared a major in the first academic year.

< 3 Factors means that student did not complete all three factors (but may have completed some).

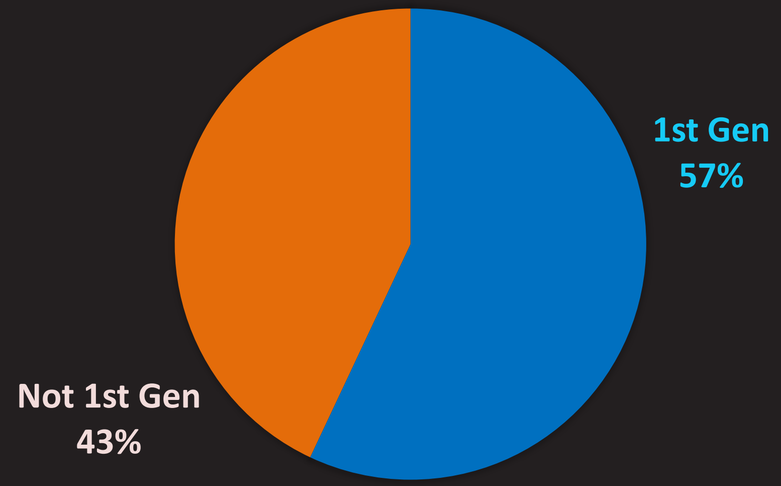
CAL STATE LA

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

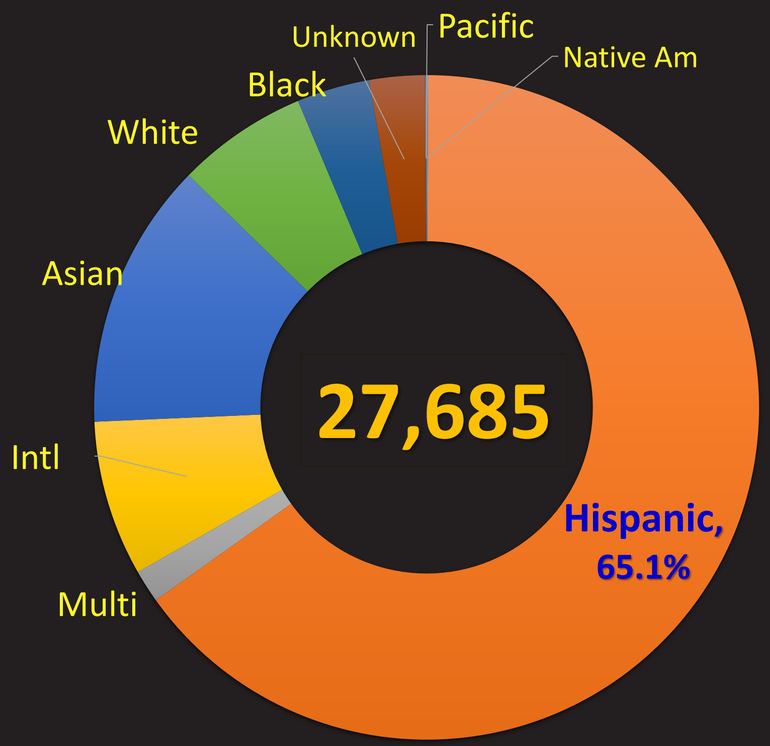
PELL ELIGIBILITY



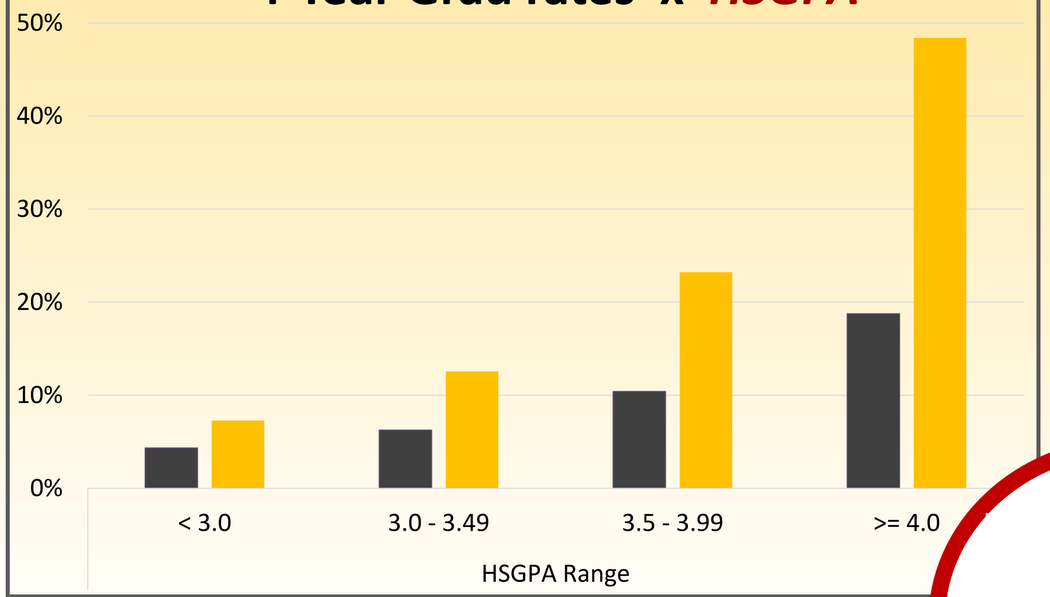
1ST GENERATION



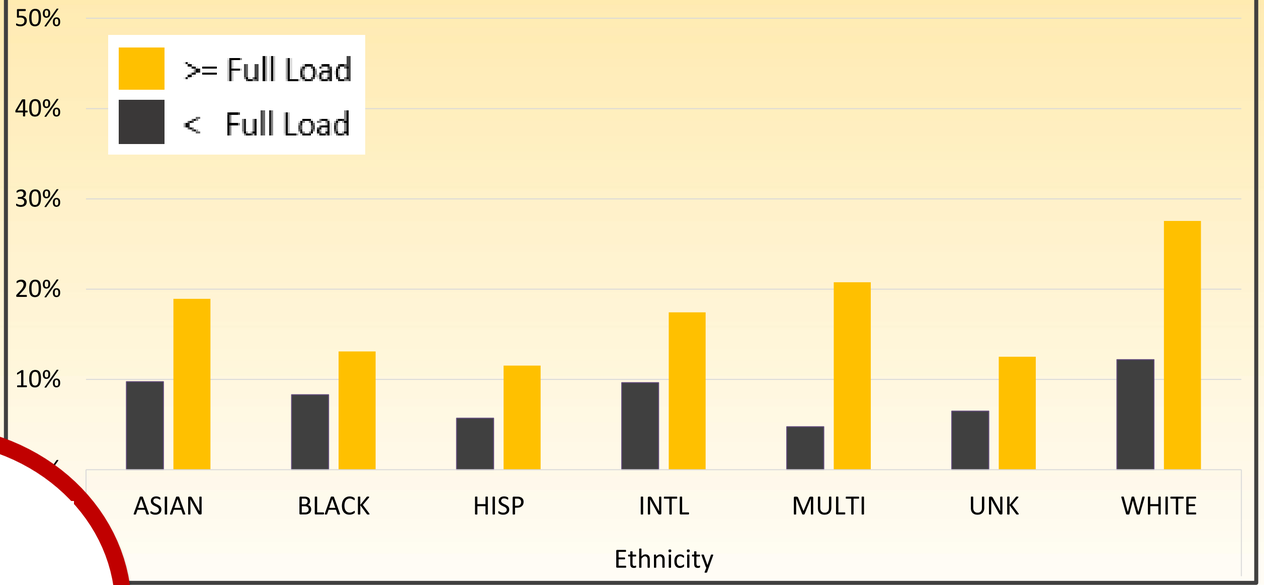
ETHNICITY



4-Year Grad rates x *HSGPA*

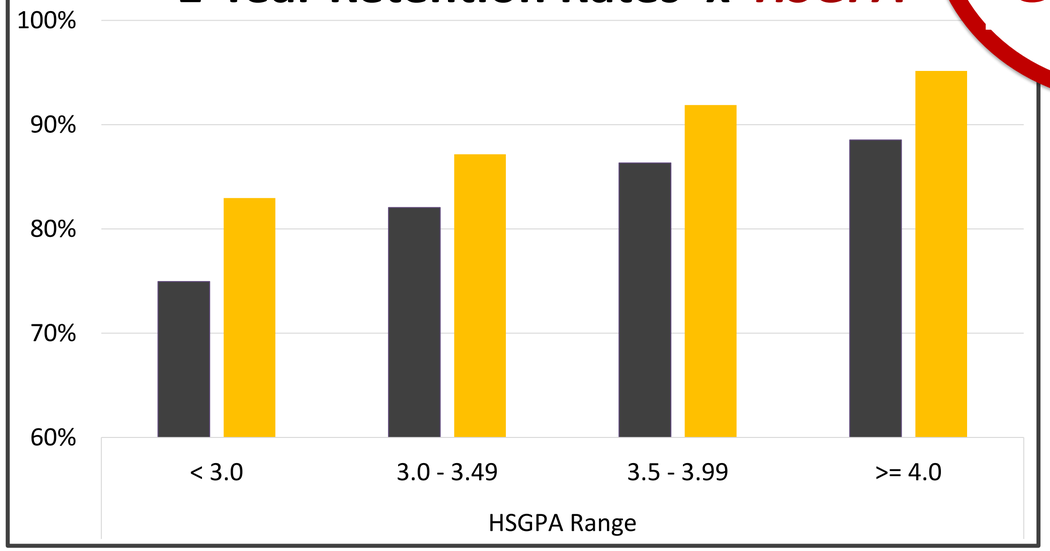


4-Year Grad rates x *ETHNICITY*

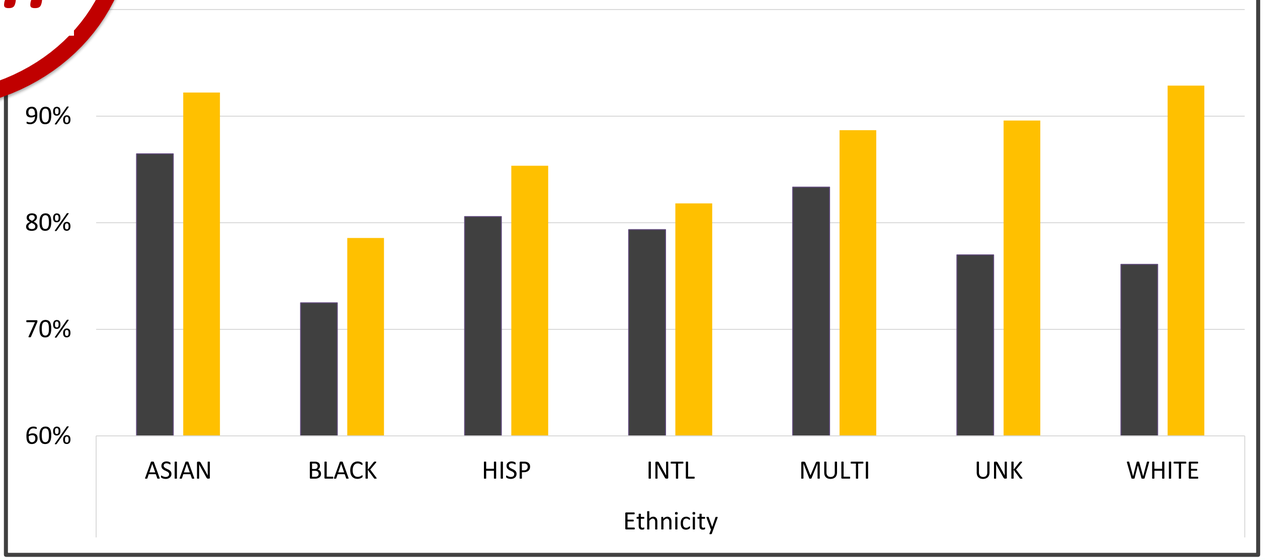


15 Units !!

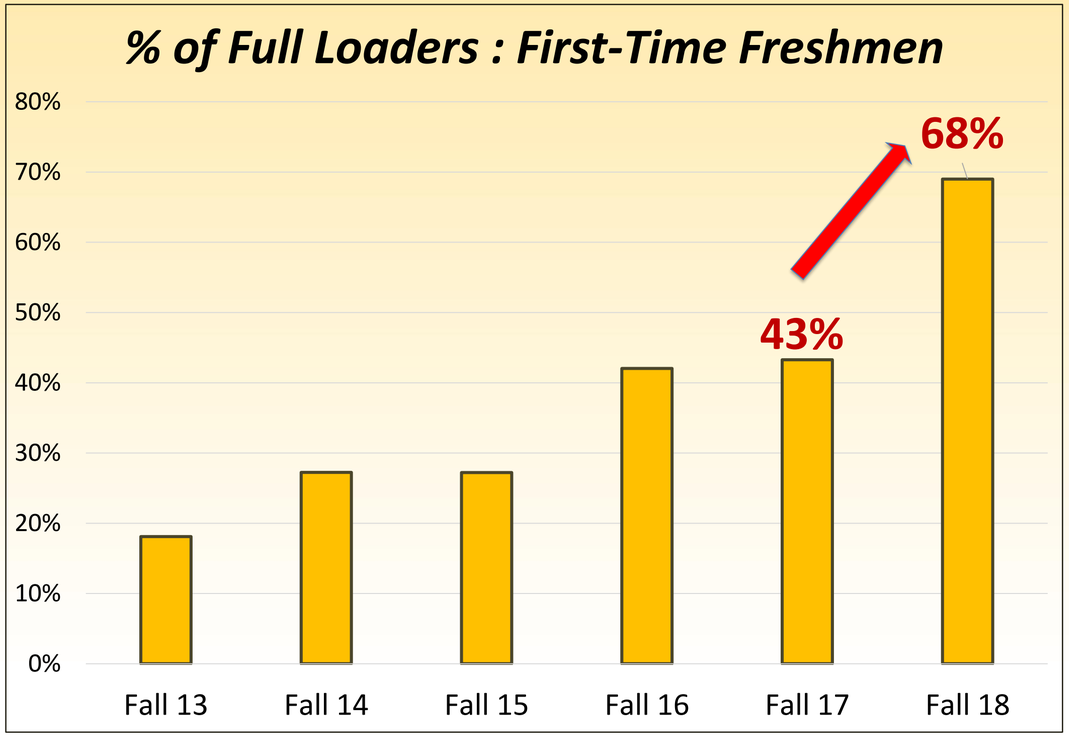
1-Year Retention Rates x *HSGPA*



1-Year Retention Rates x *ETHNICITY*



IMPACT !



4-Year Grad Rates

Predictors	Coeff (B)	Wald χ^2	P	Odds Ratio
Index (GPA + SAT)	0.002	429.4	0.000	1.002
URM	-0.2	7.7	0.005	0.789
FullLoad	0.787	70.5	0.000	**2.197**
Men	-0.427	46.3	0.000	0.652
Pell Grant	-0.271	17.1	0.000	0.762
1st Gen	-0.137	4.6	0.032	0.872
URM x FullLoad	-0.090	0.5	0.461	**0.914**

Questions ?

Policy ?

Challenges !!

Budget ?

Additional Analysis : Predicted Variables

- Course Completion Rates
- Campus GPA
- 1-Yr Retention Rates
- UNITs Earned

Conclusion

Similarities

- Student's 4 & 6 year graduation rates improve with 15 to Finish.
- Taking 15 units did not have a negative impact on academic standing.

Differences

- Each university is at different stages of implementation.
  : UH is the longest, and CSULA and MSU most recently.
- Differ across student demographics.
  MSU is majority white 76%,
  CSULA is majority Hispanic 65%,
  UH has no majority.


SUCCESS IS LIKE A SNOWBALL ...
IT TAKES MOMENTUM TO BUILD
AND THE MORE YOU ROLL IN THE
RIGHT DIRECTION THE BIGGER IT GETS.
Steve Ferrante
SNOWBALL EFFECT
Momentum

Discussion