



Strategy #13: Increase College Participation

To: Dr. Chuck Lepper, VP Student Affairs and Enrollment Mgmt

From: Ryan Farley, AVP for Enrollment Management

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Executive Summary

Key accomplishments over the course of the past year include the following:

Collection of Predisposition Data: A web app has been created by Science, Data, and Analytics to be used as the collection device for the following Predisposition data points, with implementation scheduled for Summer 2020:

- Event Information
- Data Entry (number of attendees, attendee demographics, etc.)
- Reporting
- Surveys
- Event Registration (Phase II feature for development)

Middle School College Access Advisors: Middle School College Access Advisors, similar to the Utah College Advising Corps (UCAC), will be charged with executing formalized programming at 17 identified junior high/middle schools and surrounding communities, with an eye towards expansion to all service area schools over time. (Initial schools selected are junior high/middle schools that feed into the seven west-side high schools that report less than 50% of graduating seniors matriculating to college.)

A proposed funding request of \$600,000 annually supports an organizational structure as follows:

- Seven advisors = \$504,000 (Salary = \$42,000 Benefits = \$28,000 Expense Budget = \$2,000)
- One manager = \$96,000 (Salary = \$60,000 Benefits = \$32,000 Expense Budget = \$4,000)
- Total student population served = 14,380 (+/- 2,050 case load per advisor)

A full job description can be found in Appendix A of the full report. General duties are as follows:

- Provide college readiness efforts, outreach, tutoring, mentoring, counseling, and support services with an emphasis towards first-generation, underrepresented students.
- Organize college experiences for middle school students through events held at SLCC and on their school campuses.
- Educate both the student and family about career and college access, admissions, financial aid, and potential programs of study and certificate programs.
- Promote Concurrent Enrollment (CE) and coordinate with CE staff to help increase participation.
- Smoothly transition students who worked with an advisor in middle school/junior high to our UCAC partners in the high schools.

Family & Community Connection: A critical function within the Middle School College Access Advisor position will be connecting with families and communities in a way that promotes college participation. The foundation of their work should be intentionally cultivating a sense of belonging and a sense of place for both parents and students at their respective schools. This is currently being explored through the Flamboyant Foundation and University Neighborhood Partners with the Belonging Schools Initiative (BSI) found in Appendix B. The recently released BSI strategic plan is recommended as a tremendous resource to leverage the following:

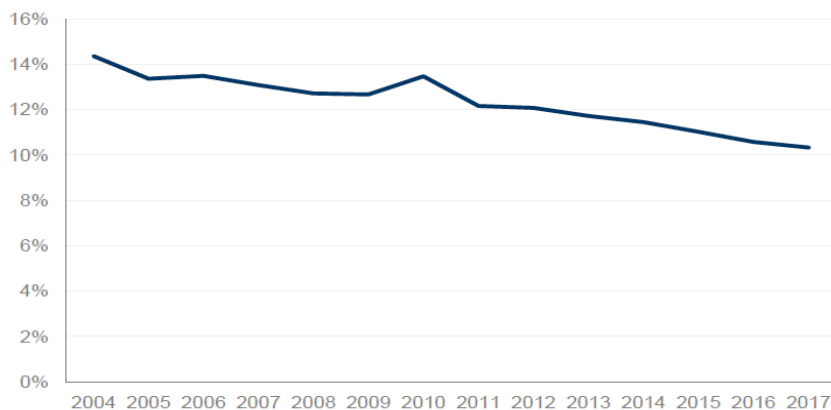
- Comprehensive community needs assessment tools (history, current resources, past successes/failures, and expected challenges)
- Online and in-person parent support, engagement, and communication
- A variety of volunteer opportunities for parents and students
- Support tools for learning at home and within local communities
- Tools to assist parents in becoming part of decision-making in schools
- Advancement of educational equity through family and community engagement

Charge and Background

1. Implement the P-20 assessment framework as detailed in the CPC response from P-20 CWT Year. Include a follow-up plan with a timeline for implementation.
2. Craft a proposal to strengthen college efforts in the Predisposition phase (Hossler and Gallagher, 1987). This should include a detailed recommendation for expanding college access advisors into middle schools (including basic job functions, the number needed, and organizational structure). This should also directly address how we can better connect with families and the communities we serve in a way that promotes college participation.

Declining College Participation

Proportion of Salt Lake County residents age 15-34 who attended a USHE institution, Fall semesters 2004-2017



10%

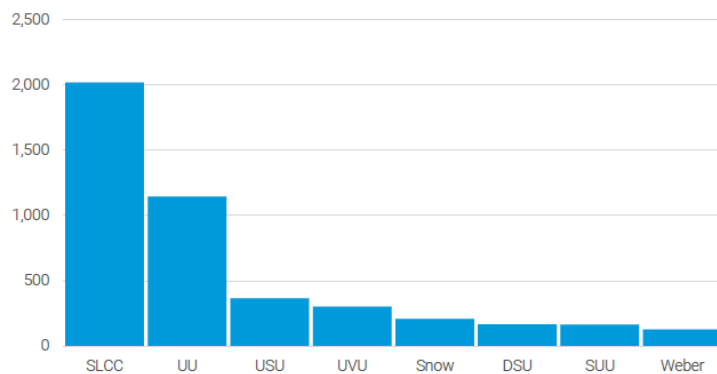
of Salt Lake County residents
attended a USHE institution in
Fall 2017

Recent data released by SLCC's Science, Data, and Analytics department demonstrates that the proportion of Salt Lake County residents age 15-34 who attend a USHE institution has declined from

14.5% to 10% in 2017. This decline in college participation, both at SLCC and more generally within the USHE system, is an alarming trend and points to an urgent need for more intrusive measures within the P-20 spectrum to impact the Predisposition phase of College Choice model. Several factors are likely influencing this decline, not the least of which is Utah’s thriving economy. However, identifying service area high schools lagging in college participation rates and targeting efforts towards those schools is the best way to maximize SLCC resources to realize the greatest return.

USHE High School Enrollment Share

Number of Salt Lake County H.S. graduates who attended USHE within one year.



45%

High School USHE Enrollment Share
The percent of USHE enrollments from new high school graduates at SLCC.

Additionally, the chart above demonstrates that, of the 12,000 high school graduates in Salt Lake County in 2016, 18% enrolled at SLCC. That is roughly double the next closest USHE school (University of Utah), and accounts for 45% of total USHE enrollments from 2016 new high school graduates in Salt Lake County. This underscores the importance of solidifying SLCC’s P-20 pipeline, as declines in college participation within Salt Lake County ultimately impact SLCC the most among in-state institutions.

The P-20 Pipeline CWT gave specific emphasis to nine high schools currently under 50% college participation rate (Hunter, Granger, Kearns, Cyprus, West Jordan, Copper Hills, Taylorsville, Herriman, Riverton). Of note, all of these schools are geographically located on the west side of the Salt Lake valley. Additionally, five of the nine high schools are part of the Granite School District. Special emphasis will be given to this geographic area and school district as the CWT moves towards recommendation development regarding enrollment mix and yield from these particular schools.

Recommendations

The combined recommendations for the previous two years of P-20 CWT include the following:

- Expansion of Granite Orientation Days
- Expansion of SLCC outreach/access efforts via Community Relations, specifically in Predisposition phase of Hossler and Gallagher’s College Choice model.

- Encourage Community Engagement Leave (CEL) be used in Middle School/High School outreach efforts, specifically BBBS Mentor 2.0 and similar programs
- Creation of Middle School College Access Advisor role at Salt Lake Community College
- Increased family and community connection, specifically with the Belonging Schools Initiative
- Creation of assessment framework and app to collect data regarding existing outreach activities and their effectiveness.

Full explanation and additional background on these recommendations can be found in the year-end reports located in the Sharepoint Strategic Planning site under Strategy #13 Increase College Participation.