Guided Career Pathways as an Enrollment & Success Strategy

Lada Gibson-Shreve, Ph.D.
Provost & Chief Academic Officer
lshreve@starkstate.edu

Stephanie Sutton, Ed.D.
Vice President of Enrollment Management
ssutton@starkstate.edu
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1. Why
2. Defined
3. Process
4. Numbers
5. Results
6. Highlights
7. Questions
Developed employer led partnerships to:

- Address declining number of working adults
- Assist employers in workforce needs
- Increase enrollment in in-demand programs
- Support student success
- Support equity goals
Employer Led Partnerships Defined

At Stark State College, employer led partnerships are defined as an employer sending individuals to pursue training, a certificate, and/or an Associate’s Degree within the framework of an official agreement or MOU between the employer and Stark State College.
Partnership Blueprint

Referral to EC Member

• President’s Office
• Academic Affairs
• Enrollment Management
• Career Services
• Advancement
• Foundation

Initial call/meeting to gauge interest

• Executive Council members initiate
• Academic Areas
• Other interested parties

Exploration Meeting

• Provost and CAO
• Deans & Chairs
• Admissions Leader
• Career Services/Workforce
• Bursar Rep
• VP AMP

Enrollment Rep Assigned

• Conduit for partnership
• Outreach
• App to Reg
• Billing
Other Important Process Steps

- VP of Advancement, Marketing & Partnerships advances the relationship with leadership of employer partner working with other EC members
  - Trouble-shoots issues on both sides
  - Informs employers about additional funding opportunities for tuition (i.e., short term certificate funding)
- Tracking code identified by Registrar in Banner
  - Code sent to Enrollment Management & Academic Divisions to ensure code is used
    - Able to quickly pull partner information from ERP
- Connections to wrap around services provided to holistically support student
- Creativity and flexibility to meet varying employer and workforce needs
Role of the Enrollment Representative

- Schedule recruitment visits with the company
- Personal visits to assist employees with their applications
- One on one advising/registration appointments (phone or in person)
- Regular (quarterly) meetings with company and college staff
  - Work out issues/opportunity for improvement
  - Open communication lines
- Sharing of information with employer (transcript, grades)
Role of Academic Affairs

- Discuss curriculum needs with the company
- Develop the apprenticeship program, if applicable
- Discuss application requirements for health programs
- Discuss accreditation requirements of program
- Discuss the faculty advising process
- Assignment of a faculty member/chair as the academic contact
  - Discuss challenges and ongoing needs
Numbers

- Top Majors
  - Health Care (Nursing, LPN, Respiratory)
  - Business
  - Applied Engineering
  - Applied Industrial (Machining)
  - IT Pathways
- 12 employer led partnerships currently
- Over 600 students enrolled (credit and non-credit)
  - 15% minority enrollment (mirrors our service district)
Results

Course Completion (critical metric for student success/Performance-Based Funding/SSI)

- 89% for employer-led partnership students compared to 72% for typical core (non-CCP) students.
- For minority students: 74% completion rate for those in employer-led partnerships compared to 67% for typical core (non-CCP) minority students.

Average GPA

- 3.46 for employer-led partnership students compared to 2.65 for typical core (non-CCP) students.
- For minority students: 2.74 GPA for students in employer-led partnerships compared to 2.20 GPA for typical core (non-CCP) minority students.

Retention from Spring to Fall, 2020

- 71% for employer-led partnership students compared to 59% for typical core (non-CCP) students.
- Minority students in employer-led partnerships were retained at 68% compared to 55% retention of typical core (non-CCP) minority students.
Applied Industrial Partnership

- Partnership began in 2008
- Since summer 2017 (5 years):
  - 317 unduplicated student completers
  - 916 completions
    - 213 one-year certificates
    - 703 CECs
  - 80 students earned all four credentials (basic precision machining, precision machining operations, conventional machining, and precision machining one-year certificate).
  - 133 students earned 3 credentials
  - 39 students earned 2 credentials
  - 68% of students earned two or more credentials
“Career Launch” Partnership

- Unique - employer provides wrap around services (child care, pays debt, provides laptop, etc.)
- Summer 2019-22:
  - 71 unduplicated students
    - 10 majors represented
    - 41% minority
    - 30% Pell
    - 50% First Generation
  - Completions through Summer 2022
  - 16 completions across 4 majors (AS-General, LPN, Medical Assisting, Respiratory Care)
    - 19% minority
    - 50% Pell
    - 63% First Generation
Questions