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
Result of Credit Momentum Campaign:
UN-FTIACs attempting:
- FS1 15+
- SS1 15+
- AY 30+

Proportion of students in good academic standing by credits attempted
- FS 15+
- SS 15+
- AY 30+

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

Proportion of students in good academic standing by credits attempted
- FS1 <15
- SS1 <15
- AY <30
• 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

Semester-by-semester academic maps

- 2011
  Examine data and set the stage

Program check sheet

- 2012
  Launch media campaign

Registration via STAR-GPS

- 2013-15
  Solidify message, Policy changes

Recalculating STAR-GPS

- 2016-17
  The Right 15

Integrate career information

- 2017-18
  The Momentum Year

2011
Examine data and set the stage

15 to finish™
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).
PELL ELIGIBILITY

- Eligible: 65%
- Not Eligible: 35%

ETHNICITY

- Hispanic: 65.1%
- Asian: 12%
- White: 10%
- Black: 8%
- Unknown: 5%
- Pacific: 1.5%
- Native American: 1%
- Multi: 0.5%
- Intl: 0.2%

1ST GENERATION

- 1st Gen: 57%
- Not 1st Gen: 43%

http://www.calstatela.edu/ie
IMPACT!

% of Full Loaders: First-Time Freshmen

- Fall 13: 0%
- Fall 14: 10%
- Fall 15: 20%
- Fall 16: 43%
- Fall 17: 68%
- Fall 18: 70%

4-Year Grad Rates

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<tr>
<th>Predictors</th>
<th>Coeff (B)</th>
<th>Wald $\chi^2$</th>
<th>P</th>
<th>Odds Ratio</th>
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<tr>
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<td>URM x FullLoad</td>
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</table>

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
Discussion