

# Changing Campus Culture from “Lowered Expectations” to Student Success

Complete College America  
15 to Finish Summer Policy Institute  
Session 3: Myth Busters

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You want students to do what??



# Justified Skepticism?

## Credit Hours Attempted and Earned by the First-time Full-time Freshmen Cohort \*

	2009	2010	2011	2012
<b>Attempted 15 (+) credits Fall</b>	<b>15%</b>	<b>20%</b>	<b>20%</b>	<b>17%</b>
<b>Earned 15 (+)credits</b>	<b>8%</b>	<b>9%</b>	<b>7%</b>	<b>8%</b>
<b>% earned 30 (+) credits Fall/Spring</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>10%</b>

\* Rounded to the nearest whole.

# Justified Skepticism?

**First-Time Fulltime Freshman Cohort at or above 2.0 GPA Fall Term \***

2009

2010

2011

69%

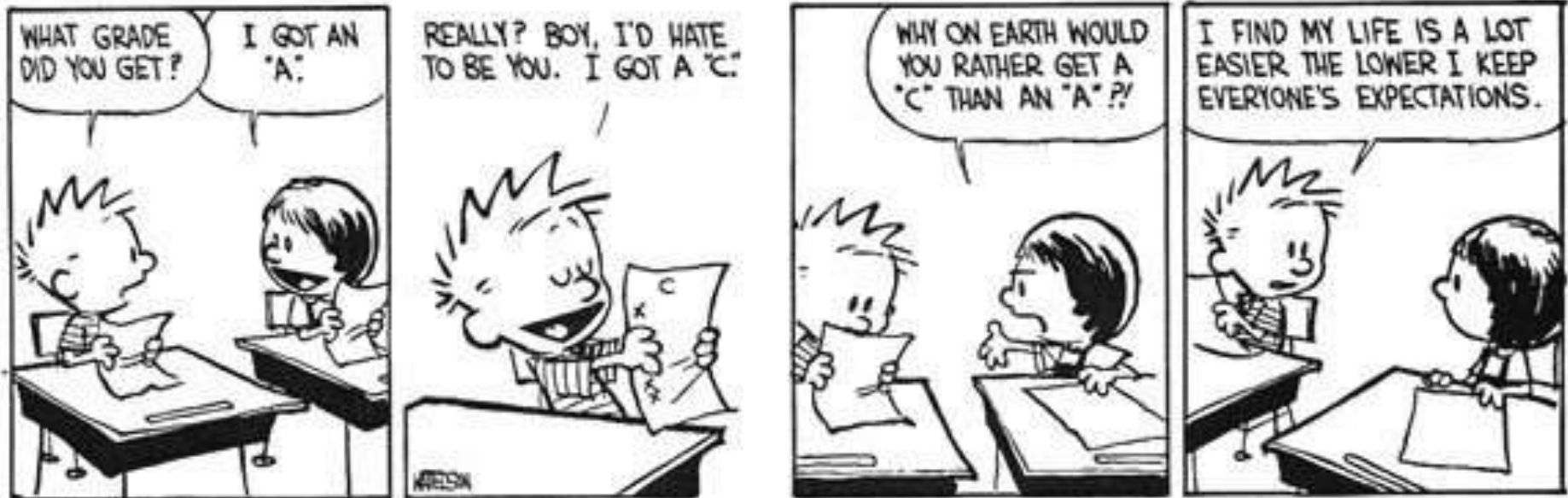
68%

63%

\* Rounded to the nearest whole.

# Changing the Culture of Lowered Expectations

- Obstacles
  - Lacked course capacity
  - Low expectations of students
- Initial Steps
  - Increase SI
  - DWF reports
  - Advisor intervention



# Interventions Improved Performance

<b>Cohort at or above 2.0 GPA</b>			
<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
68	63	74	75

- Shared data with campus
- Emphasized raising student performance (not lowering expectations)
- Demonstrated financial benefit of 15 to Finish for students and institution

# Results of Efforts

## Credit Hours Attempted and Earned by the First-time Full-time Freshmen Cohort \*

	2009	2010	2011	2012	2013	2014	2015
Attempted 15 (+) credits Fall	15%	20%	20%	17%	50%	62%	75%
Earned 15 (+)credits	8%	9%	7%	8%	23%	36%	41%
% earned 30 (+) credits Fall/Spring	5%	6%	6%	10%	14%	25%	

\* Numbers rounded to the nearest whole.

# Results of Efforts

## Cohort at or above 2.0 GPA\*

2009	2010	2011	2012	2013	2014	2015
69%	68%	63%	74%	76%	75%	80%

\*Numbers rounded to the nearest whole.



# Changing the Culture: Lessons on Raising Expectations

1. Acknowledge concerns
2. Put in support before increasing expectations
3. Share early wins and use them to build momentum
4. Show the benefits to students and to the institution
5. Help parents understand the benefits of 15 credit hours a term

# From Lowered Expectations to Student Success

