

15 to Finish

High Impact Strategy	Advising all full-time students to enroll in 15 credits each semester or craft a 30 credits in a year plan that includes Winterim and/or Summer enrollment.	
Rationale	For the 2007-2009 cohort, the 4 year graduation rate for those who completed 30 credits in their first year was 33% compared to 4% for those who did not complete 30 credits. Only 18% of the student population cohort completed 30 credits in the first year.	
Desired Result	Increase the number of students who complete 30 credits at the end of each academic year.	
Work Team	This project will have three focus areas – communication, policy and identification of institutional barriers. Kim Sekas and her student team will work on the development of the communication campaign.	
Potential Costs	National expert on 15 to Finish brought to campus to conduct training with Work Team & Advisors	\$3000
	Marketing Materials (posters, postcards, banners to be hung in each academic building/Library/Advising Center, pop-up banners for each building)	\$3000
	Video production cost	\$2000
	Training meal & collateral materials	\$750
	Focus group lunch	\$200
	Intern OR student workers to do student outreach (approx. 8 hours/week)	\$3000
	TOTAL PROJECT COST	\$11,950 *
	<i>Institutional Project Contribution</i>	<i>\$0.00</i>
Deliverables & Timeline	Meet with Marketing Team to discuss 15 to Finish Communication project	Sept 2017
	Convene a group of individuals (advisors/ faculty) to identify barriers that prevent freshman from completing 30 credits in the first year	October – November 2017
	Prepare a document for APC to change the current class standing policy to reflect 15 to finish institutional philosophy	November 2017
	Present proposed policy revisions to APC for review and approval	December 2017
	Share identified barriers with Provost academic leadership team and Student Success Steering Committee and develop agreed upon action	January 2017
	Finalize 15 to Finish communication collateral	January – March 2018
	Meet with Academic Advisors	February 2018
	Present policy to Faculty Senate	February 2018
	Launch Committee Campaign - Continuing Students	March 2018
	Launch Campaign – new students	April - 2018
	Identify “home” for annual campaign	May 2018
Measures of Success	<ol style="list-style-type: none"> 1. Increased % of new students (First Year & Transfer) registering for 30 credits per academic year. 2. Increased % of continuing students registering for 30 credits per academic year. 	
	<i>NOTE: This entire amount will be paid by the Lumina Talent Hub grant.</i>	