



**How College of the Mainland is Helping to  
Get 300,000 Texans Back to Work in 300 Days**

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Alisha Lyon – Lead Academic Advisor**

# Acknowledgements

- Dr. Teri Walker
- Michael Nguyen

# Outcomes

- Increase enrollment by optimizing the course schedule
- Improve retention by proactively nudging students before they fall through the cracks
- Raise completions by providing data to advisors and others

# College of the Mainland

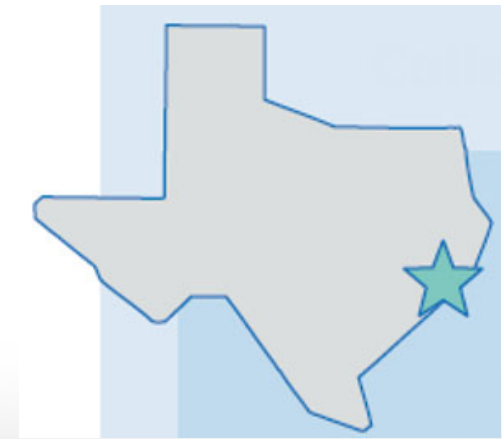
Medium sized community college – Gulf Coast region

Serving approximately 4,500 credit students

Hispanic Serving Institution

70% attending part-time

30% dual-credit



300,000 Texans get back to work in the next 300 days

Increase Enrollment  
Increase Retention  
+ Increase Completion



More Texans Back to Work

# Increase Enrollment

Before: Reactive schedule.

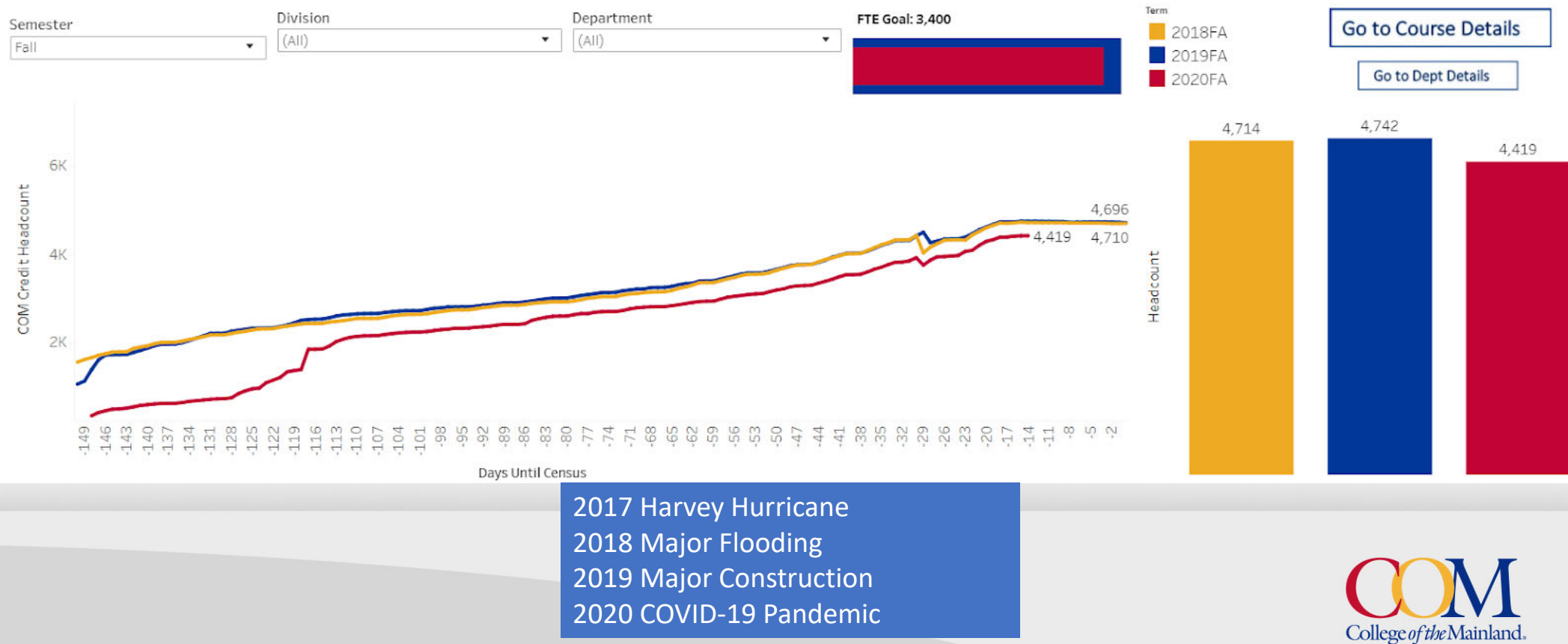
We just rolled last year's schedule over

Now: Proactive schedule.

Offer the **right courses** at the **right time** and **right location**

Minimized the number of added & cancel courses during registration

# Tracking the overall health of the course schedule



# What courses do we need to open, cancel OR collapse?



### Alerts

- ✗ 90% Capacity & Low Enr...
- ◆ 90% Capacity
- ! 75% Capacity & Low Enr...
- ▲ 75% Capacity
- Low Enrollment

### Course Detail

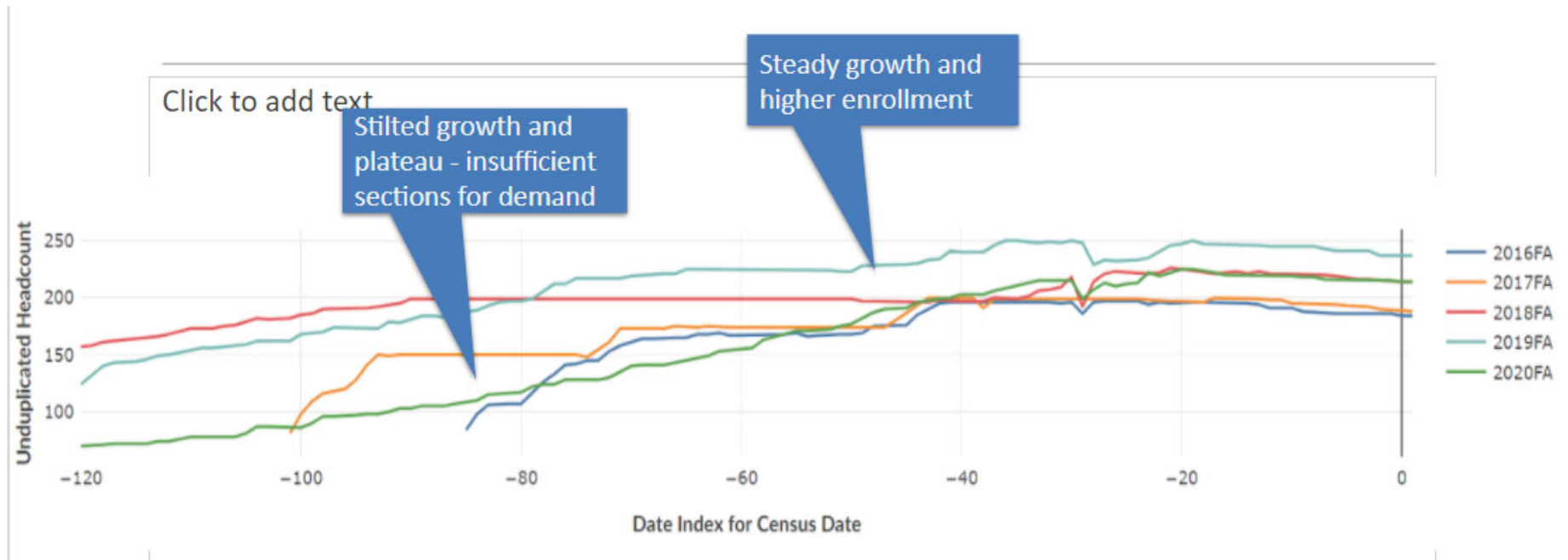
Department	Course Name	Sections	Students	Capacity	Alerts
Accounting (ACCT)	ACNT-1303	1	23	25	◆
	ACCT-2301	3	61	75	▲
	ACNT-1331	1	19	25	▲
	ACCT-2302	2	31	50	
Applied Graphic Design (GRPH)	ARTC-1302	1	14	14	✗
	ARTS-2313	2	40	40	◆

### Course Detail

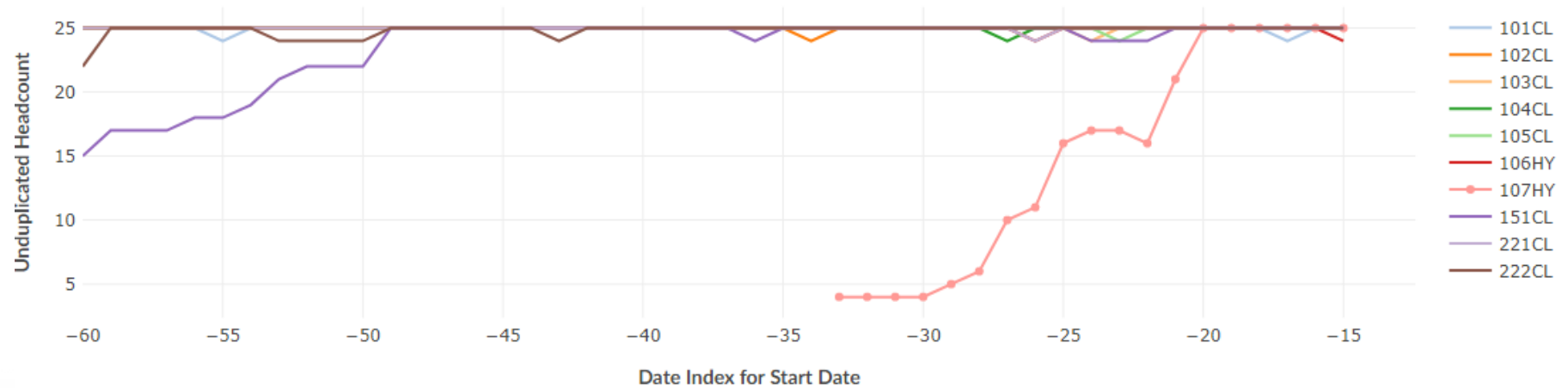
Department	Course Name	Sections	Students	Capacity	Alerts
Computer Info Systems (COSC)	COSC-1301	2	50	50	✗
	COSC-1436	2	41	40	◆
	ITSE-2309	1	18	20	◆
	ITSE-1480	1	1	10	●
	COSC-1437	1	12	20	
	COSC-2436	1	5	20	
Computer Systems Tech (CPMT)	ITSC-1305	1	9	15	
	ITSC-1325	1	10	15	



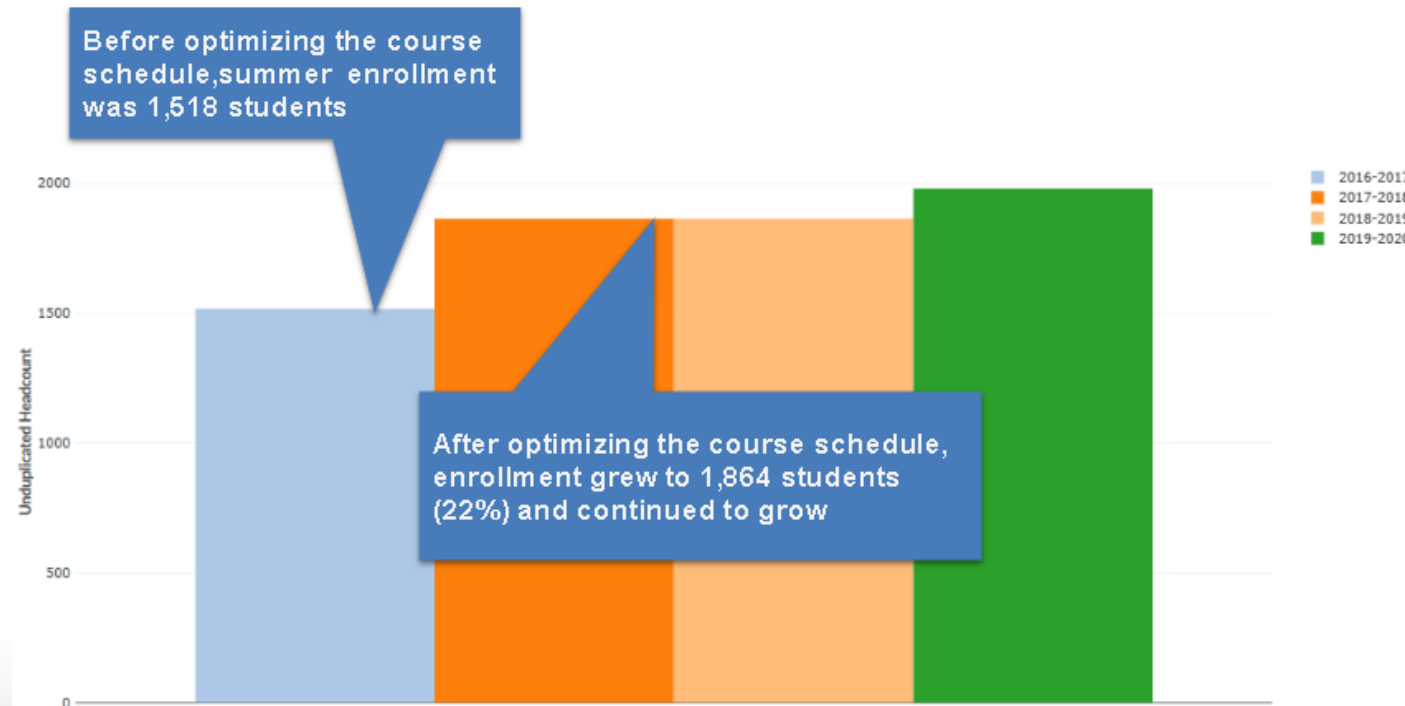
# How quickly is a course filling compared to past years?



# How quickly is a course filling?



# Impact of Proactive Course Schedule



ROI: (346 student) x (\$2,000) = \$692,000

\* includes tuition, fee, reimbursement from the state

# Improving Student Retention

Before: Advisors had limited  
info for their students  
(Pathways caseload)

Now: Advisors have info  
to better help their student  
Student Engagement: Make more impactful nudges  
Monitor students on their Pathways

# Impactful Nudges

Goal Table

Advisor Name1	Caseload	Impactful or F2F	% Goal
Alisha	165	137	83%
Angie	321	254	79%
Blaine	320	227	71%
Destin	431	306	71%
Erin	283	236	83%
Greg	136	116	85%
Holly	72	72	100%
Kelley	282	197	70%
Lesli	262	211	81%
Matthew	328	242	74%
<b>Grand Total</b>	<b>2,600</b>	<b>1,998</b>	<b>77%</b>

# Who are my students? How can I help them?

Lyon, Alisha Fall 2020-2021 Caseload: 183

Average Institutional GPA: 2.926

Lyon, Alisha: Race  
Fall 2020-2021



Lyon, Alisha: Gender  
Fall 2020-2021



Lyon, Alisha: Residency Status  
Fall 2020-2021



Academic Year

2020-2021

Semester

Fall

Dual Credit

No

Advisor Name

Lyon, Alisha

Ethnicity

- Other
- Black or African American
- White

Gender

- Female
- Male

Residency Status

- In-District
- Out-Of-District
- Out-Of-State

Student Type

Graduation Stat...

Race/Ethnicity Filt..

(All)

Gender Filter

(All)

Residency Status Filter

# Retention Nudges

## Proactively nudging students

Students enrolled last term NOT enrolled this coming term

Students taking ONLY online courses

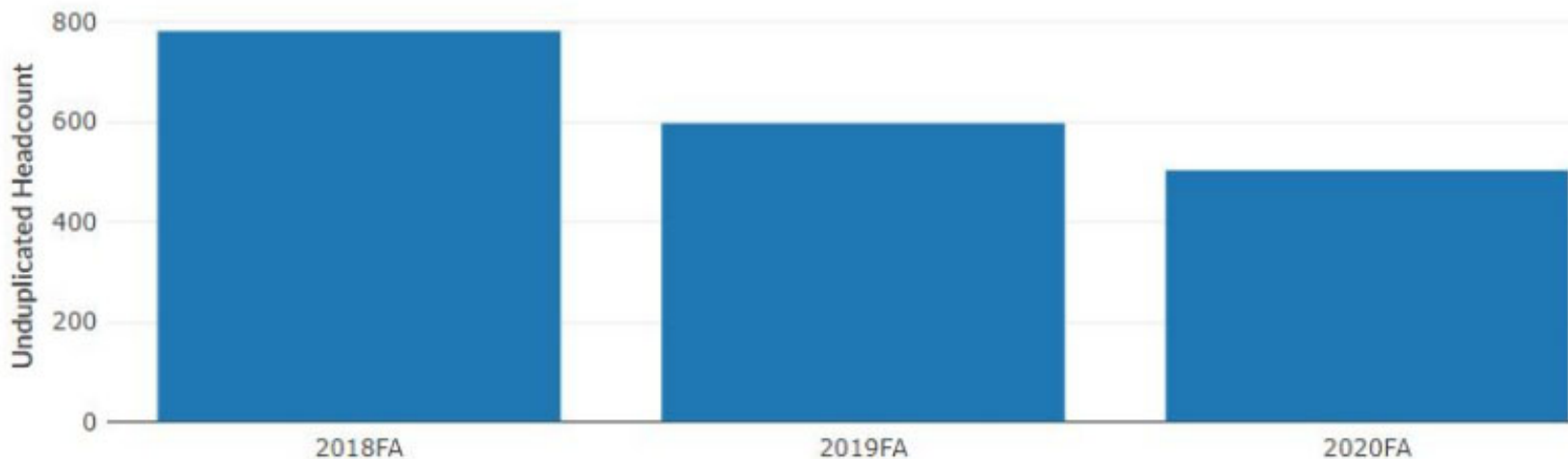
Students with Financial Aid NOT enrolled this coming term

Students enrolled BUT dropped before 1st class day

# Why were students enrolling by dropped before 1<sup>st</sup> class day?

term	Unduplicated Headcount
2018FA	781
2019FA	597
2020FA	503

We were dropping  
600+ students  
for non-payment per term





# How did Paid vs. Unpaid Enrollments by Course 2020FA

# Enrollment?

Subject	Course Name	2020FA		Grand Total
		Not Paid	Paid	
ECON	ECON-2301	8	72	80
	ECON-2302	4	39	43
EDUC	EDUC-1300	10	142	152
	EDUC-1301	4	35	39
	EDUC-2301	3	19	22
GOVT	GOVT-2305	20	556	576
	GOVT-2306	22	193	215
HIST	HIST-1301			805
	HIST-1302			159
PSYC	PSYC-1300			351
	PSYC-2301			442
	PSYC-2314			117
	PSYC-2317	2	11	13
SOCI	SOCI-1301	10	141	151
TECA	TECA-1354	1	11	12
<b>Grand Total</b>		<b>135</b>	<b>2,196</b>	<b>2,323</b>

PaymentFlag: Not Paid  
 Subject and Course Number: GOVT-2306  
 Subject: GOVT  
 Term: 2020FA  
 % of Course Enrollment: 10%  
 Number of Sections: 7



# The Final Nudge - Completion

- Live Excel identifying students with Anticipated Complete status
- Advisors do targeted outreach to identified caseload to apply to graduate
- Requires EVAL process

Row Labels	Count of StudentID
Erin	39
Destin	55
Angela	33
Kelley	18
Lesli	34
Joel	14
Blaine	19
Gregory	16
Kristen	16
Sandra	76
Matthew	17
Alisha	11
Holly	14
Cassandra	1
<b>Grand Total</b>	<b>365</b>

# Increasing Completion

Runs degree audit for  
all students for all programs

Allows us to identify students

Completed NOT Awarded (Any Program)  
1-3 Classes from Completion (Any Program)  
OFF-Path (reduce excess credit)  
Courses students need to complete

# How many students completed ANY program but were not awarded?

Academic Goal / Student Active Program	Unduplicated Headcount	Percent of Students (Percent of Grand Total)
Associate of Arts - General Studies	45	60%
Associate of Arts Degree - Criminal Justice	1	1%
Associate of Arts Degree - Visual Arts	2	3%
Associate of Science - Natural Science	1	1%
Basic Peace Officer Academy Certificate	1	1%
Entry Level Welding Certificate	6	8%
Fire Academy Certificate	5	7%
Graphic Design Certificate	3	4%
Health Information Management Occupational Skills Award	2	3%
Marketing Certificate	2	3%
Medical Assisting Level 2 Certificate	2	3%
Medical Coding Certificate	1	1%
Networking Fundamentals Occupational Skills Award	5	7%
Occupational Health and Safety Certificate	1	1%
Grand Total	75	100%

# How many students 1-3 classes from completing?

Completed NOT Awarded
  Classes Remaining 
 Off Path
  GPA and Credits
  Degrees Awarded
  Classes (D, F, W)
  Retakes

academicGoal /	Student Active Program /	Subject and Course Number	Unduplicated Headcount
Associate of Arts General Studies	Associate of Arts General Studies		13
	Associate of Science - General Studies (AS.GENST)	GOVT-2306	2
		HIST-1302	1
	Business Field of Study		1
Associate of Science - General Studies (AS.GENST)			1
Core Completers			17
Emergency Medical Technician			3
FOS.BUSI			4
FOS.CRIJ			4
RGC: Communication Core			38
<b>Grand Total</b>			<b>66</b>

# How many students are off path?

Completed NOT Awarded | Classes Remaining | Off Path | GPA and Credits | Degrees Awarded | Classes (D, F, W) | Retakes

Filters Course On/Off Path is Off Path | Course Term is 2020SP | Academic Goal is in list ((Empty String) ... Two-Year Certificate - C

Student Active Program /	Subject and Course Number	Unduplicated Headcount ↓
Associate of Science - General Studies (AS.GENST)		72
Certificate Welding		25
Certificate of Completion Patient Care Technician		17
Criminal Justice (AAS.CRIJ)		12
Associate of Applied Science Child Development		8
Administrative Information Technology (AAS.AIT)		7
Associate of Applied Science Criminal Justice - (AAS.CRIJBPO)		7
Associate of Applied Science Wildlife Managment		6
2 Year Certificate - Welding	WLDG-1353	2
	ECON-2301	1
	ENGL-1302	1
	HIST-1302	1
	PHED-1110	1
	PSYC-2301	1
	SPCH-1311	1
	Total	5



**Mya** (Near Completer)

Current Program: Associate of Arts - Business

GPA: 3.0 | Credits: 60

Last Term Enrolled: 2019S1

No Credential from COM

NOT Enrolled in 2021SP | Past Pell Recipient |  
Transfer to 4-year, withdrew - still no credential

Associate of Arts - General Studies (1 Class from  
Completion: Creative Arts Core)



# Michael (Completed)

Program: SQL Server Database Fundamentals

Last Term Enrolled: 2020FA ☐ withdrew from all

No Credential from COM

NOT Enrolled in 2021SP

Completed SQL Server Database Fundamentals

Using credential to work as a tutor at COM and  
substitute teacher at local ISD



# Increased Completion

ROI: 384 more completers = \$82,880

\* performance Texas based funding

ROI: 1,965 near completers = ?

- 398 Awards
- 384 Completers
- 224 Degrees and Certificates
- 207 with No Prior Award

# Summary

- Enrollment
  - Proactive Schedule Building and Tracking
- Retention
  - Data to Advisors and Faculty
- Completion
  - Finding unawarded completions, tracking near completions and off path

# Questions?

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