

Clark State Community College
Board Strategic Conversation: Access and Affordability
February 15, 2011

Participants:

Board of Trustees: Andy Bell, Heather Corbin, Faye Flack, Bill Mercurio, Peggy Noonan, and Heather Tiefenthaler. (Absent: Jim Doyle, who was representing Clark State at the ACCT National Legislative Summit in Washington, DC.)

Foundation Board: Shashi Chadha, Sunny Dhingra, Mark Elliott, Bill Lilley, John Raisbeck, and Dennis Roark

High School Administration Panel: Nathan Dockter (Shawnee), Debbie Ellis (Bellefontaine), Beverly Walkenden (Greeneview), Rick Woods (Southeastern), and Steve Vrooman (Champion City Scholars), Barb Yontz (Tech Prep)

Students: Stephen Bowman, Matthew Cardosi, Charles Clark, Andrew Ennis, Roland Frazier, Chrissy Gladwin, Terri Gough, Jeff Kampman (Sinclair), Munesh Mudliar, Chasity Ray, Andrea Swank, Auzsa Taylor, and Kaitlyn Tyler

Clark State Faculty/Staff: Ed Busher, Jane Cape, Marilyn Carlson, Martha Crawmer, Kris Culp, Barb Deschappelles, David Devier, Jennifer Dietsch, Leigh Fisher, Jim Franks, Ron Gordon, Corey Holliday, Joe Jackson, Kathy Klay, Dee Malcuit, Marvin Nephew, Karen Rafinski, Levon Simmons, Amy Sues, Mellanie Toles, Kathy Wilcox, Nina Wiley, and Barbara Yontz

Overview of Access – Ed Busher

See attached presentation for details of Ed's discussion.

Highlights include:

- Clark State has over 1000 high school students enrolled in early college programs this year. These programs provide an outstanding way to connect students with Clark State and to enable students without a family history of college to consider college as an option. Programs include:
 - Post Secondary enrollment option
 - Seniors to sophomores
 - College in the classroom (in the high school classroom)
- Clark State is establishing programs with dual enrollment at four year institutions. The first is with Wright State and is called a Gateway” program
- Clark State is investigating:
 - Weekend college at the Greene Center
 - Working with the Greene County Career Center and with Xenia and Jamestown High Schools
 - Increasing access in Logan County
- All students are tested for proficiency; 60% of students are proven to require at least one college preparatory education (CPE) course. Some students require preparation to be able to complete the CPE testing. Clark State is piloting a program with ABLE for basic literacy.
- Clark State is beginning an orientation program. As of now it is encouraged that students participate, but not mandatory.
- Ed's wish list includes:
 - Continue the early college programs
 - Investigate having more alternatives: alternative times, alternative places, and alternative mode

- Continue online learning
- Provide more online services
 - Meet students where they are
- Increase opportunities for real world experiences – internships and co-ops
- Increase gateway projects
- Use technology to advance students services such as tutoring and advising
- Increase resources for developmental education for students needing remedial education to get ready for college classes

Overview of Financial Aid – Kathy Klay

See attached presentation for details of Kathy’s discussion (starting on slide 13).

Highlights include:

- Kathy provided handouts illustrating aspects of financial aid including the expected financial contribution of parents/student (EFC); the impact of EFC on eligibility for Pell grants; the impact of Foundation scholarships; and the need for loans depending on the mix of aid available.
- Gaps for the students include:
 - Transfer from another institution, which impacts eligibility
 - Academic problems, which may limit eligibility
 - Students may be notified mid quarter about a change in eligibility which may stop their aid package
 - Some parents may not release financial information, which impacts a student’s eligibility
- Kathy’s wish list includes:
 - online loan calculator
 - Provide quarterly financial aid seminars
 - Provide more information on the web site and more prominent links to Web Advisor
 - Net price calculator, which must be in place by October 1 to be in compliance with a federal mandate

Student Panel

Why did you choose Clark State?

- Location (6), easy to get to
- Low cost (8)
- Good reputation (3)
- Good class schedule (1)

Why did you choose Sinclair?

- Reputation

Note that the quality of education at a community college may be better than at a four year institution because you are taught by the faculty member rather than a TA. Community colleges provide low cost education without sacrificing quality for the first years.

What worked well and what challenges did you face in getting into Clark State / Sinclair?

- It was easy
- Very down to earth, great teachers
- Great support
- Work study programs
- Have attended two other schools; Clark State has the best process
- Sinclair focused on making it easy, had a checklist, they make orientation mandatory
- Financial aid is very confusing and needs to improve there; had to keep coming back for more information; orientation is very important
- Sometimes adjunct faculty are an issue
- There are challenges with Angel; need instruction; need more faculty using it
- Need more ability to transfer credits to 4 year institution
- Sometimes a challenge figuring out who the advisor is
- It can take too long to get into the nursing program; the wait time is too long
- Online access and how to navigate the web site can be challenging;
- Sometimes emails do not reach the professors

High School Administration Panel

Bill Lilley – works on college readiness with high school students

Debbie Ellis with Bellefontaine and Marysville – the early enrollment programs are going well. They help students get started.

Barb Yontz with Tech Prep – she works with project lead the way which promotes engineering, she also works with 16 high schools and career centers. They are working on articulation agreements to get college credit for high school work. She noted that many tech school students do not believe that college is an option.

Rick Woods with Southeastern - They have several of the early college options in place and also have Project Lead the Way. It is challenging for advisors to meet the needs of individual students.

Beverly Walkenden with Greeneview – College in the Classroom is a great program, and Beverly wishes she could have every student participate. Challenges she sees for Clark State include the many students who want a four year college and do not see a community college as an alternative for the first two years and students who do not believe they could attend college.

Nathan Dockter with Shawnee – They have several of the early enrollment options in place and also Project Lead the Way. Challenges Nathan sees include getting students to think ahead and be realistic about goals and helping students understand what jobs will be available in the future.

Steve Vrooman with Champion City Scholars – Steve sees challenges in getting families knowledgeable, helping students take challenging courses in high school, and helping students understand the college admissions process. The basic training of the champion city scholars program might be applied to all full time college attendees.

Recommendations:

- Parents of high school students are a prime audience to tell about Clark State and the value of community colleges
- We need to lobby to continue funding for tech prep. As with many state funded programs, its future is at risk.
- Work with high school staff to address college prep issues to help them understand the requirements for college prep so they prepare students who will not need developmental education at Clark State
- Position CSCC as a way to prepare students for a 4 year college

The Role of the Foundation - Kris Culp

In addition to the very visible responsibility of the Foundation to raise funds for new buildings, the Foundation breaks down barriers that prevent students from attending college. She gave several examples of what the Foundation does for students:

- Provide scholarships to fill gaps in other financial aid
- Support the Champion City Scholars program for first in the family college attendees
- Short term loans for students with a delay in getting federal aid
- Emergency assistance fund for help with challenges like care repairs
- Funds to help students with visual impairments.

Small Group Discussion:

The overall questions were:

1. Explore critical questions related to access and affordability:
 - A. Are we reaching all parts of the service district consistently and effectively?
 - B. What roles should Clark State play in initiatives that raise awareness in our communities about the value, need, and benefits of an educated community? (program examples include Gear Up, Promise Neighborhood, P-16)
 - C. What criteria would we use to judge whether our tuition/fees are affordable and meet the needs of the students we serve AND the institution?
 - D. How well do our students understand and access all sources of financial support available to them? (Pell grants, scholarships, loans, special programs) Do we have sufficient scholarship funds?
 - E. What are some strategies to help reduce the cost of attending college?
 - F. How do we make the College/campus more inviting/engaging?
 - G. How do we ensure that students are able to attend the needed classes when needed?
 - H. What resources do our staff need to help them be more effective in successfully getting students into the college?
2. Begin identifying possible improvements for the future:
 - A. What policy questions need to be addressed to improve how the college addresses access and affordability (addressing both short and long term considerations)?

Group 1**B. Roles Clark State Can Play to Raise Awareness**

- Higher visibility in some of the high schools
- Continue to target student awareness (at the middle school level)
- Target messages to parents
- Perhaps parent/teacher nights
- Target events parents might attend
- Transportation was issue for some students wanting to participate in PSEO – make aware of transportation opportunities

- Not all students are invited to college visits, or college days, make sure high school is giving all students opportunities
- Reach out to school districts that are going through change or transition
- Clark State students to go back to high schools to promote college, or “College 101” program for high school students
- Get financial aid message out to parents (parents guide)
- Dealing more with parents, and parent involvement

F. How Do We Make the College More Inviting?

- Welcome Back Week is great, but need more things like that – full-college experience
- More events like Senior Day, IT Day, and Volley for the Cure, etc.
- Get more sports tournaments with middle schools, adult volleyball (sand volleyball); get some community leagues, etc.
- Need upgraded sports, recreational facilities...we have plenty of room
- Champion City Scholar kids like the “Eagles Nest” area
- Need to utilize the outside or outdoor space, athletic fields, etc. We have the space!

H. Sometimes staff, work studies, student workers need more information to help, direct students, the college relies on student workers. Important for individual department managers to train staff.

2. Identify the connections between issues and policies, look at policies and see if they need adjusted or policies related to CITC, etc.

Group 2

A. Are we reaching all parts of the service district consistently and effectively?

- In many ways we are...in other ways we need to do more
- Gear Up Programs (recent College Bowl Sunday)
- Good work on western Greene County, not so good in eastern Greene County.
- People want “bricks + mortar” in Champaign and Logan counties
- Need money to expand
- Cultural /environment say 4-year school better. Little consideration to 2-years
- Shortage of HS counselors...they do not have time to complete counseling job.
- Economy makes Clark State a better option. More people need to take advantage
- Family is not aware admissions process or supportive of college
- Family is not aware of cost/quality of education at Clark State and other 2-years
- Keep colorful marketing materials/brochures
- Parents and students have fear of admissions process/FAFSA
- Must keep process and materials simple

B. What roles should Clark State play in initiatives that raise awareness in our communities about the value the value, need, and benefits of an educated community? (ex. Gear Up, Promise Neighborhood, P-16)

- Training Student Ambassadors to work outside the college to promote the school. Talk about college life in general, basic requirements for admissions, scholarships, etc.

C. What criteria would we use to judge whether our tuition/fees are affordable and meet the needs of the students we serve and the institution?

- Help desk for Financial Aid
 - ID that our costs are what we need to remain a viable competitive education institution. Do not raise tuition fees just because we can.
 - Continue/increase process of developing/using E-books provided by state funding.
- D.** (Did not answer)
- E.** (Did not answer)
- F.** (Did not answer)
- G.** How do we ensure that students are able to attend the needed classes when needed?
- Increase the number of Saturday classes
 - Reduce cost of hard to fill time slots
- 2. A.** What policy questions need to be addressed to improve how the college addresses access and affordability (addressing both short and long term considerations)
- Cross-training all student service providers in all areas(Fin. Aid, Admissions, Testing)
 - Training student/Goodwill Ambassadors and send students into the communities to promote the school and explain basic admission requirements and FAFSA
 - Hire full time “float” people who can work in all areas of student services when needed. We understand that all student service functional areas will be busy at the same time.

Group 3

1E – Costs

- Books are expensive. Many students don’t buy books at the bookstore; they use Amazon.com, etc., but they can’t use their financial aid there.
- Orientation and intrusive advising are critical so that students taking just the classes they need, and don’t waste their time and money on classes they don’t need.
- The more prepared students are when they come to college, the less time and money they have to spend on developmental classes. Introduce study skills and developmental classes while in high school. Boot camp for high school students in summer. TIF grant prepares high school students for college using ACT test.
- Sometimes students take unnecessary classes because they have to be full-time enrolled to keep their financial aid.
- Expand College in the Classroom program. Can we utilize adjuncts to teach these classes in districts where they don’t have enough teachers with master’s degrees? Same concept would be College after Hours program.

1F – Campus more inviting

- Need more clubs
- Sports
- Dormitories – probably would not be well-utilized
- Need space for students to hang out (pool table, have fun) without disrupting classes and offices
- Currently there is no bus service to campus at nights and weekends
- More class scheduling flexibility for nontraditional students (early morning, late night, weekend)

1G – Classes when needed

- Students should meet with advisors, but many students “self advise”

- Students sign up for classes for the next quarter assuming that they will pass the prerequisite in the current quarter. Would be good to have system “flags” that kick students out of a course if the student failed the prerequisite in previous quarter.

1H – Resources for staff

- Help from high schools in getting students prepared for college: early intervention
- Collaboration with high schools in advocating Clark State for students

2 – Policy questions, general discussion

- More marketing of the opportunity to pair up with Wright State as 2 + 2
- Better awareness for adjuncts in knowing more about Clark State (programs, financial aid, etc.) Some adjuncts don’t answer email
- Funding for clubs
- Resolve problems with Angel, especially passwords
- Difficult to communicate with faculty who don’t use Angel

Group 4

B. Clark State should take a lead role in the community to encourage programming and emphasis on early childhood learning to prepare children for school.

D. Financial Aid

- Get into high schools during the junior year and educate parents through info nights or Saturday meetings
- Host evening seminars at Clark State to get people on campus
- Utilize the local district’s One Call system to send financial aid info session dates and times to ensure parents are aware of these events
- Partner with PTOs and high school websites to get info out to parents
- There is a financial advisor that works with many of the local school districts and hosts info sessions with parents for free (usually visits schools November – January)

F. College more inviting

- Follow Wittenberg’s lead and host activities like their weekend science programs for high school students – free and get high schoolers on campus
- Pitch attending Clark State as a good way to stay connected in our community and/or become more connected
- Need to get students on campus to sell them
- Distribute more career awareness info to help students make good career choices for up and coming fields and tie these into Clark State programs
- Use layman’s terms to describe what programs are all about and show examples of careers that match these programs
- Ask businesses what types of programs they are looking for to keep their competitive edge, recruit new employees and retrain/upgrade skills of current employees

2. Our table felt like they didn’t know the policies so couldn’t comment on how to improve them or change them. Instead, we brainstormed more ways to attract students to Clark State:

- Push transfer options to make Clark State more attractive to high school students interested in a four-year degree

- Partnerships like those with Ohio University and Wright State are a great deal – make these more visible in recruitment materials
- Community becoming more aware of transfer options because of nursing school merger
- Highlight programs to local businesses who may be interested in having their employees further their education
- Start financial aid education in junior year
 - Really needs to start sooner but people don't listen to the message until junior year
 - Hard to raise importance level among both students and parents
 - Tie in with the new junior high financial literacy requirement and create a Kids College Savings Plan where students can put back money each week or month and see how it grows
- Expand use of Facebook and Twitter
 - Run contests to sign people up for Facebook
- Start career dialogue much earlier in junior high or grade school
- Get the word out about what fields are in demand (for example everyone thinks manufacturing is dead but it is actually growing)
- Become more involved with high schools, create partnerships with teachers
- Find ways to bring high school teachers and Clark State faculty together more often
- Track which districts high levels of students who need remediation are coming from
- Get the business community more involved to get their input on recruitment, new degree programs, help disseminate info, etc.

Group 5

- A.** No! We are working in the north, but not enough has been done. At HighPoint we started with 32 students and now have 240. It is a very under-educated area; there are no other colleges nearby except for Urbana U. We are also doing more in Greene Co. - reaching out to Xenia and other points. Question: What is the goal? How do we figure out where emphasis should be? General answer: We have to go where the students are to get enough results for the cost. Make more use of CITC.
- B.** Can we approach major employers? to go younger - 9th grade. The mind set is not yet there. Progress has been made. People are starting to understand that AA/AS degrees are cost effective; it's a matter of time. We also need to build academic social/cultural capital with parents and HS teachers. Use our graduates to come back and help us with events etc.; Continue HS partnerships; do more with continuing Education and work with employers
- C.** Life skills needed; Life situations seem to be the biggest problem; there needs to be a socio-economic value on Associate degree; we are in the middle of the pack of OH schools - good indicator.
- D.** Need to do more to make it more understandable; constantly changing circumstances and regulations make it very complex; we are asking people who come from less than the best financial culture to understand something that is very difficult for many people to understand.

- E.** Textbooks - use more e-books; there are resources available, some free; if bookstore rented textbooks we could use them for 4-6 yrs rather than 1-2 yrs and save faculty time in addition to lower student costs.

#2: Put more resources into technology; we are not serving to the depth we should be; expand lessons learned from Champion City to using a learning community for at risk students; PGR courses, but not for all; promote college readiness classes in HS.

Group 6

- A.** Are we reaching all parts of the service district consistently and effectively?
- We are doing a better job (not a good job).
 - We are doing a good job in western Greene County (Fairborn/Beavercreek); still having work to do in the rest of Greene County (Xenia/Jamestown).
 - Scholarships – The Foundation administers many scholarship funds. However, many are restricted to residents of Clark County. Need to begin raising scholarship funds in the remaining counties of the service district including scholarships that would be restricted to students from those counties.
- B.** What roles should Clark State play in initiatives that raise awareness in our communities about the value, need, and benefits of an educated community? (program examples include Gear Up, Promise Neighborhood, P-16)
- Recognize students at CSCC who participated in CITC. Invite them to campus for recognition after they have achieved, for example, 15 credit hours. This serves two purposes:
 - Getting recognition for successfully completing X credits (research shows that once a person achieves 20(?) college credits, the chance of them graduating is increased exponentially.
 - By bringing high school students to campus, it begins to alleviate the fear of the unknown (experiencing a college campus).
 - Promote local students in their neighborhood.
- C.** What criteria would we use to judge whether our tuition/fees are affordable and meet the needs of the students we serve AND the institution?
- Several of the student panelists used the word “cheap” vs. the word “affordable”. We do not want to give the impression that an education at Clark State is cheap.
 - 14 community colleges have higher tuition; 8 community colleges have lower tuition. Five of these 8 receive additional funding from a local tax levy.
- D.** How well do our students understand and access all sources of financial support available to them? (Pell grants, scholarships, loans, special programs). Do we have sufficient scholarship funds?
- Never have enough scholarship funds.
 - Students don’t check email (as a possible way to learn about financial aid).
 - Could everyone use Angel to communicate rather than use email and other websites (Web Advisor/Angel/email)?
 - #1 cause of frustration for students is the silly communication system(s).
 - Bring together a focus group of students to find out how they like to be communicated with and how we can develop a seamless, efficient single source of communication.
 - Students find the College’s website difficult to navigate (i.e., the “students” link on the web site is difficult to find).

- The College's hours of operation are posted nowhere which makes it difficult to know when students can get assistance (i.e., one student came to campus Friday at approximately 5:15 pm and was told the entire campus shuts down Friday at 5 pm).
- E.** What are some strategies to help reduce the cost of attending college?
- Have students organize a textbook exchange program that they themselves administer (bartering).
 - Limited time (two days) to participate in the bookstore buy back.
 - Strategies should focus on reducing the cost of textbooks rather than reducing the cost of tuition (since we are already in the lower 1/3 of community colleges in terms of tuition cost).
- F.** How do we make the college/campus more inviting/engaging?
- Figure out ways to get kids to campus at a young age (i.e., host science fairs).
 - Concerned that students only come to campus for classes.
 - Dormitories – is it the solution? Definite pros/cons. The opinion of the students in this group was that dorms were not the answer in trying to attract those high school graduates who go away to college. The main reason they go away is to create miles of separation from their parents.
- G.** How do we ensure that students are able to attend the needed classes when needed?
- Some programs (i.e., Graphic Art Design) only have one instructor in the program. Therefore, when a section fills, there are no other sections added.
 - Hours of operation – consider holding classes third shift, Friday nights, weekends.
 - Online learning.
- H.** What resources does our staff need to help them be more effective in successfully getting students into the college?
- Cross-train, especially high traffic offices (i.e., student affairs).
 - Pursue the “one-stop” concept.
- 2A.** What policy questions need to be addressed to improve how the college addresses access and affordability (addressing both short and long term considerations)?
- Communication – Angel, email, multiple passwords, etc. Need to communicate via a single sign on/method of communication.
 - Find a way to make textbooks more affordable.
 - Provide professional development opportunities to staff so that they are able to assist students in multiple areas (i.e., admissions, advising, financial aid, payment, transfer, transcripts, registration, etc.).
 - Host events that bring young people to campus either as an attendee to begin getting familiar with the physical campus or to bestow some type of reward/recognition upon them for an achievement (local college heroes).