Getting Strategic about Outcomes:
Stand out from the pack by making successful student outcomes part of your strategic planning

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GDA Integrated Services
www.gdais.com
GDA Integrated Services is a market research, consulting, strategic planning and services firm that specializes in customized, integrated marketing solutions designed to help colleges and universities gain visibility, recruit students and raise money.
Capabilities include:

- Strategic Planning
- Market Research
- Positioning/Branding
- Student Recruitment Consulting
- Public Relations & Strategic Visibility Consulting
- Financial Aid Consulting
- Student Search Programs
- Predictive Modeling
- Tele-recruiting
- Print Communications
- Customized Web & E-Communications
- Social Media Consulting
- Video Production
GDAIS Research surveys:

- 30,000 to 40,000 college-bound high school seniors
- 10,000 to 20,000 current college students
- 5,000 to 10,000 parents
- 10,000 to 15,000 alumni
- 1,000 to 2,000 guidance counselors
- 2,000 to 5,000 employers
Demonstrable Student Outcomes Are in Demand

- Career preparation: 88% ranked “essential” or “very important”
- Excellent academic advising: 77% ranked “essential” or “very important”
- “Very stressed” or “stressed”: 42% how students in the college search reported feeling when they considered the value of a college degree
How Successfully Are Colleges Delivering on Outcomes?

- Satisfaction-to-date of current students ("very satisfied")
- "Essential" or "Very Important" to college-bound students

<table>
<thead>
<tr>
<th>Category</th>
<th>Yellow</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Preparation</td>
<td>27%</td>
<td>88%</td>
</tr>
<tr>
<td>Strong Department in Major</td>
<td>39%</td>
<td>83%</td>
</tr>
<tr>
<td>Excellent Academic Advising</td>
<td>28%</td>
<td>77%</td>
</tr>
<tr>
<td>Preparation for Graduate or Professional School</td>
<td>22%</td>
<td>69%</td>
</tr>
<tr>
<td>Job Placement Rate</td>
<td>23%</td>
<td>69%</td>
</tr>
<tr>
<td>Opportunities to Gain Work Experience (i.e. Internships)</td>
<td>20%</td>
<td>66%</td>
</tr>
<tr>
<td>Development of the Whole Person</td>
<td>31%</td>
<td>61%</td>
</tr>
<tr>
<td>Graduation Rate</td>
<td>27%</td>
<td>60%</td>
</tr>
<tr>
<td>Known for Successful Alumni</td>
<td>24%</td>
<td>40%</td>
</tr>
</tbody>
</table>
Wheelock College

- Founded in 1888, strong service and education mission
- Fenway neighborhood in Boston (campuses in Singapore and Worcester, MA)
- 870 undergrad, 460 grad
- Programs: teaching, social work, child life professionals
Wheelock College

- Created VP of Student Success and Engagement
- 2 + 2 Shared Advising Model: Academic Success Plan
- Center for Career & Professional Development (CCPD) “CCPD On The Move”
- Field Experiences program expanded
Wheelock College

- Initiative was presidential imperative, all data-driven
- Added professional counseling staff to existing faculty advising, hired incrementally (target 100:1 student:advisor)
- Holistic process, constantly developing/refining
Lewis & Clark College

- Liberal Arts College (2,000 students)
- Law School, Grad School of Education and Counseling (1,400)
- Suburban Portland, OR
- Students from nearly every state, 76 countries
Lewis & Clark College

- Dean of Students created office of student engagement (multicultural/inclusion, academic support, student activities, student leadership & service)
- Pioneer Passport to Leadership program
- Center for Entrepreneurship
- New Career Center, new building, advisory committee
Lewis & Clark College

Lessons Learned

- Build a building along with new programs
- Secure separate donor funding for programs and facilities
- Involve faculty earlier
Morningside College

- Private, Liberal Arts College
- Founded in 1894
- Located in Sioux City, Iowa
- 1,280 full-time undergraduate students
- Endowment just over $43 million
Morningside Mentorship
Exceptional advising. Extraordinary success.
“With the Morningside Mentorship, we offer a learning experience focused on each student’s strengths, goals and interests. That is what we mean by a new type of advising.”

Lillian J. Lopez
Vice President for Advising
Krone Advising Center
Krone Advising Center
Krone Advising Center
Promotion

- Interactive Brochure
- Emails
- Microsite
- Video
- Signs and Posters on campus
- Social Media
Email Header

Morningside Mentorship
Exceptional advising. Extraordinary success.
Augustana College

- Private, Liberal Arts College
- Founded in 1860
- Located in Rock Island, Illinois
- 2,500 undergraduate students
- Fall 2014: 738 enrolled first-year students
- Endowment is almost $116 million
Augustana College
CORE...

- Is a purposeful reorientation to the student experience
- Connects a student’s experiences, knowledge and passion
- Represents the residential liberal arts experience in a modern, student-centered way
- Prepares students for jobs and graduate school
The Approach

- Encouraging students to own and navigate their college experience from day one
- Connecting in- and out-of-classroom learning
- Serving as on-campus mentors and connecting students to off-campus mentors
- Providing customizable resources, services and opportunities.
Location and Size Matters

- CORE has prime real estate
  - At the heart of campus
  - Adjacent to the new Center for Student Life (a hub of activity)
- CORE has 13 Career Development staff for 2,500 students
The Services

- Advising
- Career Development
- Community Outreach
- Internships
- Research
- Study Away
- Vocational Discernment
Distinctions

- Viking Score
- Staffing Levels
- Approach for advising

- Augie Choice
- Research to solve community concerns
Your VIKING SCORE Worksheet

Use the Viking Score to track your level of professional preparation for life after graduation. Put a check mark next to each task that you complete and then calculate your Viking Score. The more points you accumulate, the more you have accomplished to prepare yourself.

A suggested minimum number of points to accumulate by the end of each year is listed below; however, you are encouraged to go beyond the minimum tasks.

Note: The other side of this worksheet lists the available workshops you may choose from each year as well as an explanation of the Viking Score Awards Program.

Level One — typical for first-year students (2 points each)
- Meet with Career Development staff to discuss résumé format and career goals
- Attend any two workshops within Groups A and B
- Complete one professional skills or personal traits assessment
- Launch LinkedIn account
- Complete vocational exploration worksheet and discuss with Career Development staff

Level Two — typical for sophomores (4 points each)
- Meet with Career Development staff to discuss career plan of action
- Attend any two workshops within Groups B and C
- Complete job shadow experience
- Attend career/graduate school fair
- Complete professional development assessment

Level Three — typical for juniors (6 points each)
- Create LinkedIn profile with professional headshot
- Attend any three workshops within Groups C and D
- Complete first internship or career-related job
- Attend at least one job/grad school fair
- Create a post-graduate plan of action and discuss with Career Development staff

Level Four — typical for seniors (8 points each)
- Complete second internship or career-related job
- Attend any four workshops within Groups C and D
- Update résumé and post-graduate plan of action with Career Development staff
- Create a portfolio of work for graduate schools/employers
- Launch personal brand website

WHAT’S YOUR VIKING SCORE?

Student Name ____________________________
Key Accomplishments

Career Development had more than 2,200 student interactions

- 1,000+ student visits to CORE
- 200+ students attended workshops
- 150+ attended special events
- 400+ attended job/grad school fairs

- 200+ attended student group/Greek Life presentations
- 200+ were in classes during our presentations
- 80+ worked in EDGE Center
Recommendations

- Think Big
- Involve all constituencies early on
- Carefully consider Career Development leadership role
- Take a transformative approach
- Track and share outcomes
- Engage students from day one
Thank You

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