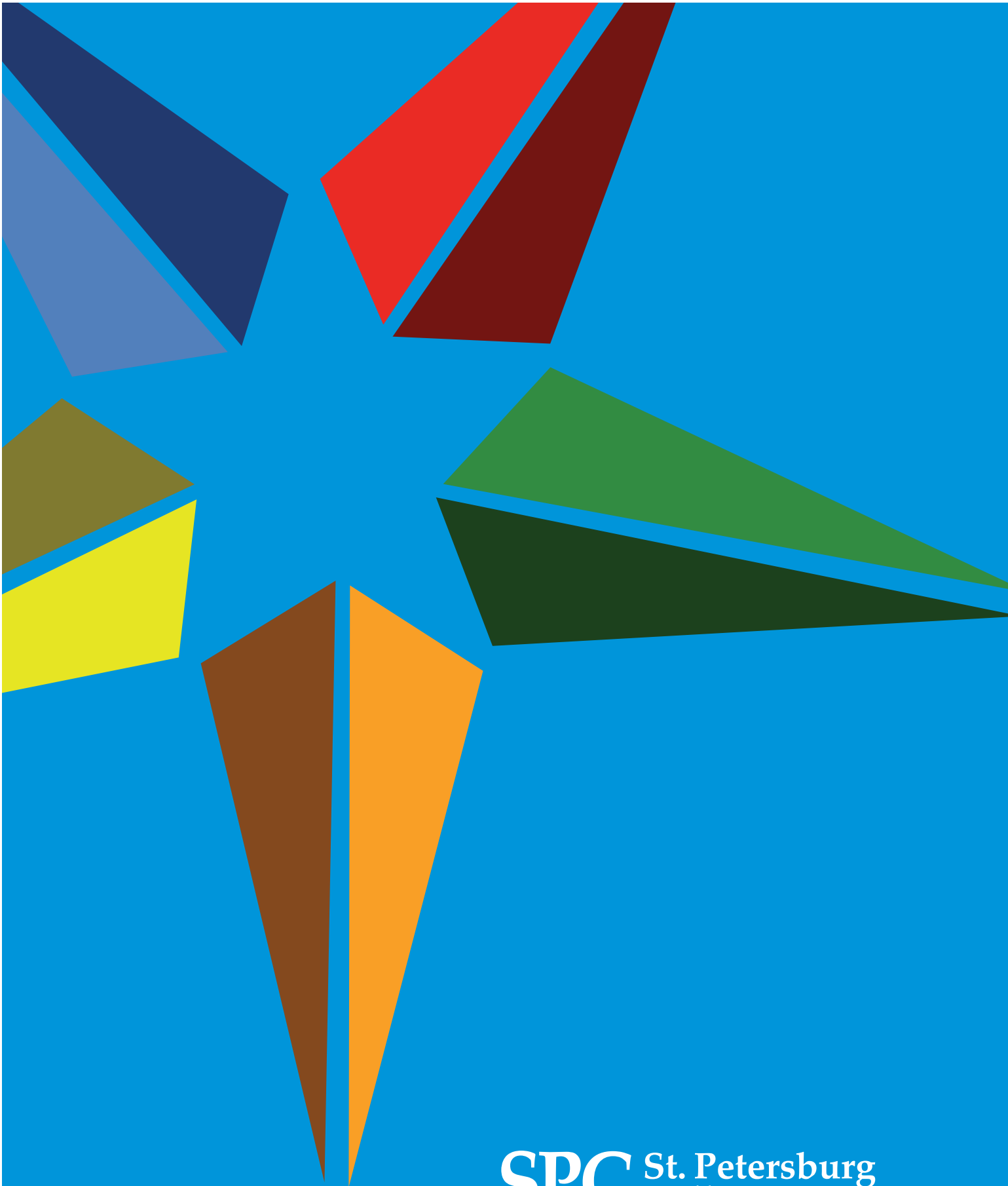




The College Experience

STUDENT SUCCESS
FALL 2013 REPORT

SPC St. Petersburg
College



SPC St. Petersburg
College



The College Experience

Content

Message from the President	2
About The College Experience	3
New Student Orientation	5
Out-of-Class Support	6
Integrated Career and Academic Advising	9
Early Alert / Student Coaching	10
My Learning Plan	13
CollegeExperience.com	15
About Us	16

A MESSAGE FROM THE PRESIDENT

"We will continue to build on this solid foundation to spread the effects of The College Experience among more of our students."

- Dr. William D. Law, Jr.



In Spring 2012, I challenged all the faculty, administrators and staff at St. Petersburg College to join me in an ambitious effort we now call The College Experience: Student Success. Our goal was simple: give our students the support they need to earn the degree or certificate that would change their lives.

We faced significant challenges:

- Far too few of our students were finishing their courses with at least a C.
- In our most highly enrolled gateway courses – the ones that are a pathway to an associate degree – about a third of our students consistently were unsuccessful.
- The news was even worse when we looked at how well our minority students, particularly our African-American male students, were faring.

Eighteen months into this effort, I couldn't be prouder of what our students, faculty and staff have accomplished together. It is clear that the day-to-day, boots-on-the-ground, try it, fix it, live it approach is working for our students.

This report gives a glimpse of the progress we've made. I am especially pleased by the great gains our minority students have made to close the achievement gap.

We look at a lot of numbers as we analyze what's working and what's not. But we never lose sight of the fact that each number, each up-tick in the success rate, represents a student who is one step closer to his or her goal of a degree or certificate.

We're not finished. We will continue to build on this solid foundation to spread the effects of The College Experience among more of our students.

Thanks to all of our faculty and staff for all you do for St. Petersburg College and our students. And know that all your hard work will have lasting effects long into the future.

A handwritten signature in black ink that reads "Bill". The signature is written in a cursive, slightly slanted style.



The College Experience

Student Success

In Fall 2012, St. Petersburg College launched a major initiative to:

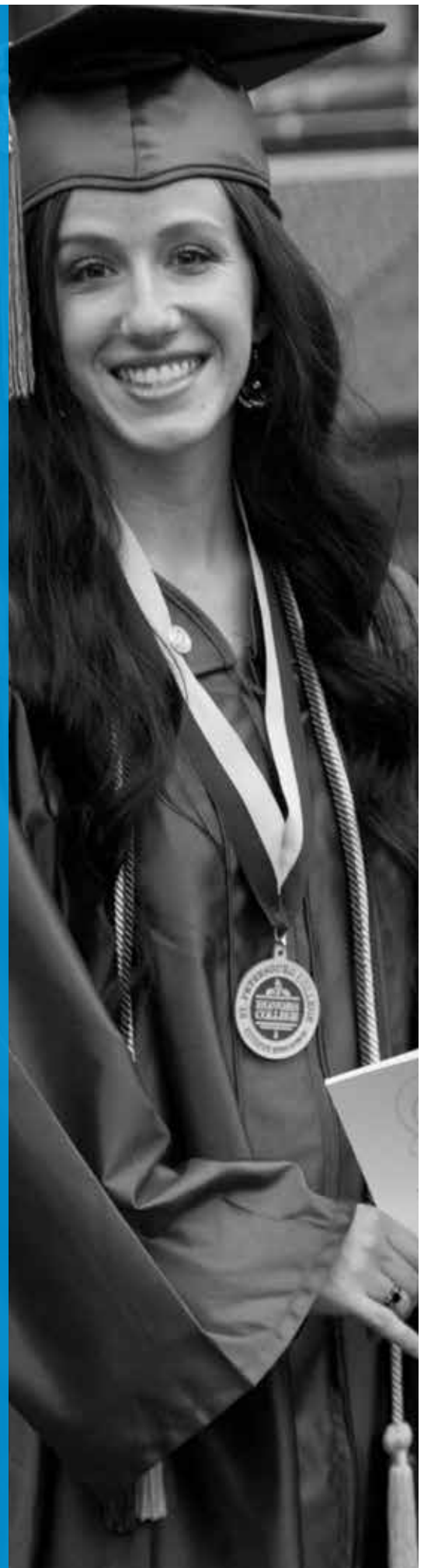
- *Increase student success*
- *Help more students get an A, B or C in their courses*
- *Get more students to graduate with a degree or certificate.*

The plan has been embraced by faculty, staff and students and is showing positive results.

For three straight semesters, students have made significant academic improvements. The advances are most notable among minority students, particularly African-American and Hispanic males.

The five components of The College Experience:

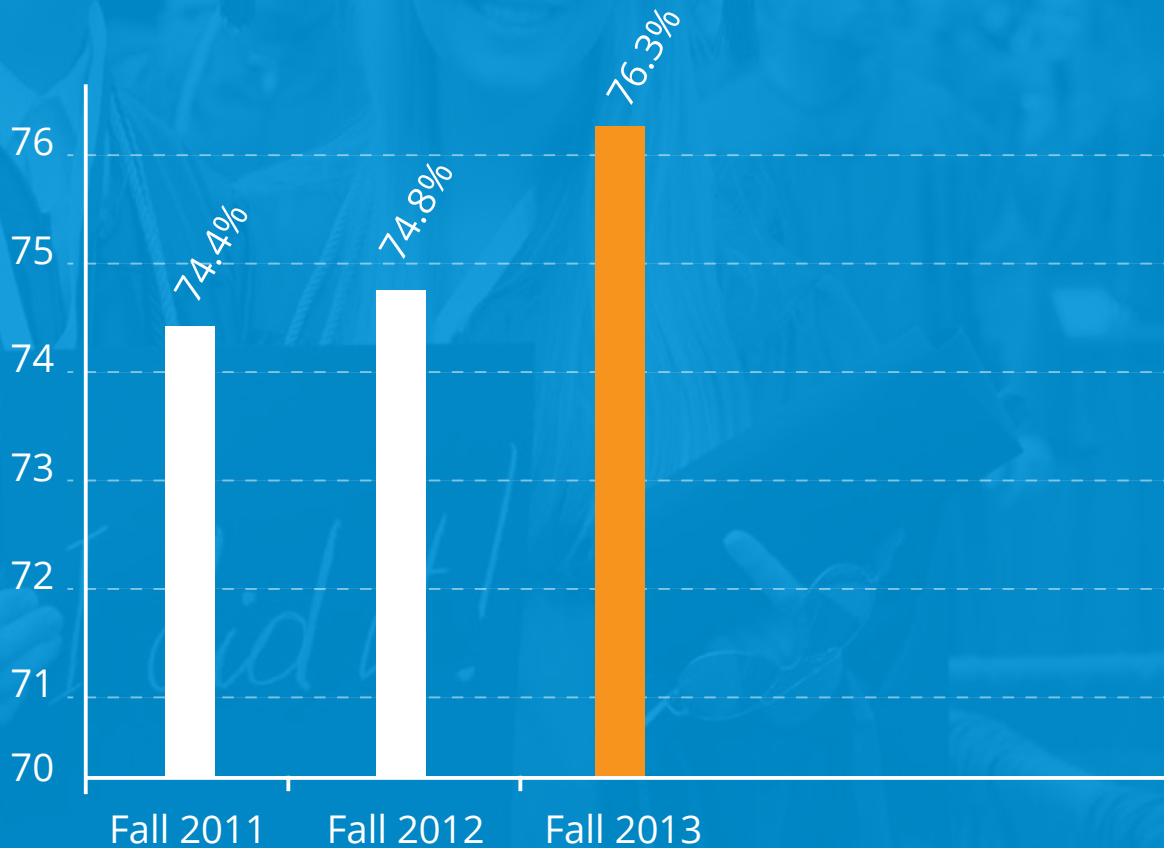
- *Expanded Out-of-Class Support*
- *Integrated Career and Academic Advising*
- *Improved New Student Orientation*
- *Enhanced My Learning Plan*
- *New Early Alert and Student Coaching System*



THE RESULTS

OVERALL SUCCESS

For the third consecutive semester, St. Petersburg College has made significant gains in the success rates of its First-Time-In-College (FTIC) students, a positive sign that the intensive efforts to expand student support are paying off.



The Course Success Rate is the number of A, B, and C letter grades divided by the overall number of grades.

COURSE SUCCESS RATE

Source: Business Intelligence System, Data Extracted January 12, 2014

New Student Orientation

"We feel confident our newly designed face-to-face New Student Orientation is a positive step in preparing our new students for the rigors attending college brings."

- Lynda Womer, Seminole Associate Provost

GOAL: To give FTIC students the information, tools and resources they need to succeed.

WHAT WE DID:

- Replaced the online orientation with a face-to-face orientation for some students.
- Assigned students to the face-to-face orientation whose test scores showed they were not yet ready for college classes
- Required an intensive advising session for each student assigned to the New Student Orientation prior to the orientation session.
- Assigned advisors to make personal contact with the New Student Orientation students during the first weeks of class to assess how well classes were going and offer resources and support.

WHAT WE FOUND:

- The combination of intensive advising and the face-to-face orientation helped students be better prepared.
- Personal contact was more effective when advisors visited students in the classroom instead of calling or emailing.
- Students assigned to the face-to-face orientation remained enrolled in 92 percent of their classes.
- Almost 90 percent of those who attended the New Student Orientation said it prepared them for their first semester in college.

WHAT WE LEARNED

92%



Of those who attended face-to-face NSO were still enrolled in classes.

**Students who attended Fall 2013 NSO*

Out-of-class support

"A full 62% of students who come to the learning centers do so as a routine part of their learning experience. It's part of what they do when they come to campus now."

- Joe Leopold, Director of Learning Resources

GOAL: Expand out-of-class academic support to increase the course success rate without lowering academic standards.

WHAT WE DID:

- Added tutors, both professionals and student peer tutors
- Made the Learning Support Centers more welcoming
- Spread the word that Learning Support isn't just for students who are in trouble
- Emphasized that the services are free
- Involved more faculty members in tutoring and learning support
- Increased access to 24/7 online tutoring resources

WHAT WE FOUND:

- The number of students visiting the learning centers more than doubled from Fall 2012 to Fall 2013
- A majority of students who visit the centers do so often – at least five times a semester
- Those who visit are almost unanimous in their praise for the services
- Those who visit often are much more likely to get at least a C in their courses

WHAT WE LEARNED

Students who visited the Learning Support Center 5X or more were successful in 85% of their courses.

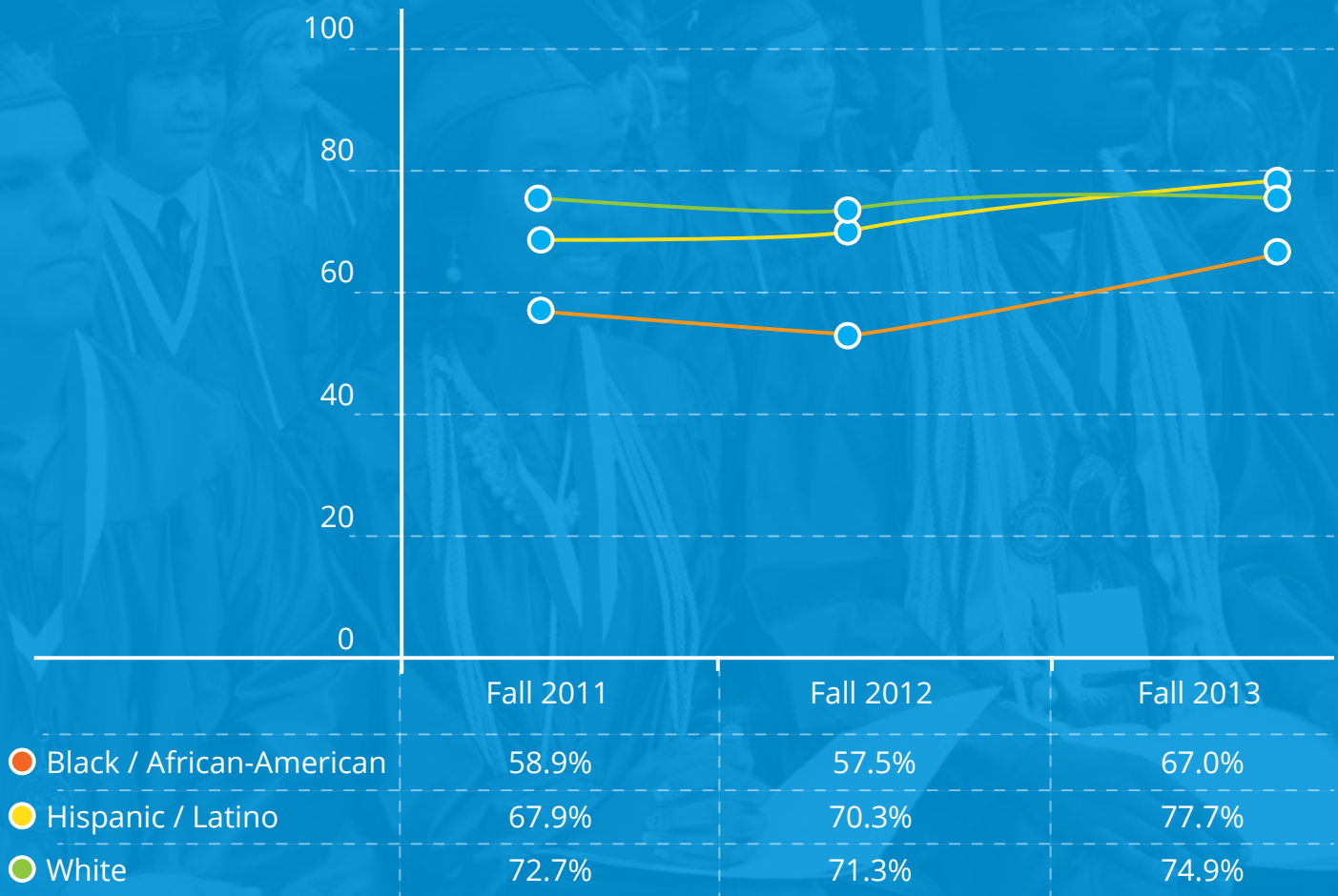
85%



THE RESULTS

SUCCESS AMONG MINORITY STUDENTS

Increasing academic success among our minority students – particularly our African-American male students – was a specific target of the College Experience initiative.



FIRST-TIME-IN-COLLEGE ETHNICITY TREND COMPARISON

Source: Business Intelligence System, Data Extracted January 12, 2014

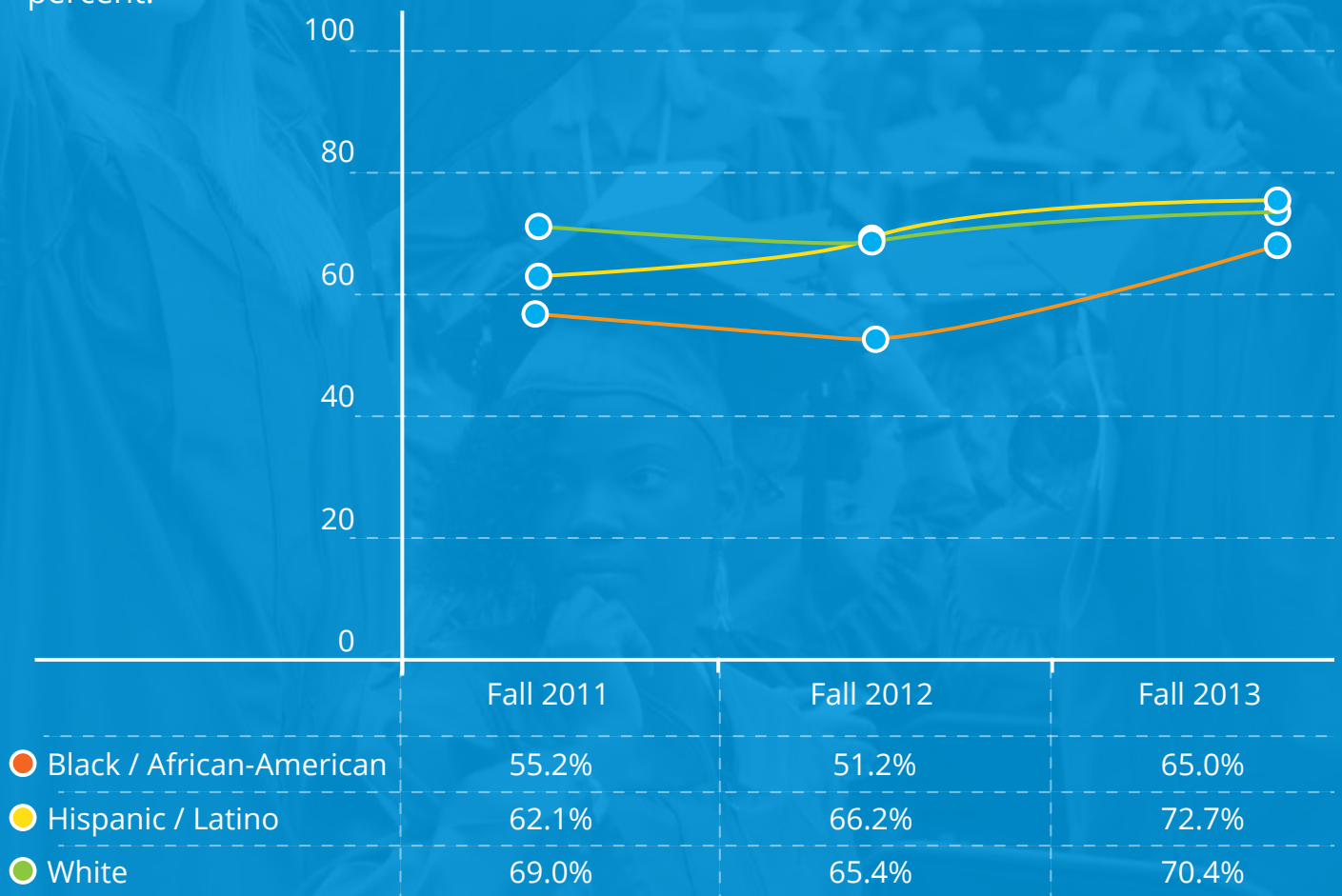
THE RESULTS

SUCCESS AMONG MALE STUDENTS

The results for African-American male students completing their first semesters in college are especially encouraging, a sign that the achievement gap between our African-American students and white students is narrowing.

The African- American male students who began at SPC in August 2013 were successful in 65 percent of their classes. By comparison, the success percentage rate for the African-American males who began in August 2012 was 51.2 percent.

Hispanic males also made a significant gain, from a 66.2 percent success rate to 72.7 percent.



FIRST-TIME-IN-COLLEGE MALE TREND COMPARISON

Source: Business Intelligence System, Data Extracted January 12, 2014

Integrated Career and Academic Advising

"I had searched online looking for some type of career advising. When I found out that SPC offered [career services] and they offered it at no charge - that was amazing."

- May Wainright, SPC Student

GOAL: To help students identify career choices as early as possible and follow the proper academic course to reach their goals.

WHAT WE DID:

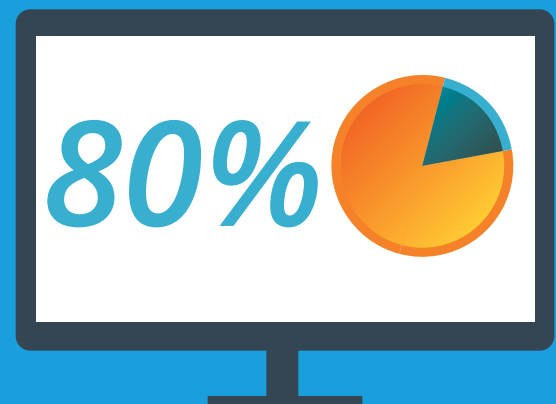
- Determined which students entering college for the first time had a clear career goal, which ones were unsure and which ones had no goal.
- Focused intensive career exploration and advising efforts on the students who are/were unsure and unclear.
- Visited college-preparation classes for 2,000 incoming students to share career aptitude tools.

WHAT WE FOUND:

- About a third of the FTIC students entered without a clear career goal
- It takes several advising sessions to help move most students to a definitive career path.
- Those who have identified a career goal are more successful and return for the next semester at a higher rate.

WHAT WE LEARNED

80 percent of those with an identified career returned for the spring semester, compared to 69 percent of the undecided.



Early Alert / Student Coaching

“Early Alert is a great tool, but it is only one piece of the puzzle. We know it works best when the students use the resources the advisors help them find, such as the free tutoring.”

- Phil Nicotera, Health Education Center Provost

GOAL: Keeping students enrolled in courses, on track with assignments, and fully engaged when they need assistance to succeed.

WHAT WE DID:

- Set up a user-friendly system that lets faculty alert an advisor when a student starts to struggle in class.
- Trained faculty teaching almost 1,000 courses – most for new or under-prepared students – to use the system.
- Established a network of student coaches and mentors to intervene with students when an alert is triggered.

WHAT WE FOUND:

- Students who received early alerts were most successful when they also took advantage of other resources, such as out-of-class support and My Learning Plan.
- Students who worked with the advisors after receiving an alert were highly likely to stay enrolled.
- The largest demographic group for early alerts was the 19 to 21 age group.

WHAT WE LEARNED

89% of students remained enrolled after receiving an early alert



Those who received early alerts made 1,800 visits to the Learning Center

1,800

THE RESULTS

FIRST-TIME-IN-COLLEGE (FTIC) SUCCESS

Overall, FTIC students in Fall 2013 successfully completed 74.4 percent of their courses, compared to 69.4 percent in Fall 2012. Success in a course is defined as a student completing the course with an A, B or C grade.

	Fall 2012 Success Rate	Fall 2013 Success Rate	Difference
Overall FTIC	69.4%	74.4%	5.0%
Gender			
Female	74.1%	77.7%	3.6%
Male	64.3%	70.4%	6.1%
Ethnicity			
Black / African American	57.5%	67.0%	9.5%
Hispanic / Latino	70.3%	77.7%	7.4%
White	71.3%	74.9%	3.6%

Note: Excludes Pass/Fail Grading basis courses and audits

Note: FTIC refers to students who are First-Time-in-College

FIRST-TIME-IN-COLLEGE OVERALL COMPARISON

Source: Business Intelligence System, Data Extracted January 12, 2014

THE RESULTS

*Developmental Courses	Fall 2012 Success Rate	Fall 2013 Success Rate	Difference
All FTIC	65.3%	70.2%	4.9%
Male	60.1%	66.4%	6.3%
African American	56.5%	64.4%	7.9%
African American Male	51.4%	60.6%	9.2%
Hispanic	70.5%	75.9%	5.4%
Hispanic Male	63.6%	73.2%	9.6%

**Classes for students whose test scores or high school performance indicate they are not ready for college-level work*

FIRST-TIME-IN-COLLEGE DEVELOPMENTAL COURSES

*Gateway Courses	Fall 2012 Success Rate	Fall 2013 Success Rate	Difference
All FTIC	67.5%	73.7%	6.2%
Male	61.7%	68.6%	6.9%
African American	58.7%	68.4%	9.7%
African American Male	49.1%	67.0%	17.9%
Hispanic	69.8%	76.9%	7.1%
Hispanic Male	64.3%	70.9%	6.6%

**The highest enrolled college-wide courses, generally those that most students must take at entry, such as Composition I and College Algebra.*

FIRST-TIME-IN-COLLEGE GATEWAY COURSES

Note: Excludes Pass/Fail Grading basis courses and audits

My Learning Plan

“It makes sense. If you have a plan, it’s easier to get where you want to be. Now we need to let more students know how they can use My Learning Plan to help them reach their goals.”

- Conferlete Carney, Tarpon Springs Provost

GOAL: Provide students a tool for up-to-the-minute guidance on where they stand in meeting graduation requirements and to determine the impact of decisions such as changing majors or dropping a course.

WHAT WE DID:

- Developed an online tool that allows students to map out the order in which they will take courses several terms in advance.
- Explained how to use My Learning Plan during orientation and worked directly with FTIC students enrolled in SLS1101, the college-success course many under-prepared students take, to complete a plan.
- Made the tool available to every student in the online student portal.
- Promoted the My Learning Plan tool to all students.

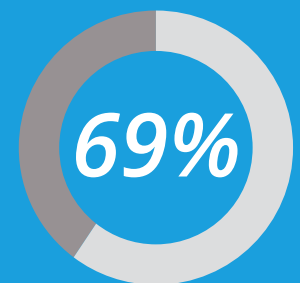
WHAT WE FOUND:

- My Learning Plan shows students the consequences of some decisions, such as dropping a class or changing a major.
- Students who completed the plan had a significantly higher success rate than those who did not.
- Some technical refinements will make the tool more user-friendly.

WHAT WE LEARNED



Students who used My Learning Plan to outline their courses for at least one term in advance had a 78 percent success rate. Those who did not had a success rate of 69 percent.



In Summary

OVERALL SUCCESS

For the third consecutive semester, St. Petersburg College has made significant gains in the success rates of its FTIC students, a positive sign that the intensive efforts to expand student support are paying off.

FIRST-TIME-IN-COLLEGE SUCCESS

Overall, FTIC students in Fall 2013 successfully completed 74.4 percent of their courses, compared to 69.4 percent in Fall 2012. Success in a course is defined as a student completing the course with an A, B or C grade.

SUCCESS AMONG MINORITIES

The increase in success is particularly significant for African-American male students completing their first semesters in college. The African-American male students who began at SPC in August 2013 were successful in 65 percent of their classes. By comparison, the success rate for the African-American males who began in August 2012 was 51.2. Hispanic males also made a significant gain, from a 66.2 percent success rate to 72.7.





CollegeExperience.com



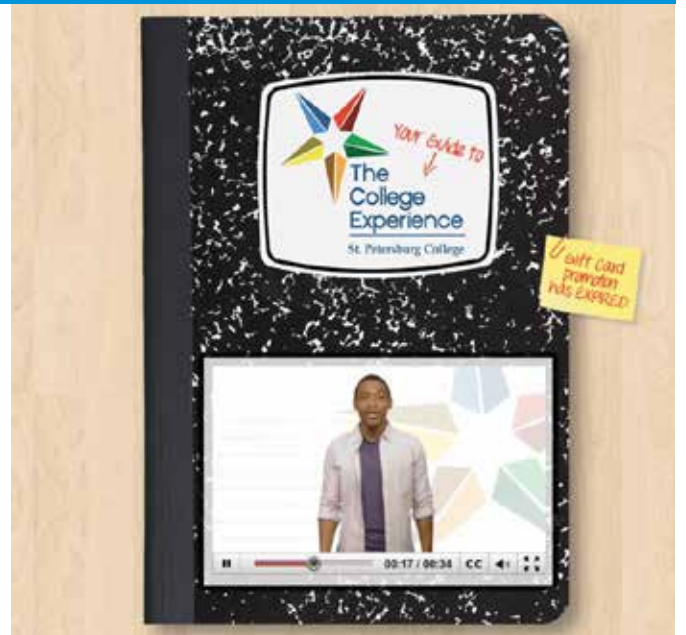
The CollegeExperience.com website and promotional campaign launched in early January, 2014 to encourage students to learn more about the College Experience efforts and how the efforts can help them be more successful at St. Petersburg College. In the first 72 hours after the launch, more than 5,000 visitors experienced the website.

The website was announced by email to more than 27,000 students in early January, 2014. Promotional materials also began appearing on campuses and online. The site was publicized at campus Welcome Back events.

The site features SPC student Kevin Pace as the video host.

Pace guides visitors through the five components of The College Experience with:

- Video testimonials from other students and staff
- Statistics showcasing the increasing success of these initiatives
- Links to other important resources



SPC St. Petersburg College

ABOUT US

WHAT WE DO



St. Petersburg College combines a strong academic focus, relevant workforce training and attention to the needs of every student to create an environment where everyone can find an educational path that meets their goals.

+ STUDENT SUCCESS

Our mission is to ensure that all students have the support and resources they need to earn a degree or certificate that will lead to a career.

+ CAREER FOCUS

Academics and career preparation go hand-in-hand. We know students do their best work when they have a career goal in mind, and we help students identify a career path from Day 1.

+ ACTIVE LEARNING

Our students do more than sit in a classroom. They get their hands dirty, do research in the field and train with real-world equipment to practice the lessons imparted by our expert faculty.

VALUE

With tuition costs at half of state universities and high quality, hands-on learning and student support, St. Petersburg College is a smart choice. Our campuses are conveniently located across Pinellas County, and many of our programs are offered fully online.

We offer what you need from an industry certification to an associate degree to a bachelor's degree - all designed to meet local workforce demands.

RESOURCES

We give you the tools you need to navigate your college career successfully, including:

- Free tutoring, computer labs and other out-of-class support.
- Free career counseling and instruction, everything from assessing your aptitudes and interests to resume writing to internships with local business and industry.
- Personal mentors and advisors to help you get back on track if you falter.
- Convenient academic planning tools to help you chart your path and stay on track.

AREAS OF STUDY

+ DEGREES AND CERTIFICATES

ASSOCIATE / BACHELOR'S

SPC offers more than 100 programs in academic areas including health, business, computer and information technology, public safety, science and engineering, education and more. An **SPC** degree will get you where you want to go.

spcollege.edu/degrees



+ CONTINUING EDUCATION CORPORATE TRAINING / CERTIFICATIONS

SPC provides professional and workforce development options that give you the tools and personal certification you need to advance in your career.

spcollege.edu/academics



NOW THAT YOU KNOW ABOUT US, TELL US ABOUT YOU.



SPC St. Petersburg
College

Getting to know you!

Today's date _____ / _____ / _____

Name _____
First Last Middle initial

Mailing address _____

City _____ State _____ ZIP _____

Phone () _____

E-mail _____ Date of birth _____ / _____ / _____

I plan to enter SPC: Fall (August) Spring (January) Summer (May) Year _____

I am interested in:

Associate (two-year) degree Bachelor's degree Certificate Program

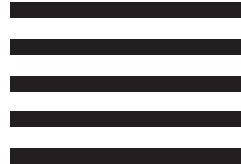
Other _____

I would like more information about this program: _____

SPC St. Petersburg College



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