



The College Experience

STUDENT SUCCESS
2013-14 ACADEMIC YEAR SUMMARY

SPC St. Petersburg
College



The College Experience

Content

Message from the President	2
About The College Experience: Student Success	3
New Student Orientation	4
Out-of-Class Support	6
Integrated Career and Academic Advising	8
Early Alert / Student Coaching	10
My Learning Plan	12
CollegeExperience.com	14
About Us	17

A MESSAGE FROM THE PRESIDENT

"We know degrees and certificates change lives, and we will continue to look for ways to give our students the support and assistance they need to successfully finish what they start."

- Dr. William D. Law, Jr.



Since Fall 2012, faculty, administrators and staff at St. Petersburg College have focused on ways to prepare our students for success. "The College Experience: Student Success" now permeates every facet of the college. Our goal remains unchanged: give our students the support they need to earn the degree or certificate that will change their lives.

In Spring 2014, 2,547 students finished what they started, earning degrees and certificates and starting a new phase in their lives. As we move forward, we remember the joy on the faces of these graduates and it motivates us to make a difference every day by providing the very best we have to offer to every single student.

Key SPC administrators and staff routinely meet online to review the numbers to see what is working and what is not, making adjustments as we go. And while the numbers tell a story of sorts, it's the victories of our individual students that inspire us to press on. Watch for their stories in the coming months.

I am so proud of the success they have realized and the faculty and staff that helped get them there. The details of our progress are outlined in this report.

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



The College Experience

Student Success

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

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

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

Our students continue to make significant academic improvements. The greatest advances were among African-American and Hispanic males.

The five components of The College Experience are:

- *Expand Out-of-Class Support*
- *Integrate Career and Academic Advising*
- *Improve New Student Orientation*
- *Enhance My Learning Plan*
- *Implement new Early Alert and Student Coaching System*



New Student Orientation

"I've used many of the resources they mentioned in the orientation and learned a lot of information I wouldn't have otherwise known."

- Caitlin Drakos, SPC Student

GOAL: Give students the information and tools they need to start off strong in their first term at SPC.

WHAT WE DID:

- Simplified the orientation to avoid information overload, focusing on what new students need to start strong
- Explained the importance of choosing a career early
- Introduced students to differences between A.A. degrees, A.S. degrees and certificates
- Provided the basics on how to navigate the SPC website, ANGEL, Desire 2 Learn, MySPC, student email and course syllabi
- Reviewed key academic policies and deadlines
- Outlined success strategies including free tutoring and career advising, My Learning Plan and our Early Alert System
- Helped students register for classes and led them on campus tours

WHAT WE FOUND:

- Of the 642 students who took the face-to-face orientation in the Spring 2014 term, the majority followed through on key success strategies:
 - 95% visited learning centers
 - 81% made career decisions
 - 81% started their individual learning plan

WHAT WE LEARNED

95%
visited the learning centers

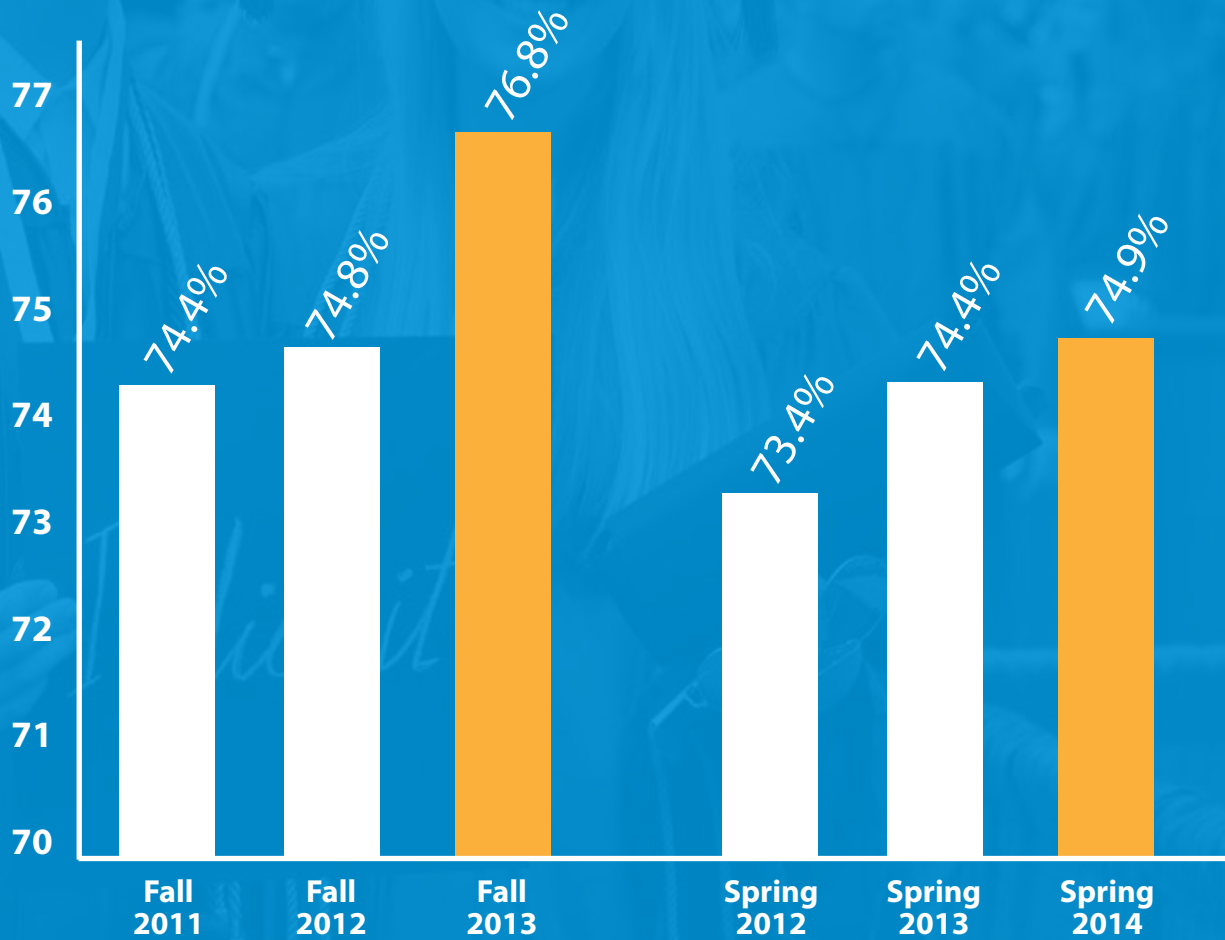


81%
made career decisions and started their individual learning plan

THE RESULTS

COLLEGEWIDE SUCCESS

From the start, St. Petersburg College has made significant gains in the success rates of students collegewide, a positive sign that 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 June 16, 2014

Out-of-Class Support

"I am a returning student with a gap in my education, so I have huge difficulties with math. I have been in the learning center every day since I started and have a 100.4 grade in my math class. I was overwhelmed and the tutors slowed me down, took me step-by-step and offered the proper guidance. The tutors are always available and willing to answer any questions."

- Steven Szopinski, SPC Student

GOAL: Enhance out-of-class academic support to increase student success* rates.

WHAT WE DID:

- Added professional tutors to staff at the learning centers
- Increased the subject areas where we provide tutoring
- Increased visibility and accessibility of the learning centers
- Increased class visits to the libraries and learning centers
- Partnered with faculty to create workshops for students
- Provided library orientations to all freshmen composition and rhetoric classes

WHAT WE FOUND:

- 14,037 unique students visited a learning center for a total of 110,000 visits for Spring 2014
- Learning Resources staff provided 250,000 services to students during 2013-14
- More than 200 full-time faculty contributed 4,500 hours of out-of-class support in libraries, learning centers or other locations during 2013-14
- African-American and Hispanic males who visited a learning center 10 times or more a semester had a 12.5% and 10.1% higher success rate than their peers
- Students in science and math gateway courses who visited a learning center 10 times or more a semester had an 80.2% and 70.4% success rate for Spring 2014

*Success= Grades A, B or C

WHAT WE LEARNED

Students who visited the learning centers 10 times or more were successful in 82% of their courses.



82%

THE RESULTS

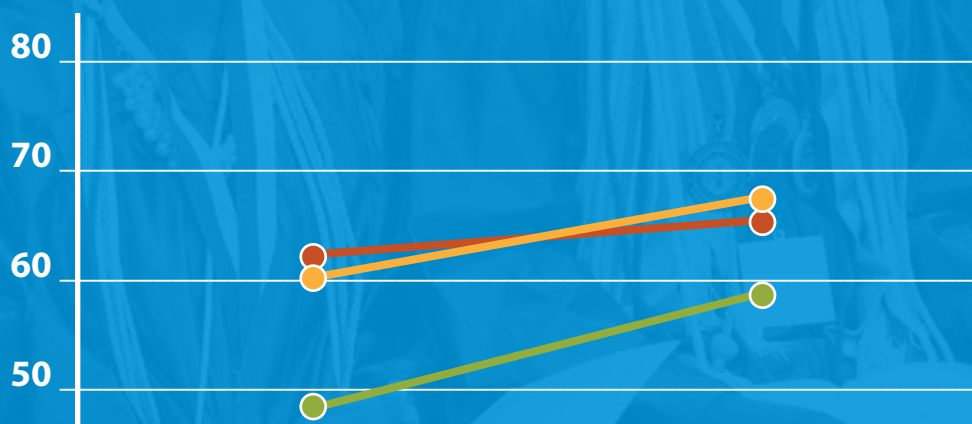
SUCCESS AMONG MINORITY STUDENTS
 SPC has seen increased academic success* among our minority students, a specific target of The College Experience initiative.

FALL



	Fall 2011	Fall 2013
Black/African-American	58.9%	66.9%
Hispanic/Latino	67.9%	77.8%
White	72.7%	75.2%

SPRING



	Spring 2012	Spring 2014
Black/African-American	48.6%	59.2%
Hispanic/Latino	60.2%	68.7%
White	63.3%	66.6%

*Success= Grades A, B or C

FIRST-TIME-IN-COLLEGE ETHNICITY TREND COMPARISON

Source: Business Intelligence System, Data Extracted June 16, 2014

Integrated Career and Academic Advising

"Career Services was incredible while I was studying for my degree. I don't think I would have gotten this far in my academic career if not for the help I received, and I recommend seeing Career Services to anyone studying at SPC."

– Lauren Boisvert, Spring 2014 Graduate, A.A.

GOAL: Help students identify career choices as early as possible and follow the proper academic plan to reach their goals.

WHAT WE DID:

- Trained advisors and additional staff to assist students with career assessment tool (FOCUS 2)
- Required students to complete a career assessment before meeting with an advisor, increasing the effectiveness of initial advising sessions
- Visited college-preparation classes for 1,000 incoming students to share career advising services and online tools
- Helped 119 students make career decisions through career advising and exploration sessions
- Developed a plan to expand Career Services in the areas of transition, employment and internships

WHAT WE FOUND:

- One third of First-Time-In-College students didn't have a career goal when they started at SPC
- Students need several career advising appointments to determine a definitive career path
- Those who have identified a career goal are more successful, withdraw from classes less often and return for the next term at a higher rate

WHAT WE LEARNED

Students who have identified a career are 13.3% more successful* in their classes than students who have not.

13.3%

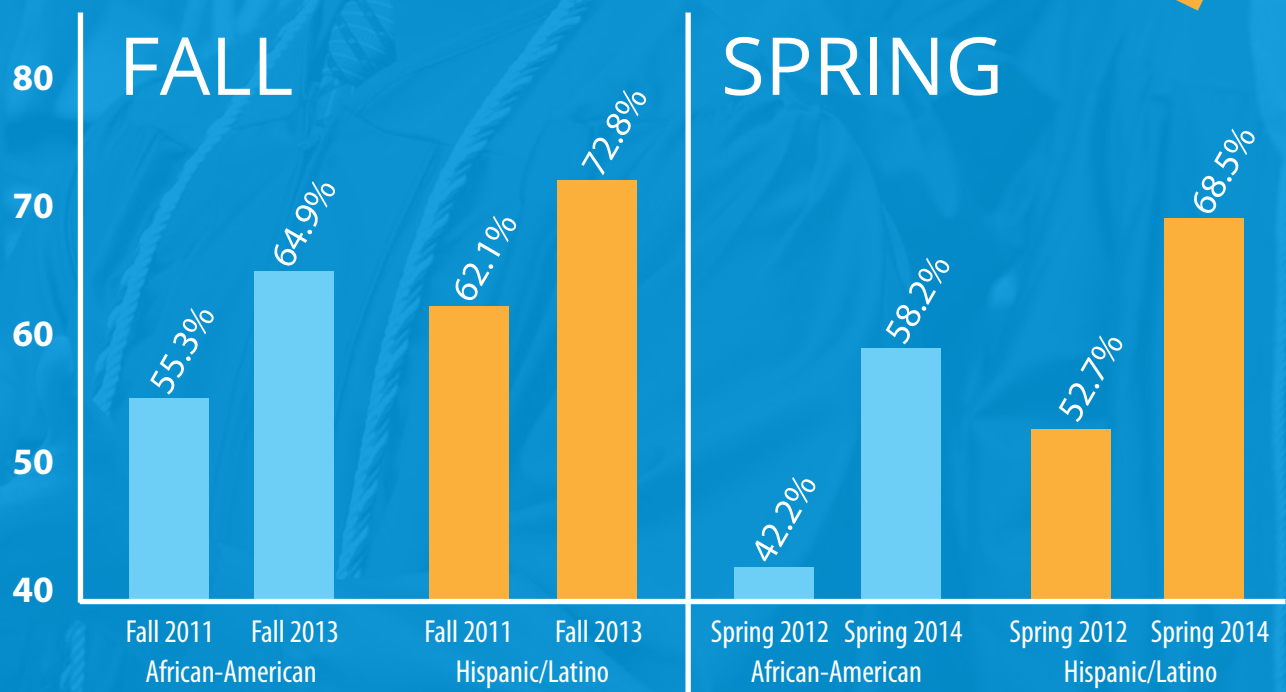
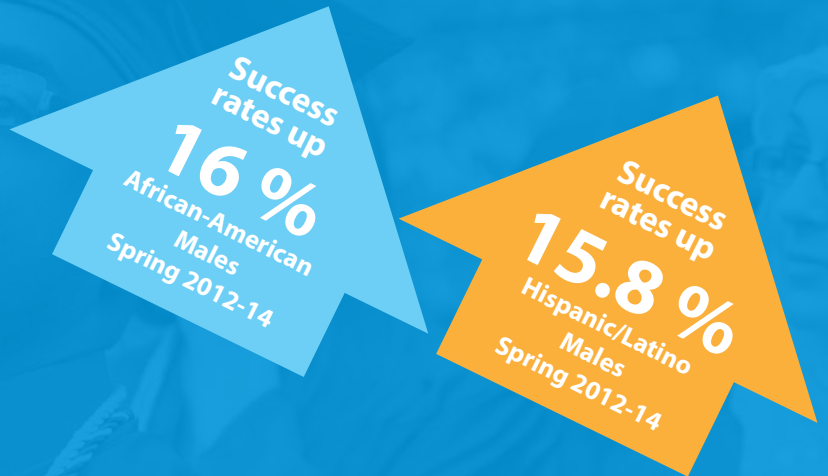


*Success = Grade of A, B or C

THE RESULTS

SUCCESS AMONG MALE STUDENTS

African-American and Hispanic/Latino male students completing their first semesters in college achieved some of the largest success* rate gains.



*Success= Grades A, B or C

FIRST-TIME-IN-COLLEGE MALE TREND COMPARISON

Source: Business Intelligence System, Data Extracted June 16, 2014

Early Alert / Student Coaching

“ Since the inception of the Early Alert System in August 2012 we have seen a steady increase in the number of alerts sent and the number of faculty sending alerts every term. This is evidence that early alerts have become ingrained in the SPC community.”

– Phil Nicotera, Health Education Center Provost

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

WHAT WE DID:

- Established a user-friendly system that lets faculty alert an advisor when a student starts to struggle in class
- Trained faculty teaching nearly 1,000 courses – most for new or under-prepared students – to use the system
- Assembled 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 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 19-21 age group

WHAT WE LEARNED

More than 80% of students receiving early alerts were assisted by a coach.



THE RESULTS

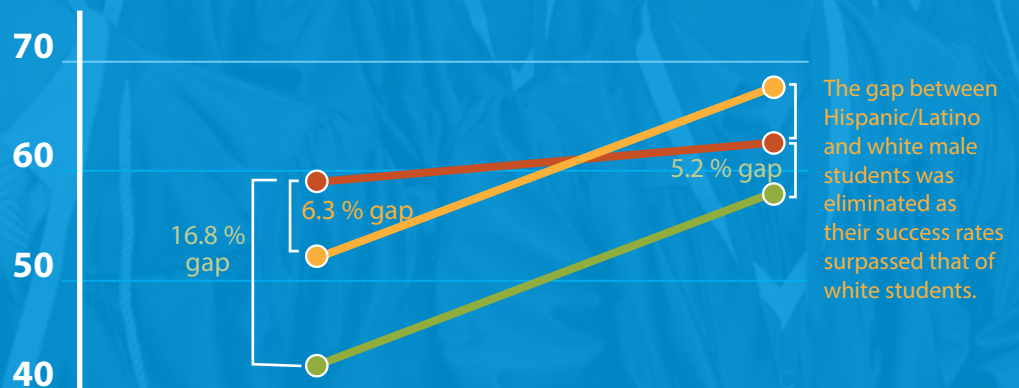
NARROWING THE GAP

A key goal of The College Experience is to narrow the achievement gap between student ethnic groups at SPC.

FALL



SPRING



FIRST-TIME-IN-COLLEGE ETHNICITY/MALE TREND COMPARISON

Source: Business Intelligence System, Data Extracted June 16, 2014

My Learning Plan

"My Learning Plan has been the yellow brick road to my success. MLP has successfully guided me along my college adventure leaving me with less frustration regarding the planning of my college career. This has truly been a huge benefit for success for which I am greatly thankful."

– Antoine Sullivan, Tarpon Springs Campus Student Peer Advisor

GOAL: Provide students a tool to plan their academic career and guide them through the classes they need to graduate.

WHAT WE DID:

- Continued to work with instructors and advisors in 60 College Experience (SLS-1101) classes to help students develop individual learning plans
- Expanded this initiative by reaching out to 22 student groups including student government, financial aid recipients, athletes, Women on the Way, international students and a variety of student clubs
- Increased collaboration among advisors and SLS-1101 instructors
- Conducted weekly analysis to identify students with incomplete My Learning Plans
- Collaborated with instructors in high school SLS-1101 sections
- Encouraged leaders of student groups beyond SLS-1101 to take ownership, responsibility and pride in the program

WHAT WE FOUND:

- First-Time-In-College (FTIC) students with a My Learning Plan had higher GPAs than those without a plan (2.5 vs. 1.5)
- Succeeded in getting 15,265 students to use My Learning Plan during 2013-14
- Succeeded in getting 95% of SLS-1101 students to complete a learning plan

WHAT WE LEARNED

Success* rates for FTIC students with a My Learning Plan were 20.3% higher than those without a plan.

*Success= Grades A, B or C



THE RESULTS



Developmental Courses*	Fall success rates			Spring success rates		
	2011	2013	Difference	2012	2014	Difference
African-American	58.3 %	64.3 %	+6.0%	45.9%	63.2 %	+17.3%
African-American Male	54.4 %	60.3 %	+5.9%	37.8%	62.3 %	+24.5%
Hispanic	66.2 %	75.7 %	+9.5%	59.4 %	68.6 %	+9.2%
Hispanic Male	58.4 %	72.7 %	+14.3%	50.9 %	73.5 %	+22.6%

*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 success rates			Spring success rates		
	2011	2013	Difference	2012	2014	Difference
African-American	57.6 %	68.4 %	+10.8%	50.2%	59.0%	+8.8%
African-American Male	51.7%	67.1%	+15.4%	43.8%	57.7 %	+13.9%
Hispanic	69.7 %	77.0 %	+7.3%	56.4%	70.9 %	+14.5%
Hispanic Male	67.4%	71.2 %	+3.8%	50.6%	69.4 %	+18.8%

**Gateway = High volume first-year college level courses that students must take, such as Composition I and College Algebra

FIRST-TIME-IN-COLLEGE GATEWAY COURSES

Source: Business Intelligence System, Data Extracted June 16, 2014
Note: Excludes Pass/Fail Grading basis courses and audits



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. Since the initial launch, more than 9,000 visitors have 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:

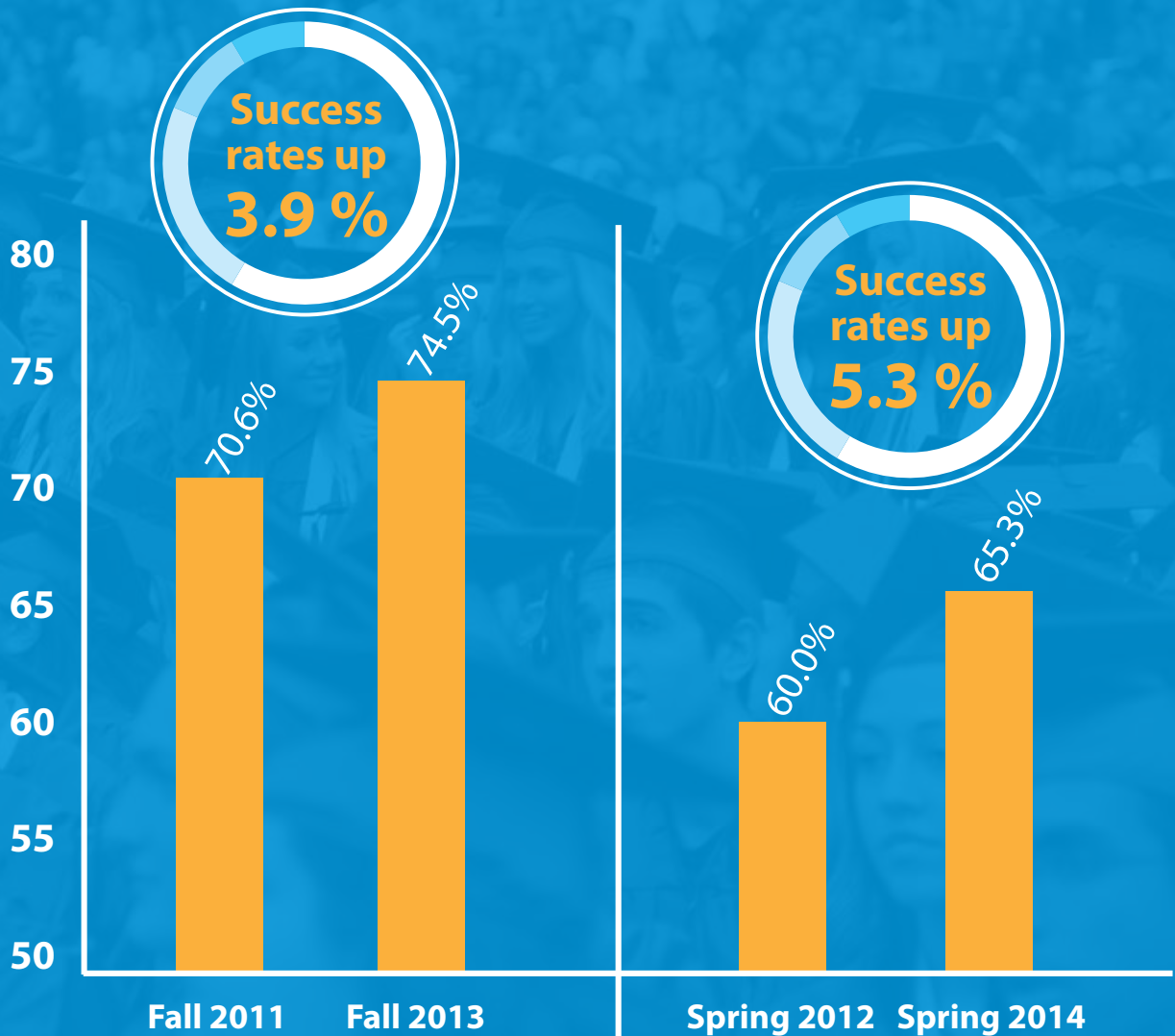
- Video testimonials from other students and staff
- Statistics showcasing the increasing success of these initiatives
- Links to other important resources



THE RESULTS

FIRST-TIME-IN-COLLEGE (FTIC) SUCCESS

The success rate of FTIC students has continued to climb with the greatest increase in the Spring 2014 term, when the success* rate rose 5.3% over 2012.



FIRST-TIME-IN-COLLEGE SUCCESS RATE COMPARISON

*Success = Grade of A, B or C

Source: Business Intelligence System, Data Extracted June 16, 2014

In Summary

COLLEGEWIDE SUCCESS

St. Petersburg College has made significant gains in the success rates of our students collegewide, a positive sign that the intensive efforts to expand student support are paying off.

FIRST-TIME-IN-COLLEGE SUCCESS

Overall, FTIC students in Spring 2014 successfully completed 65.3% of their courses, compared to 60% in Spring 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 minority male students completing their first semesters in college. The African-American male students who began at SPC in January 2014 were successful in 58.2% of their classes. By comparison, the success rate for the African-American males who began in January 2012 was 42.2%. Hispanic males also made a significant gain, from a 52.7% percent success rate to 68.5%.



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 one.

+ ACTIVE LEARNING

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

AREAS OF STUDY

VALUE

With tuition costs at about 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 offering, 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



+ 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. A **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

SPC St. Petersburg
College

