Supporting Campus-wide Culture Change
At Northeast Wisconsin Technical College

EDUCAUSE
Indianapolis, IN 2015
Northeast Wisconsin Technical College

- 3 campuses
- 5 Regional Learning Centers
- 42,000 student headcount
- 8,000 degree-seeking students
- 7,000 FTE
- 100+ degrees and diplomas
- 270 full-time faculty
- 1,200 adjunct faculty
Culture of student success

Dream Plan

Review Student Success Data (Everyone)

Learn Best Practices (From research, training, even each other!)

Try Them Broadly (In the classroom, support areas, & business policies)
Poll Question

What impedes culture change at your institution?

- Lack of executive support
- Lack of alignment with college vision and mission
- Lack of ownership across departments
- Lack of communication
- Lack of technology resources
- Other
- None of the Above – We rock at culture change!
Why a technology solution?

Early notification and early behavior change = STUDENT SUCCESS

Sharing of information college-wide = larger wrap around network for students
## Why Starfish Retention Solutions?

### Early Warning & Student Tracking System

- Student concerns can be flagged.
- Automatic flags are raised based on online grade book data.
- Recommendations can be communicated to the student.
- Appropriate personnel are informed of flags raised and cleared.
- Close the loop with faculty when progress is made.

### Educational Support Networking System

- Each student has My Success Network of instructors and campus staff.
- Online scheduling for in-person meetings and appointment confirmation by email.
- Documentation of contact with students through private and shared notes.
- Service catalog of available campus support resources.
NWTC Starfish Core team

Academic Advising
Faculty
IIT Functional
IIT Leadership
Institutional Research
Learning Leadership
Project Manager
Student Services Leadership
Training-Faculty
Training-Technology
# Implementation Timeline

## Phase 1 – Fall 2013
- Early Alert
- Progress surveys, flags, services
- LMS integration
- 30-40 Faculty

## Phase 2 – Spring 2014
- Early Alert & Connect
- Office hours, appointments, success network
- 6-flags flag
- SIS and Outlook integration
- 290 Full-time Faculty

## Phase 3 – Fall 2014
- Early Alert, Connect, & INSIGHT pilot
- Cohorts, referrals, success plans
- 6,500 students
- 100+ staff
- 814 FT & Adjunct Faculty
### Implementation outputs

<table>
<thead>
<tr>
<th>Semester</th>
<th>Kudos</th>
<th>Flags</th>
<th>Referrals</th>
<th>Students</th>
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<tr>
<td>Fall 2013</td>
<td>1,725</td>
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<td>Spr 2014</td>
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<td>7,533</td>
<td>915</td>
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</table>

Kudos to flags 2:1 reinforcing positive behaviors
How Starfish supports behavior change

**Instructor**
1. Raise Low Average Course flag
3. Close flag
4. Raise Acad Coaching referral
8. Raise Show Improvement kudo

**Student**
2. Make Instr office hour appt
6. Visit Coaching

**Academic Coach**
5. Respond to student and instr
7. Close referral
Students like Starfish!
1,241 responses Spring 2015

75% say kudos helped motivate them

64% say flags helped motivate them

50% of students changed their course behaviors because of Starfish

61% put more effort into their course

58% connected with the services they needed
Faculty like Starfish too!
131 responses Spring 2015

“Students are more ready to discuss their situations as to why they aren’t doing well.”

76% say Starfish meets or exceeds their expectations

51% say they see students taking earlier action to improve since Starfish

63% agree or strongly agree students make contact after a flag
Faculty Engagement Contributes to Culture Change

- Project team involvement
- Rapid training schedule with online options
- Inclusion in faculty progression structure
- High Impact Practice program scorecard
Culture Reinforced by Evolving Business Practices

- Building a core team to manage software and systemic change
- Moving Advising from reactive to proactive
- Giving IIT a collaborative voice in the project
- Making referrals much easier and more targeted
- Documenting communication from faculty intentionally
- Requiring adjunct faculty training
Overcoming obstacles

- Dedicating full-time project manager beyond implementation
- Prioritizing data to best use time and resources
- Loading of student photos into Starfish
- On-going faculty buy-in
- Meaningful and actionable
- Navigating FERPA
Contact us!

John Grant  
Dean, Student Development  
920-498-6984 or john.grant@nwtc.edu

Christine Lemerande  
Early Alert System Manager  
920-498-6886 or christine.lemerande@nwtc.edu