



# UW System

## 15 to Finish Campaign Overview

Pyle Center  
Madison, Wisconsin  
May 10, 2019

# 2020FWD Strategic Framework

**2020FWD**

MOVING WISCONSIN AND THE WORLD FORWARD



## 360 Advising

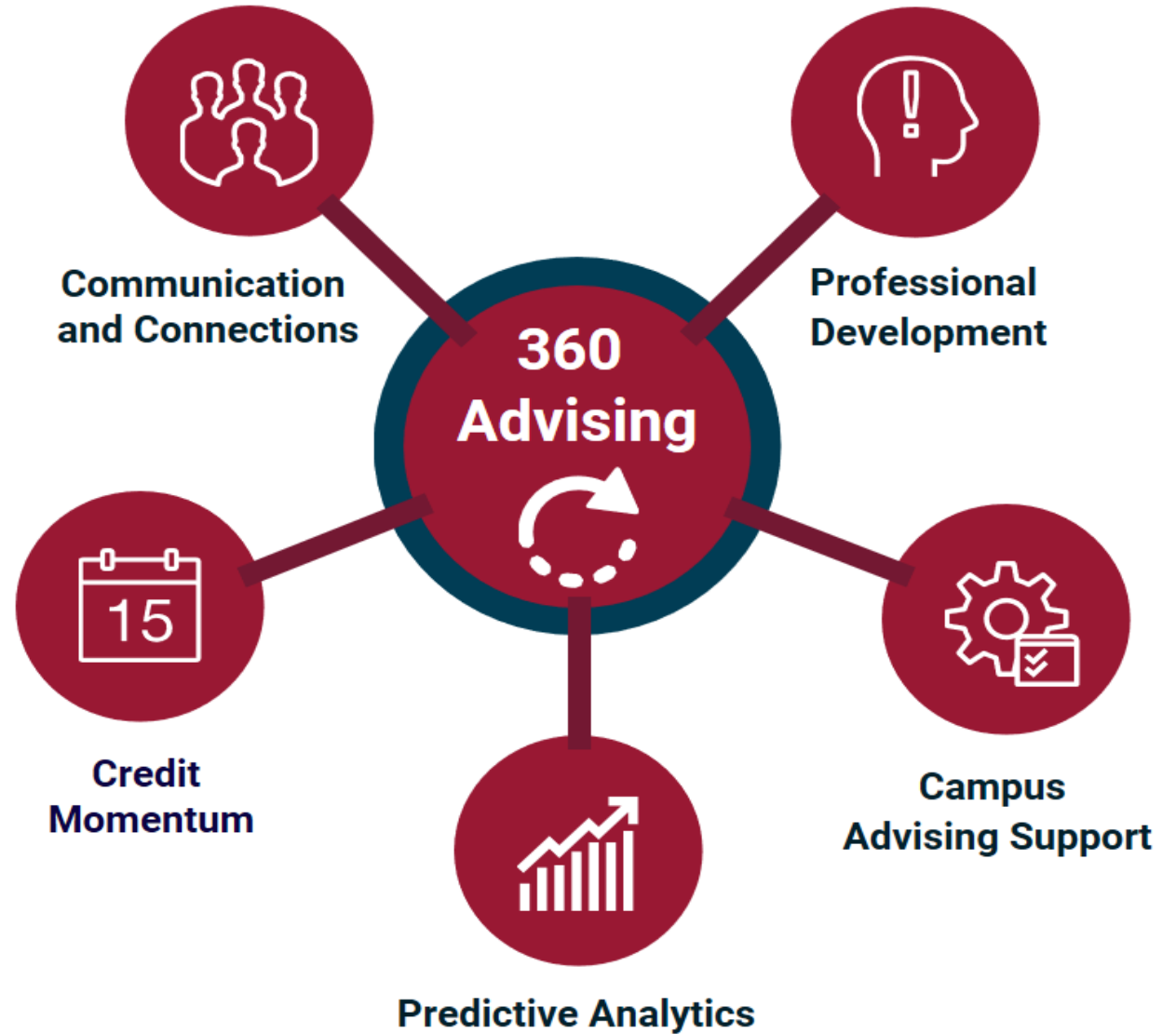
*“The UW System will work to improve student success and reduce time to degree by expanding the use of predictive analytics, intensive advising, and other advising practices that provide timely support to students. The UW System will also strive to increase student access to career counseling and financial planning.”*

<https://www.wisconsin.edu/2020FWD/>

# 360 Advising

## Goal:

Build capacity at institutions to expand high quality, proactive advising to improve student retention and graduation, reduce time to degree, and eliminate equity gaps.



[www.wisconsin.edu/360-advising/](http://www.wisconsin.edu/360-advising/)

# Data Overview

- Less than 4 in 10 UW System students earn a four-year degree in 4 years
- 45% of UW System new students are “on the bubble” between 24 and 29 credits in their first year (62% of students at branch campuses)
- The average student loan debt for a UW System student at graduation is \$30,771, which has been steadily increasing
- Equity gaps in outcomes persist for students of color, first-generation students, and Pell grant recipients

# 15 to Finish: Credit Momentum Best Practice

## University of Hawai'i System

- Since the campaign started in 2012, the percentage of first-time freshmen who enroll in 15 or more credits in their first semester doubled and the four-year graduation rate increased from 20% to 28%
- Students who took 15 credits got better grades and had higher retention than those who took 12 credits, regardless of level of academic preparation
- Top reasons why students taking 12-14 credits didn't take at least 15 credits: #1 didn't want to; #2 weren't aware or advised to; #3 financial

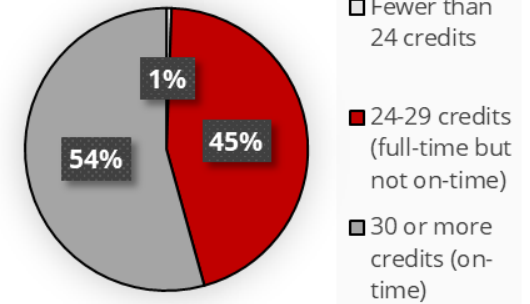
## Nationwide

- CCA reported that 455 of the Alliance member institutions implemented 15 to Finish campaigns, with many examples of positive results

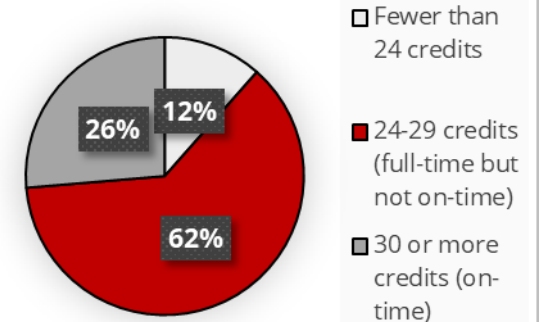
# UW System Campaign Goals

- Change mindset related to full-time enrollment as 15 (not 12)
- Build awareness of the benefits of completing 15 credits per semester/30 credits per year
- Encourage advisor interaction and purposeful course-taking
- Increase credit momentum and on-time degree completion

UW System New Freshmen  
by Credits in Fall and Spring  
of First Year (2017-18)



UW System Branch Campus  
New Freshmen by Credits in  
Fall and Spring of First Year  
(2017-18)



# UW System Campaign

Three-tiered multimedia campaign:

- **Early awareness:** Prospective college students
  - UW HELP publications, fall workshops for high school counselors
- **On-campus:** Current college students
  - Toolkits for institutions, integrate in orientation, advising, etc., Navigate
- **Statewide media:** Parents, families, and students
  - Digital marketing, social media, broadcast media, news release

# 15 to Finish Messages

- Full-time is 15
- Take 15 credits/semester or 30 credits/year (to allow for summer, winterim and online courses)
- Choose the “right” 15 (be purposeful in selecting classes)
- Work with your advisor
- It pays to take 15





# FIN15H

Stay on track.  
Graduate on time.

Take 15 credits each semester, and you'll finish on track and on time. That means you'll find freedom from extra financial burden and the freedom to chase your dream!  
For more info, talk to your academic advisor or visit us online at [WISCONSIN.EDU/15TOFINISH](http://WISCONSIN.EDU/15TOFINISH).

**15 FINISH**  
University of Wisconsin System

CAMPUS  
LOGO HERE

# FIN15H

**STRONG**

TAKE 15 CREDITS  
EACH SEMESTER

**15 TO FINISH**  
University of Wisconsin System

Learn more at  
[WISCONSIN.EDU/15TOFINISH](http://WISCONSIN.EDU/15TOFINISH)

[WISCONSIN.EDU/15TOFINISH](http://WISCONSIN.EDU/15TOFINISH)

# FIN15H

WHEN YOU TAKE 15 CREDITS PER SEMESTER, YOU'LL...

- Graduate Sooner
- Save Money
- Launch Your Career
- Live the Dream

**DO THE MATH**

*You could keep a roof over your head.*

**\$36<sup>15H</sup>K + \$20<sup>15H</sup>K = \$56<sup>15H</sup>K**

- LOST WAGES** when still in school for one year
- TUITION, FEES, BOOKS, SUPPLIES, TRANSPORTATION, + HOUSING** for one school year
- REASONS TO FIN15H**

*This could pay rent for your first year out of college!*

**15 FINISH** University of Wisconsin System

CAMPUS LOGO HERE

# 15 to Finish Resources

## Examples

- Poster/flyer
- Infographic
- Bookmark

### **Website: Student/Families**

<https://wisconsin.edu/15toFinish>

### **Website: Faculty/Staff**

<https://www.wisconsin.edu/360-advising/15-to-finish/>

## Still to Come

- Video
- Table tents
- Banner ad for online use
- Display ad for print media
- Digital pop-up
- GIF series
- Digital pop-ups
- Art elements for social media
- PowerPoint slides
- Swag

# Support for Institutional Campaigns

Financial support to cover costs of campaign such as:

- Copy costs for printed materials
- Ads in school newspaper
- Pull-up Banner
- Other (promotional items, etc.)

Memo will go to Provosts and SSAOs with details

- Institutions determine how to use funds to best support campaign and will need to report on how money was used

# Institutional Campaigns

## Timeline

- Institutional campaigns
  - Start in summer registration/orientation
  - Fall/spring semesters
- UW System media campaign
  - Fall semester

## Guidelines

- Graphic use guidelines coming
- Add institutional branding to UW System materials
- If developing own materials, ensure concept consistent with system campaign and include UW System 15 to Finish logo

# Key Takeaways

- Challenge assumptions
- What we tell students matters
- Align institutional policies and practices to promote timely degree completion
- Collaborate across institution
- Advisor expertise and respect of student's individual circumstances is still important

*Teaching students how to develop proactive plans for being successful when taking 15 credits is the key role for academic advisors—not just informing students to register for these credits. This teaching role for academic advisors is essential in the success of all students in higher education today.*

—Charlie Nutt, Executive  
Director of NACADA

# Team Time

Discuss questions in folder

On sticky notes write:

- 1-2 campaign ideas
- 1-2 next steps

Break time is 2:50-3 p.m. in Rm. 325-326

Be prepared to share a couple ideas and next steps (1-2 minutes)

## **325-326**

- UW-Eau Claire
- UW-Green Bay
- UW-La Crosse
- UW-Madison
- UW-Milwaukee
- UW-Oshkosh

## **213**

- UW-Parkside
- UW-Platteville
- UW-River Falls
- UW-Stevens Point

## **225**

- UW Stout
- UW-Superior
- UW-Whitewater

# UW System 15 to Finish Workshop

## Closing and Next Steps



# Next Steps

## **UW System**

- Send memo re: funding for institution campaigns
- Add assets to toolkit
- Develop and share video
- Update websites
- Implement media campaign

## **Institutions**

- Share workshop information and engage stakeholders
- Reach out to registration/orientation coordinators
- Plan campaign (including goals, metrics, strategies, and use of UWS funding)



# Conclusion

- Q & A
- Evaluations

## Contact Information:

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FIN15H

ACCOMPL15H

ASTON15H