

15 to Finish Campaign UW Milwaukee

Kay Eilers

Director of Student Success Center
University of Wisconsin Milwaukee

Challenge addressed

- Why?
 - Retention and graduation rates were concerning
- Set goals within our Outstanding Learning Environment (OLE) and Momentum Pathways plans

Strategies and activities

- Starting in 2016, a campus-wide communication effort was implemented to promote the importance of credit accumulation
- Schools and colleges across UWM used variety of methods to reinforce this message including:
 - Follow up with those enrolled in less than 15 per semester
 - Mandatory advising in the first year

WHY 30 CREDITS?

GRADUATE FASTER & SAVE MONEY!

EARNING 30 CREDITS PER YEAR, AVERAGING 15 PER SEMESTER, SETS THE PACE FOR YOU TO REACH GRADUATION SOONER

DO YOU HAVE AN ACADEMIC PLAN?

ARE YOU ON TRACK WITH 30 CREDITS A YEAR?

WHAT IS YOUR GRADUATION TIMELINE?

HOW MANY CREDITS HAVE YOU EARNED?

YOU NEED TO AVERAGE 30 COMPLETED CREDITS EACH YEAR TO GRADUATE IN 4 YEARS, ASSUMING YOU NEED 120 CREDITS TO GRADUATE (SOME PROGRAMS REQUIRE MORE). COMPLETING 12 CREDITS PER SEMESTER/24 FOR THE YEAR, AUTOMATICALLY PUTS YOU ON A 5 YEAR PLAN.

MEET WITH YOUR ACADEMIC ADVISOR TO LEARN MORE ABOUT WHY EARNING 30 CREDITS PER YEAR IS SO IMPORTANT TO STAY ON TRACK.



SCHEDULE YOUR ADVISING APPOINTMENT BY VISITING THE SSC CAMPUS LINK UNDER CURRENT STUDENTS AT UWM.EDU.

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HOW MANY CREDITS HAVE YOU EARNED?

EACH ADDITIONAL YEAR IN SCHOOL COSTS YOU MORE THAN JUST ADDITIONAL TUITION & FEES. DON'T FORGET TO FACTOR IN LIVING EXPENSES, STUDENT LOAN INTEREST, AND THE COST OF LOST WAGES. ONE OF THE EASIEST WAYS TO CUT COSTS EACH SEMESTER— TAKE 15 CREDITS! IT COSTS THE SAME AS TAKING 12 CREDITS. IT'S LIKE GETTING A CLASS FREE EACH SEMESTER.

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WISCONSIN SYSTEM

OF SYSTEM

Results

- Average credits earned in the first year increased from 28.2 in 2012 new freshmen to 29.2 in 2017 new freshmen
- Currently 42.8% of new freshmen earn 30+ credits. Goal is 75% of students achieving 30 credits in first year within the next three years

Lessons learned

- Lots of concern about the messaging working for every student
- Ongoing buy-in and revisit of the messaging is needed

Next steps

- Continuing to track data
- Exploring how close or far from 30 credits those not achieving this benchmark actually are
- Identifying additional methods to support students' achievement of the 30 credits

15 to Finish Campaign UW Oshkosh

Liz Whalley
Director of Academic Advising
University of Wisconsin Oshkosh

Challenge addressed

Why?

- Concerns about time to graduation; 4-year graduation rate
- Data shows students who take more credits are NOT less successful

Goal?

- Increase the number of students enrolling in 15 or more credits per term

Strategies and activities

Starting in 2015...

- Included the phrase “15 to Finish” in advising presentation for students and parents during Titan Takeoff
- Explicitly stated in advising notes given to students
- Posters in Advisor offices

Since then...

- Promoted via social media
- Reminders during other orientation and group advising sessions



ASK ME ABOUT 15 TO FINISH UW Oshkosh UARC

15 Credits

8 Semesters

120 Credits*

*120 credits minimum required to graduate. Some programs may require more credits in order to reach graduation.



Ask Me About

15 to Finish

15
Credits



If you average 15 credits...

8
Semesters



For 8 semesters (or 4 years)...

120
Credits*



You will have earned 120 credits.

*120 credits minimum required to graduate. Some programs may require more credits in order to reach graduation.



Ask Me About

15 to Finish

If you average

15
Credits

For 4 years or

8
Semesters

You will have earned

120
Credits*

*120 credits minimum required to graduate. Some programs may require more credits in order to reach graduation.



Results

Average credit load for first time, full time freshmen:

- 2014 = 15.1
- 2015* = 15.4
- 2016 = 15.5
- 2017 = 15.5
- 2018 = 15.7

Lessons learned

What surprised you?

- Students remembered!
- Students complied!
- Parents were pleased!

Advice you'd give others...

- You'll need the data that shows students, even those "at risk," are successful when they take more credits to convince your most robust student advocates. It is hard for them to accept taking more credits is in the students best interest.

Next steps

- Continue the message at Titan Takeoff
- Incorporate into broader communication plan, including social media
- Share the data with partner offices that express concern

15 to Finish Campaign UW-Parkside

DeAnn Possehl
Assistant Provost for Student Success
University of Wisconsin-Parkside

Challenge addressed

Recommitting to Our Vision: 2017-2020

Goal: Increase 6 year graduation rates from 24.3% to 50% by 2025 and close equity gaps.

Why a 15 to Finish Campaign ?

| Credits completed in 1 st year | % of pop. | 4 YR Grad | 6 YR Grad |
|---|-----------|-----------|-----------|
| 30 credits or more | 18 % | 33 % | 63 % |
| Less than 30 credits | 82% | 4 % | 24 % |

- 1. Correlation between credit accrual and graduation*
- 2. Informal efforts had increased first semester credit loads **BUT** had not impacted equity gaps or future terms.*
- 3. Potential opportunity to positively impact graduation rate relatively quickly*
- 4. Relatively easy and cost effective to implement*

Strategies and activities

Strategy 1: New Freshman and Parent Communication campaign (Orientation)

Primary Message - Graduation Starts Now

Secondary messages-

To graduate in 4 years, must complete 30 credits each year

Tuition band – money saved by enrolling each term for 15 credit

Dispel myth that 12 credits is full time

Mechanisms- Banners, consistent messaging in presentations, advisors and orientation leaders

Strategy 2: Continuing Students (Advising and Registration period)

Primary Message – Set a Graduation Timeline

Secondary Messages -

Opportunity Costs -Save money/ Make money

Time is the Enemy

Tuition band -Free Credits

Mechanisms – Posters, website, electronic sign board, text messages, email, Midnight Ranger

Strategy 3: Momentum Year Advising Workshop



15 
to finish.

15 
to finish.

FINISH IN 4 YEARS

SAVE MONEY

Each additional year of college adds at least \$7388.00 more in tuition costs.

15 credits a semester to finish in 4 years.

NEED A PLAN? CONTACT
ADVISING & CAREER CENTER
262-595-2040 | WYLLIE D175

UNIVERSITY OF WISCONSIN **PARKSIDE**

15 
to finish.

8 TIMES BETTER

If you complete 30 credits in your first year, you are 8x more likely to graduate in 4 years.

15 credits a semester to finish in 4 years.

NEED A PLAN? CONTACT
ADVISING & CAREER CENTER
262-595-2040 | WYLLIE D175

UNIVERSITY OF WISCONSIN **PARKSIDE**

15 
to finish.

WANT TO GRADUATE
IN FOUR YEARS?

DO THE MATH

120 credits
÷ 4 years

30 credits
per year

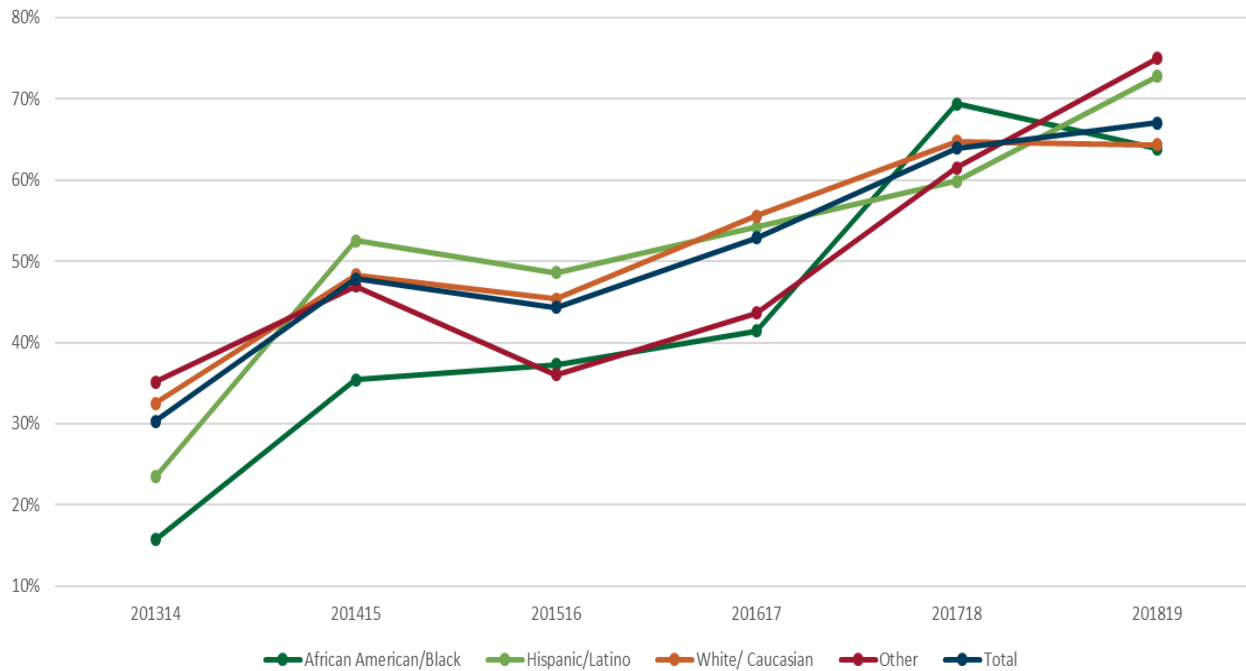
15 credits a semester to finish in 4 years.

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ADVISING & CAREER CENTER
262-595-2040 | WYLLIE D175

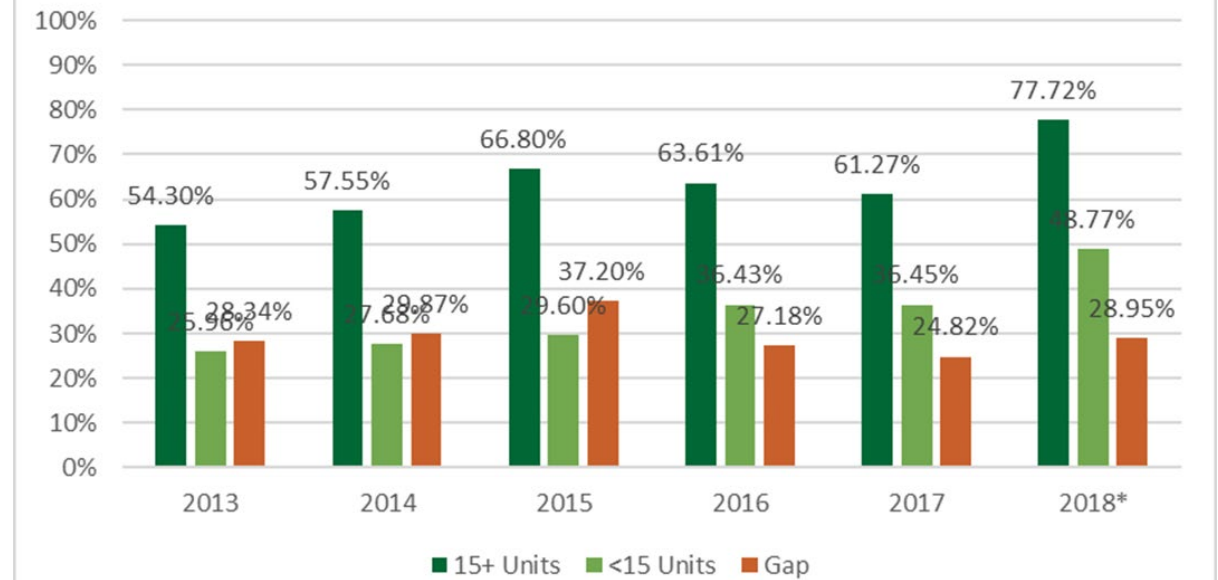
UNIVERSITY OF WISCONSIN **PARKSIDE**

Results

15+ Units by Ethnicity



First Spring Credits by Entry Fall Credit Category (Enrolled Students Only)



Lessons learned

- What surprised you?

Staff were apprehensive about the 15 to Finish campaign

Academic performance was not negatively impacted by increased credits

- What advice would you give others?

Don't let perfect be the enemy of good...Just Try It!

Know your data

Personalize the message for your institution

Next steps

- Disaggregate our spring enrollment data, and track enrollment patterns for the cohort into fall semester
- Conduct student focus groups to determine what changes should be made to messaging and identify potential roadblocks
- Work with advisors to refine the continuing student campaign
- Integrate into EAB implementation