



# GETTING PROMISE STUDENTS THROUGH THE FIRST YEAR LESSONS FROM THE DETROIT PROMISE PATH & BEYOND



## Audio Options

- 1) Use computer audio
- 2) Phone:  
Call-in toll-free number (US/Canada)  
1-877-668-4493  
Access Code: 735 826 566

**MAY 3, 2018**

**3PM EST**

# Introductions

## **MDRC Staff:**

Alyssa Ratledge, *Research Analyst*

Rosario Torres, *Research Analyst*

## **Detroit Promise Path Staff:**

Monica M. Rodriguez, *Program  
Manager*

Wytrice Harris, *Team Lead*

Ashley R. Robinson, *Campus Coach*

# AGENDA

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## Part I.

1. **Overview: MDRC's College Promise Success Initiative**
2. **Evidence-based student success strategies**

## Part II.

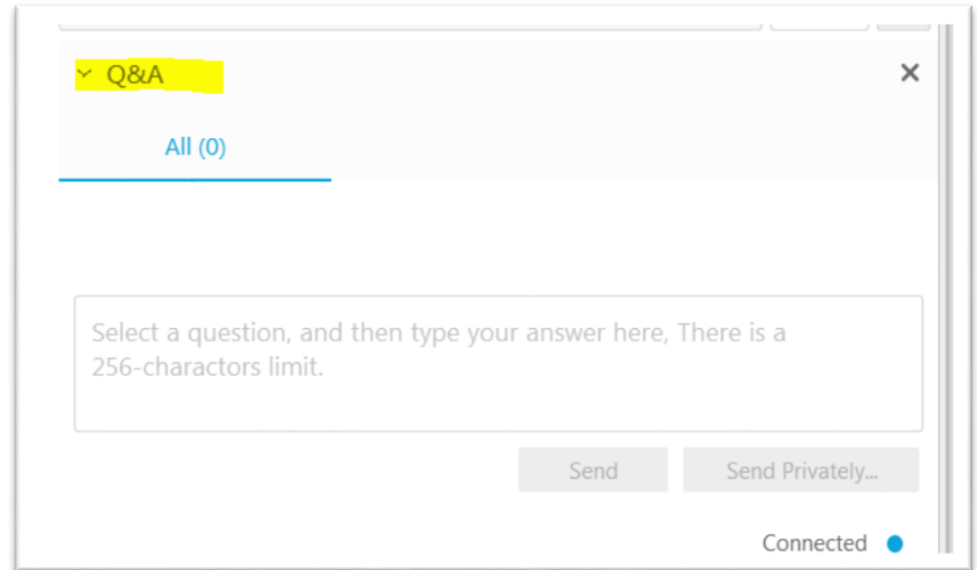
1. **Recommendations from Detroit Promise**
2. **Interactive Panel**

# WEBINAR OBJECTIVES

- **Learn what the research says works for low-income college students in their first year**
- **Hear directly from Detroit Promise staff about how their program is helping students**
- **Apply lessons from today's webinar to your own students!**

# HOUSEKEEPING

- All lines will be muted to reduce distracting background noise
- Send questions or comments in the “questions” box
- Email any additional questions to [Promise@mdrc.org](mailto:Promise@mdrc.org)



# ABOUT MDRC

- Dedicated to **learning what works** to improve higher education programs and social policies.
- Best known for **strengthening** real-world programs and policies through demonstrations and evaluations.
- Experienced in conducting large-scale, **rigorous evaluations** to improve outcomes for college students across the country.
- Providing **technical assistance** to schools, programs, and organizations.

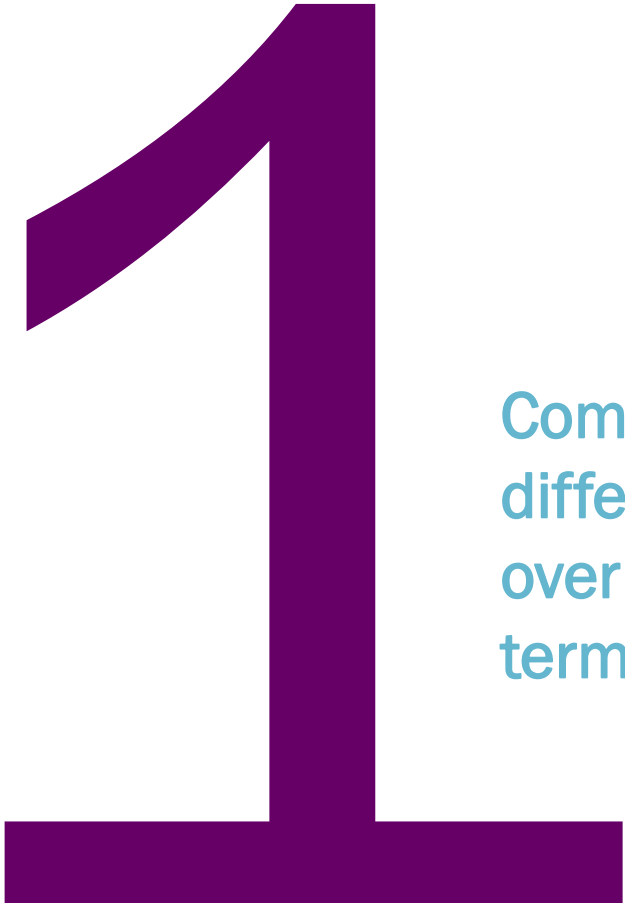


# COLLEGE PROMISE SUCCESS INITIATIVE



# EVIDENCE-BASED STUDENT SUCCESS STRATEGIES





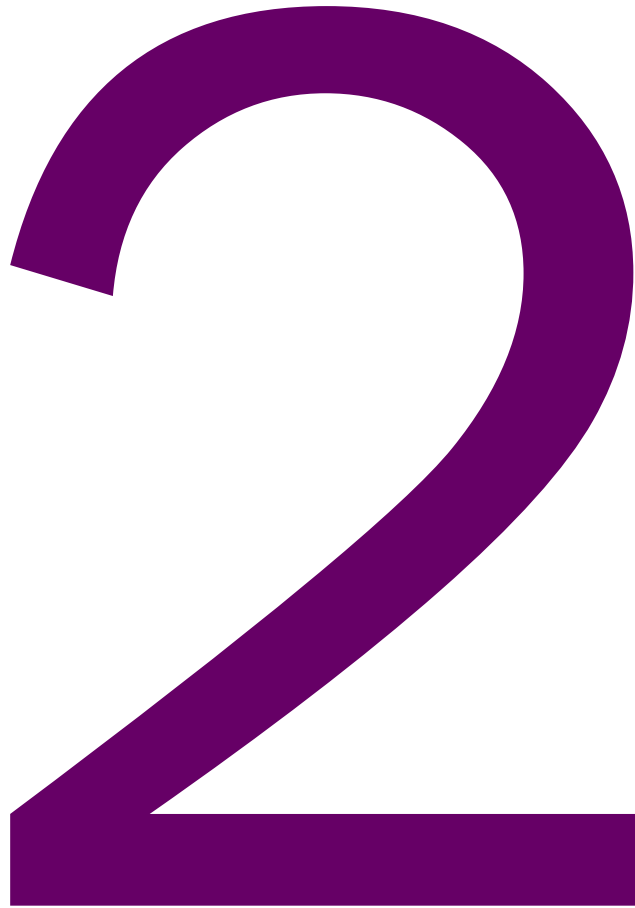
Comprehensive programs that integrate different strategies and are sustained over time are more likely to produce long-term impacts on student success

# COMPREHENSIVE PROGRAMS FOR FIRST-YEAR STUDENTS

- **Students face many barriers to success**
- **Programs that simultaneously address multiple barriers can help students succeed**
  - Student support services
  - Financial aid
  - Expenses like books, transportation, child care
  - Academic underpreparedness
  - Summer support
  - Jobs programs on or off campus

# COMPREHENSIVE PROGRAMS FOR FIRST-YEAR STUDENTS

- **These programs have shown large impacts on the following outcomes:**
- **Enrollment**
- **Full-time enrollment**
- **Persistence**
- **Credit accumulation**
  
- **CUNY ASAP has produced the largest impacts on graduation in any rigorous study – doubling graduation rates in three years!**



**Higher-touch advising and guaranteed time with advisors can improve the effectiveness and take-up of advising and improve student outcomes**

# ADVISING AND COACHING

*Many successful programs have focused on enhanced student advising or coaching to help low-income and underrepresented students succeed.*

## **Results:**

- Improved academic outcomes during engaged semesters – staying enrolled, enrolling full-time, and completing credits
- Increased persistence during and immediately following intervention
- Completion of targeted milestones like academic plans

# ADVISING/COACHING SHOULD BE HOLISTIC AND ACTION-ORIENTED

- *Schedule conversations about key topics around important dates*
- *Be prepared to talk about a range of topics (and provide referrals)*
- *Keep a broad definition of student success in mind*
- *Successful programs make advising/coaching contacts mandatory or incentivize participation*

## Further reading:

### CUNY ASAP:

#### Doubling Graduation Rates

[http://www.mdrc.org/sites/default/files/doubling\\_graduation\\_rates\\_fr.pdf](http://www.mdrc.org/sites/default/files/doubling_graduation_rates_fr.pdf)

#### Inside ASAP

<http://www1.cuny.edu/sites/asap/wp-content/uploads/sites/8/2015/05/Resource-Guide.pdf>

### ASAP Demo in Ohio:

<https://www.mdrc.org/publication/bringing-cuny-accelerated-study-associate-programs-asap-ohio>

### Valley Initiative for Development and Advancement (VIDA):

<https://www.acf.hhs.gov/opre/resource/valley-initiative-development-advancement-implementation-early-impact-report>

### Bottom Line:

[https://www.bottomline.org/sites/default/files/Advising%20Students%20To%20and%20Through%20College\\_web.pdf](https://www.bottomline.org/sites/default/files/Advising%20Students%20To%20and%20Through%20College_web.pdf)

### Stay the Course:

<http://www.nber.org/papers/w24150.pdf>

### Opening Doors:

<https://www.mdrc.org/publication/more-guidance-better-results>

### Scaling Academic Planning:

[https://www.mdrc.org/sites/default/files/REL\\_2017204\\_FR.pdf](https://www.mdrc.org/sites/default/files/REL_2017204_FR.pdf)

# QUESTIONS?



Submit your  
questions in  
the box.

# 3

**Insights from behavioral science can be used to improve the effectiveness of programs**



# BEHAVIORAL SCIENCE INSIGHTS

**Research suggests that behavioral strategies like reminders, clearer presentation of information, and other messaging strategies, can be used to address issues in higher education such as:**

- **Improving students' participation in on-campus programs**
- **Increasing submission of financial aid applications**
- **Increasing students' compliance with requirements**

# BEHAVIORAL SCIENCE CONCEPTS CAN MAKE YOUR COMMUNICATIONS MORE EFFECTIVE: THE SIMPLER FRAMEWORK

Social Influence

Implementation Prompt

Making Deadlines

Personalization

Loss Aversion

Ease

Reminder

# FIGURE OUT WHAT WORKS FOR YOUR STUDENTS

- Text messaging can be more effective for some student populations
- Printed and personalized correspondence can be more effective for some student populations

# 4

**Effective data management can help staff and program coordinators monitor and continuously improve programs**

# COLLECTING STUDENT DATA IS IMPORTANT

- Student data should be used to inform coaching and program decisions
- Successful programs use data throughout the semester
- Identify key milestones that are integral to student success and track completion

# EXAMPLES OF STUDENT DATA

## COMMUNICATION AND OUTREACH:

- Text messages
- Emails
- Phone calls
- Method and responsiveness

## ENGAGEMENT AND KEY TASKS

- Orientation attendance
- In-person meetings
- Group meetings

## ENROLLMENT AND MILESTONES:

- Enrollment in 12 credits
- Enrollment at add/drop date
- Specific class enrollment
- Class registration for upcoming semester
- FAFSA completion for upcoming year

# 5

**Financial incentives tied to important milestones encourages students to complete them**

# HOW TO USE INCENTIVES THOUGHTFULLY

- Scholarships tied to students meeting pre-established academic benchmarks can increase credit accumulation and mostly improve graduation rates
- Make the incentives salient and the benchmarks clear
- Consider incentives for specific tasks or incentives for monthly compliance



**Further reading:**

**SIMPLER Framework:**

<https://www.mdrc.org/publication/developing-simpler-solutions>

**Financial Aid Nudges:**

[https://curry.virginia.edu/uploads/resourceLibrary/29\\_Freshman\\_Year\\_Financial\\_Aid\\_Nudges.pdf](https://curry.virginia.edu/uploads/resourceLibrary/29_Freshman_Year_Financial_Aid_Nudges.pdf)

**Detroit Promise Path:**

<https://www.mdrc.org/publication/learning-success>

**Performance-Based Scholarships:**

<https://www.mdrc.org/project/performance-based-scholarship-demonstration#overview>

**Encouraging Additional Summer Enrollment:**

<https://www.mdrc.org/publication/can-we-boost-college-summer-enrollment-using-behavioral-science>

# QUESTIONS?



**Submit your  
questions in  
the box.**

The background image shows a city street scene in Detroit. In the foreground, the Spirit of Detroit statue is visible, showing a large arm and hand. The street is lined with modern buildings, including the Spirit Tower. A street sign for Woodward is visible. The overall scene is in grayscale with a dark overlay.

# DETROIT PROMISE PATH

*Administered by the Detroit Regional Chamber*



# WHAT HAVE WE LEARNED?


**COLLEGE ACCESS  
DOES NOT EQUATE TO  
COLLEGE SUCCESS**

*Where do your responsibilities start and end?*

# WHAT PROBLEM ARE WE SOLVING?

*Inequitable access to college success*





**WHAT IS THE ULTIMATE  
PURPOSE OF A  
PROMISE ZONE?**

*To uplift a community*

**IT TAKES A VILLAGE**

**DETROIT  
REGIONAL  
CHAMBER**

**MDRC**

**PARTNERING  
INSTITUTIONS**

**EXTERNAL  
PARTNERS**

**BUSINESS  
COMMUNITY**

**K-12 SYSTEM**

## THE PROGRAM MODEL

### TUITION

The Detroit Promise is a last dollar scholarship that covers tuition and fees for 3 years at any of the 5 local community colleges

### COACH

5 full-time coaches each have a caseload of (randomly assigned) program students  
80-100 active students  
180 total students

### INCENTIVE

If a student meets with their coach 2+ times a month they receive a \$50 financial incentive loaded on prepaid card.



# INTENTIONAL & INTRUSTIVE

*"Whatever it takes."*



# 10,000

Hours coaching students since 2016

10. Change the inner dialog
9. Help/Stage an find an entry point
8. Don't make it hard to get help
7. Give the script (& then practice it out loud)
6. Bite. Size. Pieces.
5. First why. Then how.
4. Be annoying
3. Don't disadvantage the disadvantaged
2. Ask: "how are you doing?"
1. Listen when they tell you

**DETROITPROMISE.COM**

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# INTERACTIVE PANEL



SUBMIT YOUR  
QUESTIONS IN  
THE BOX

THANK YOU FOR JOINING US! PLEASE  
VISIT OUR WEBSITE [WWW.MDRC.ORG](http://WWW.MDRC.ORG)  
FOR MORE CPSI UPDATES

REACH US AT [PROMISE@MDRC.ORG](mailto:PROMISE@MDRC.ORG)