

Rollout and Adoption of iPASS: Communication and Training





Today's Presenters



Dr. Brian P. Hinote
Administrative Fellow, Office of
Student Success
Middle Tennessee State University



Dr. Laurie Fladd
Associate Dean for
Mathematics
Trident Technical College



Brian Almquist
Dean of Student
Engagement
Trident Technical College

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Brian P. Hinote, PhD

Office of Student Success

Middle Tennessee State University

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Today's Agenda

1. Quick overview of ongoing work
2. Results to date
3. iPASS project overview
4. Focus on Communication & Training
5. Questions, etc.

A Snapshot of Our Work

Data-informed, actionable insights

Strategic change, transformation

Focus, clarity, coherence

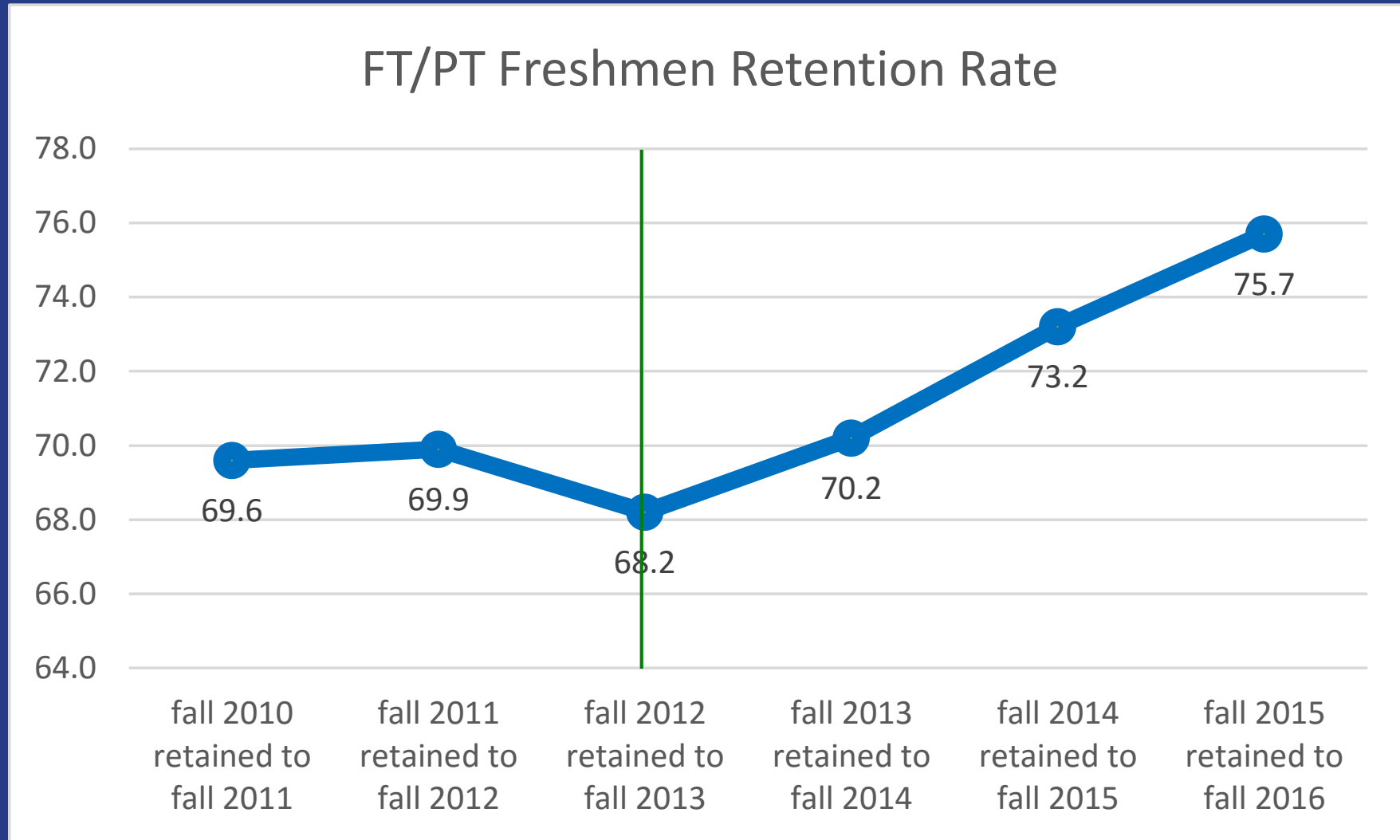
Institutional alignment

A “one-university, learner-centered” model

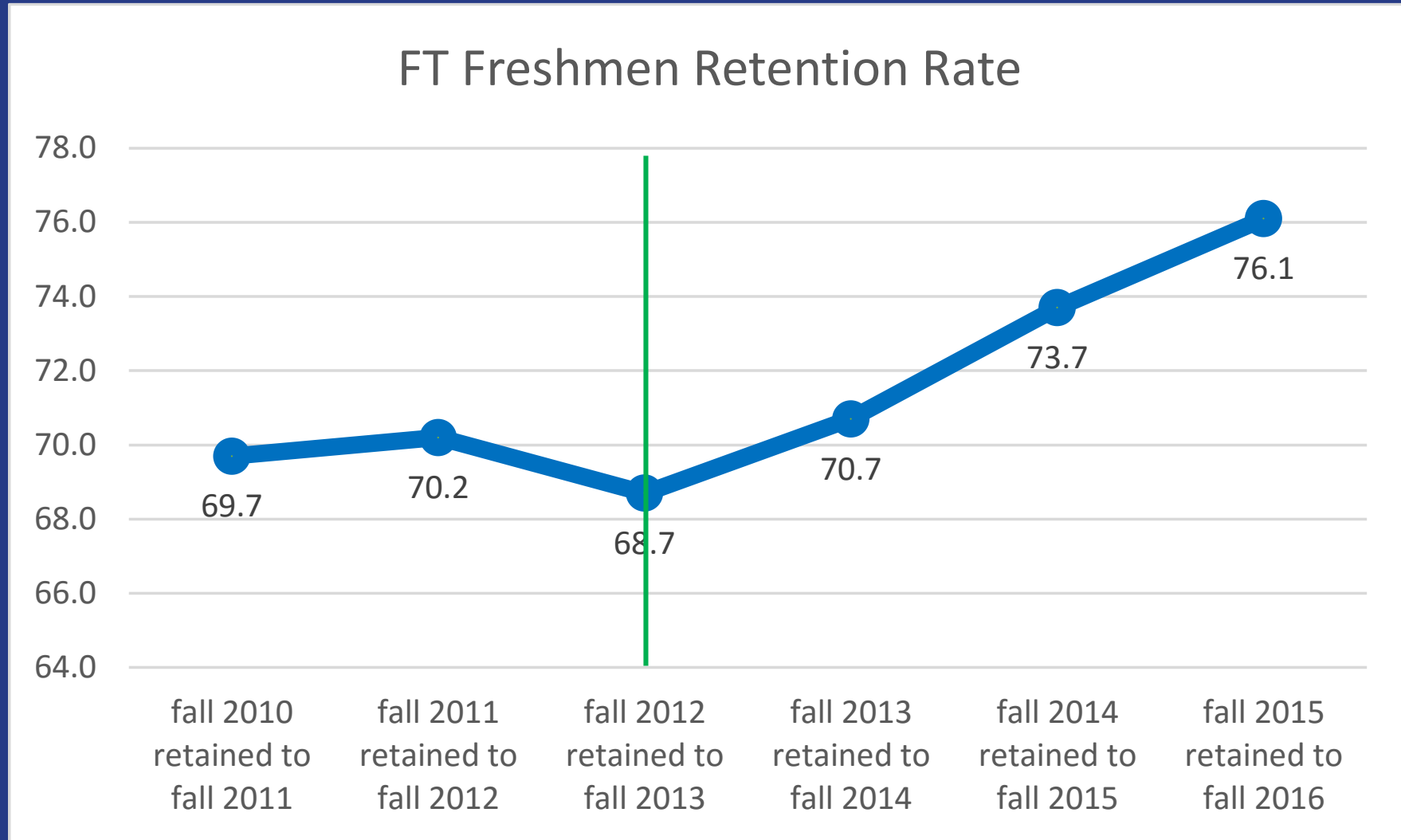
Primary Strategic Initiatives

1. Advising Enhancements
2. Course Redesign
3. Learner Support
4. Communication plans, performance metrics

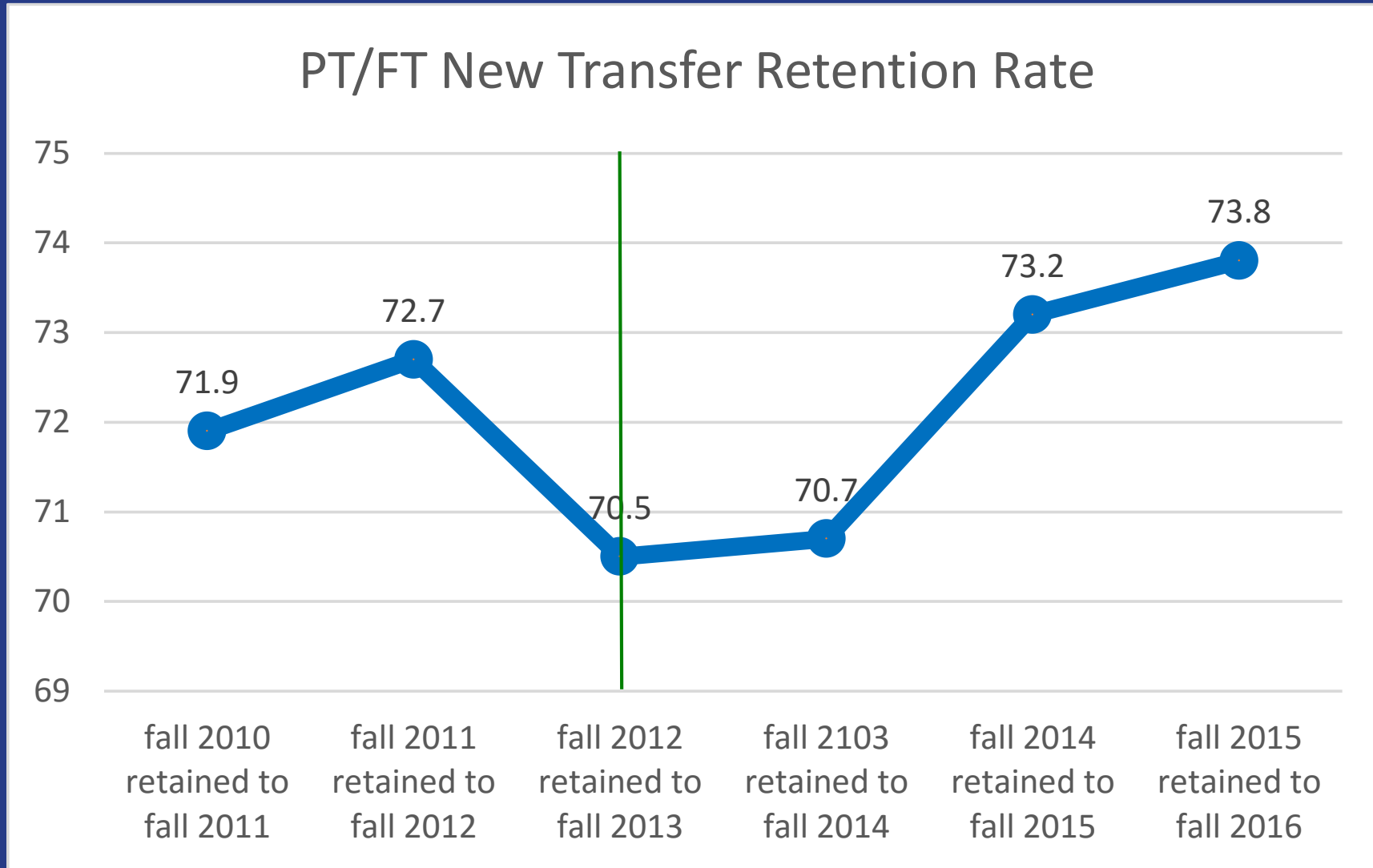
Retention - Freshmen



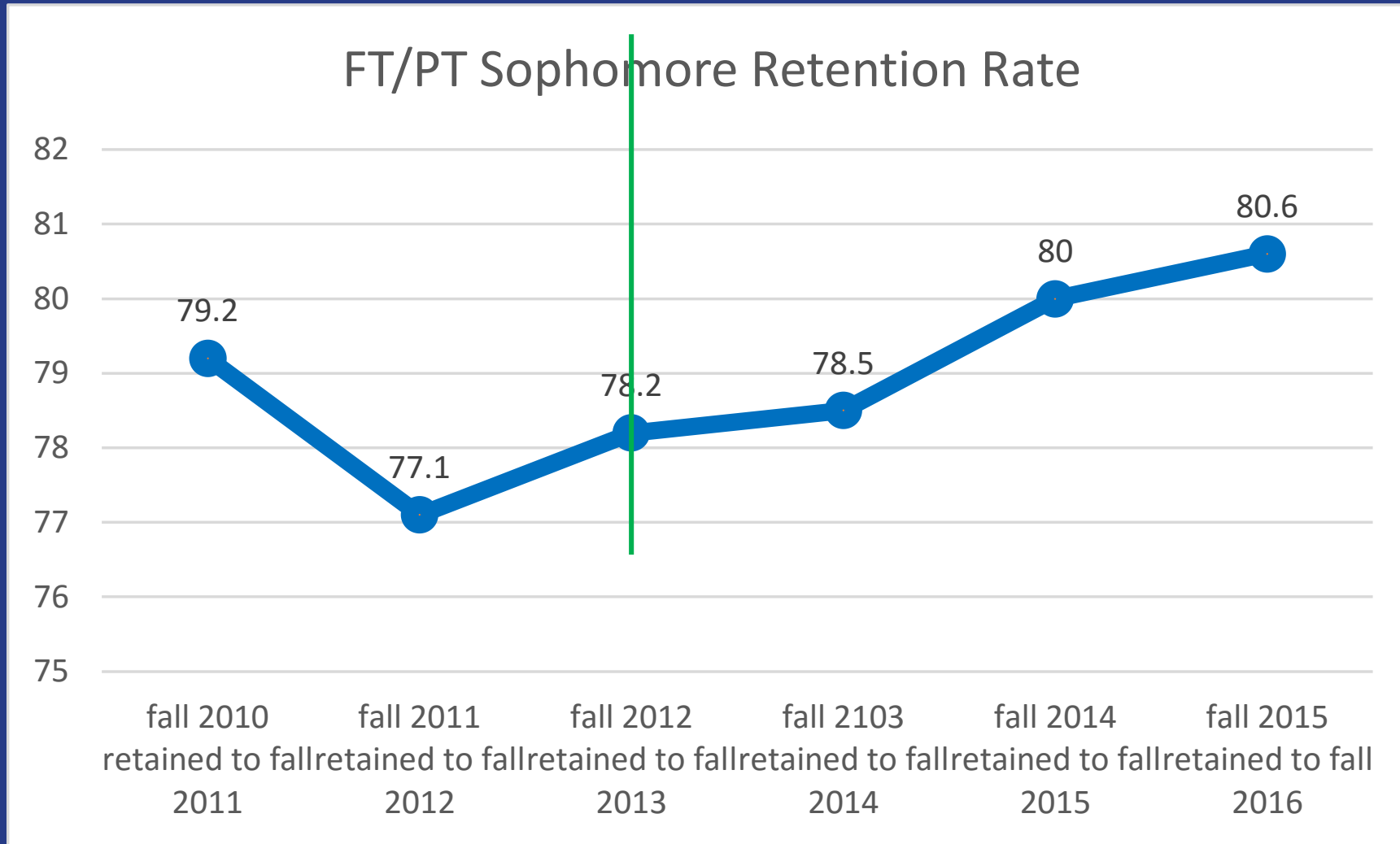
Retention - Freshmen



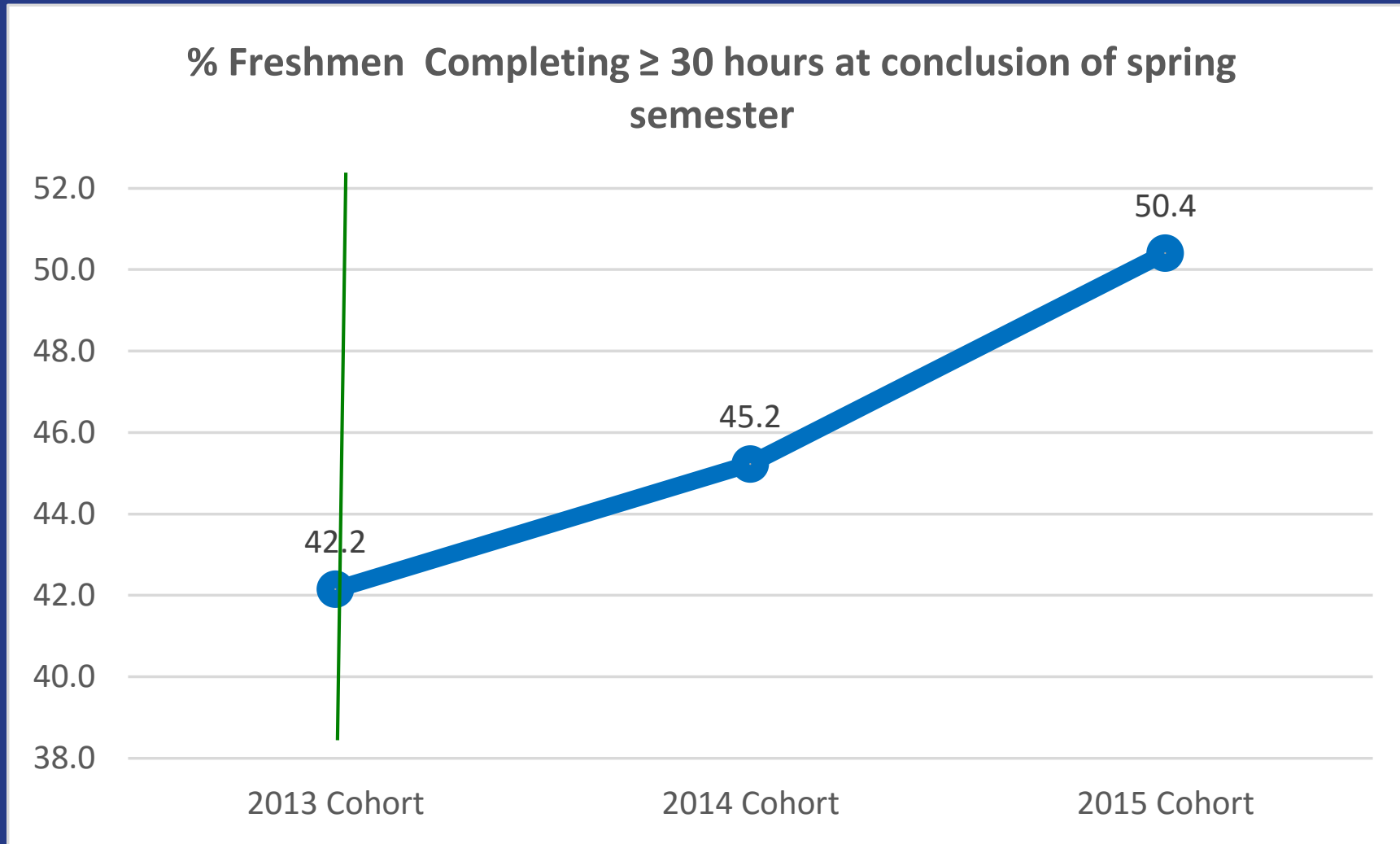
Retention - Transfer



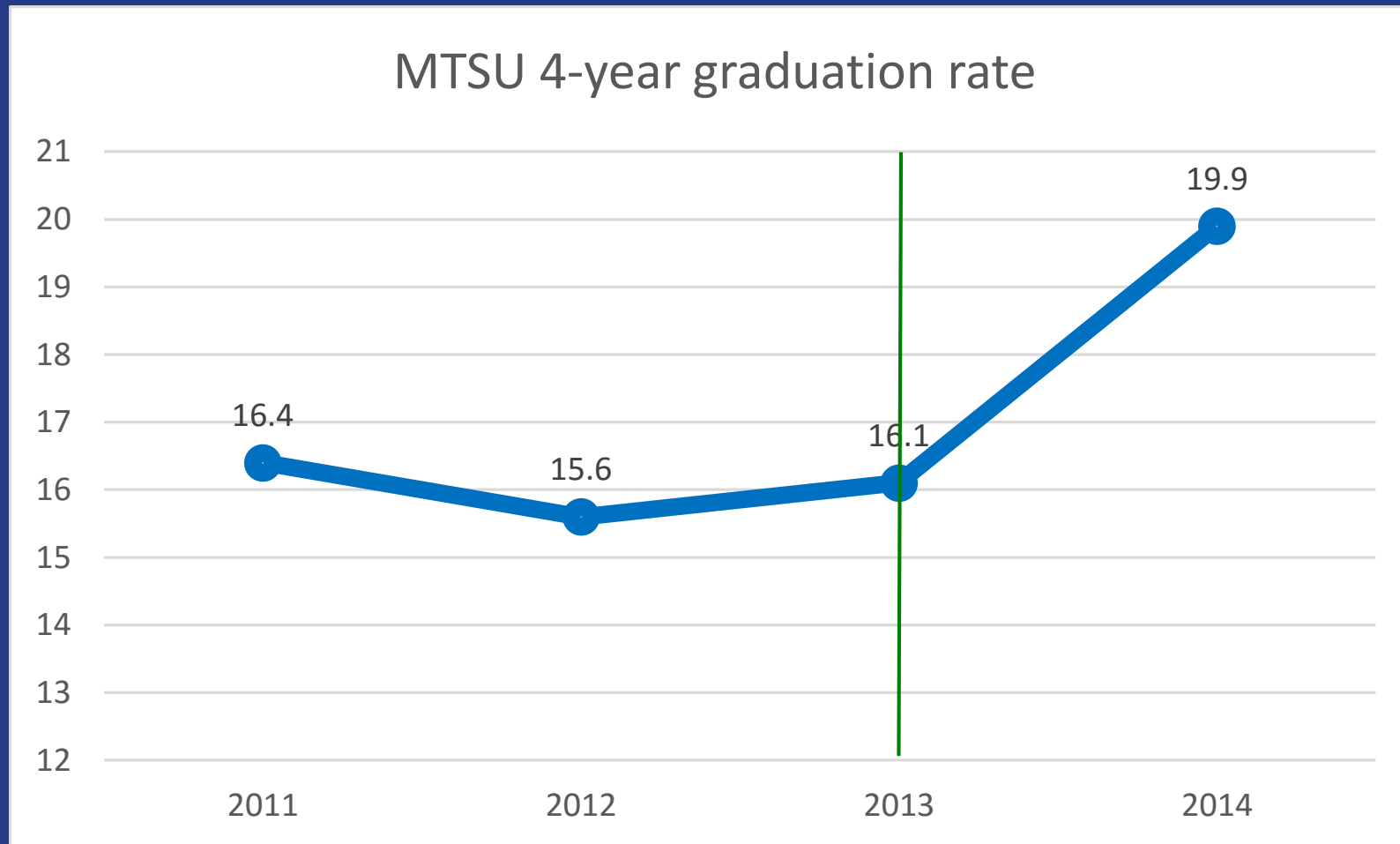
Retention - Sophomores



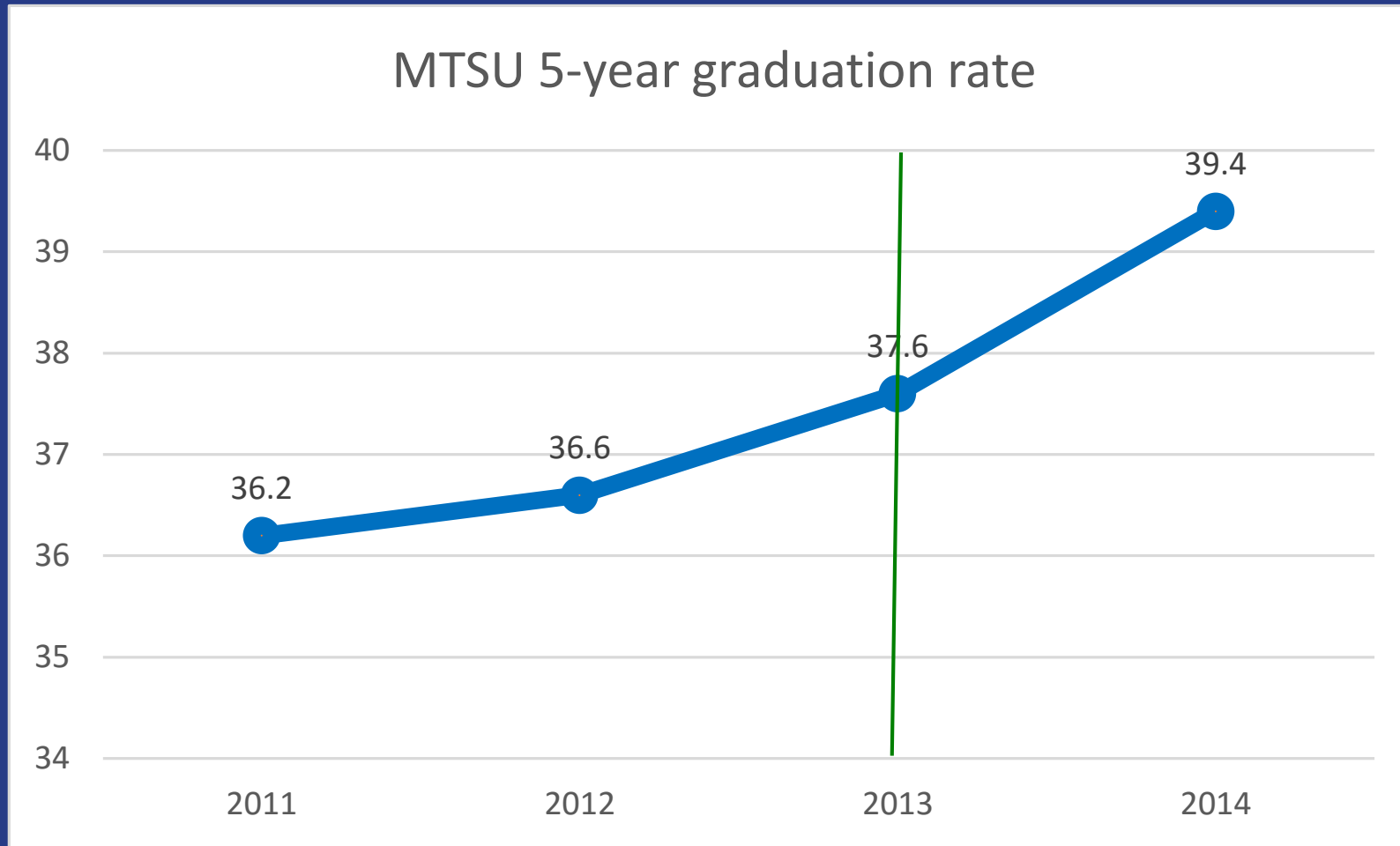
Progression



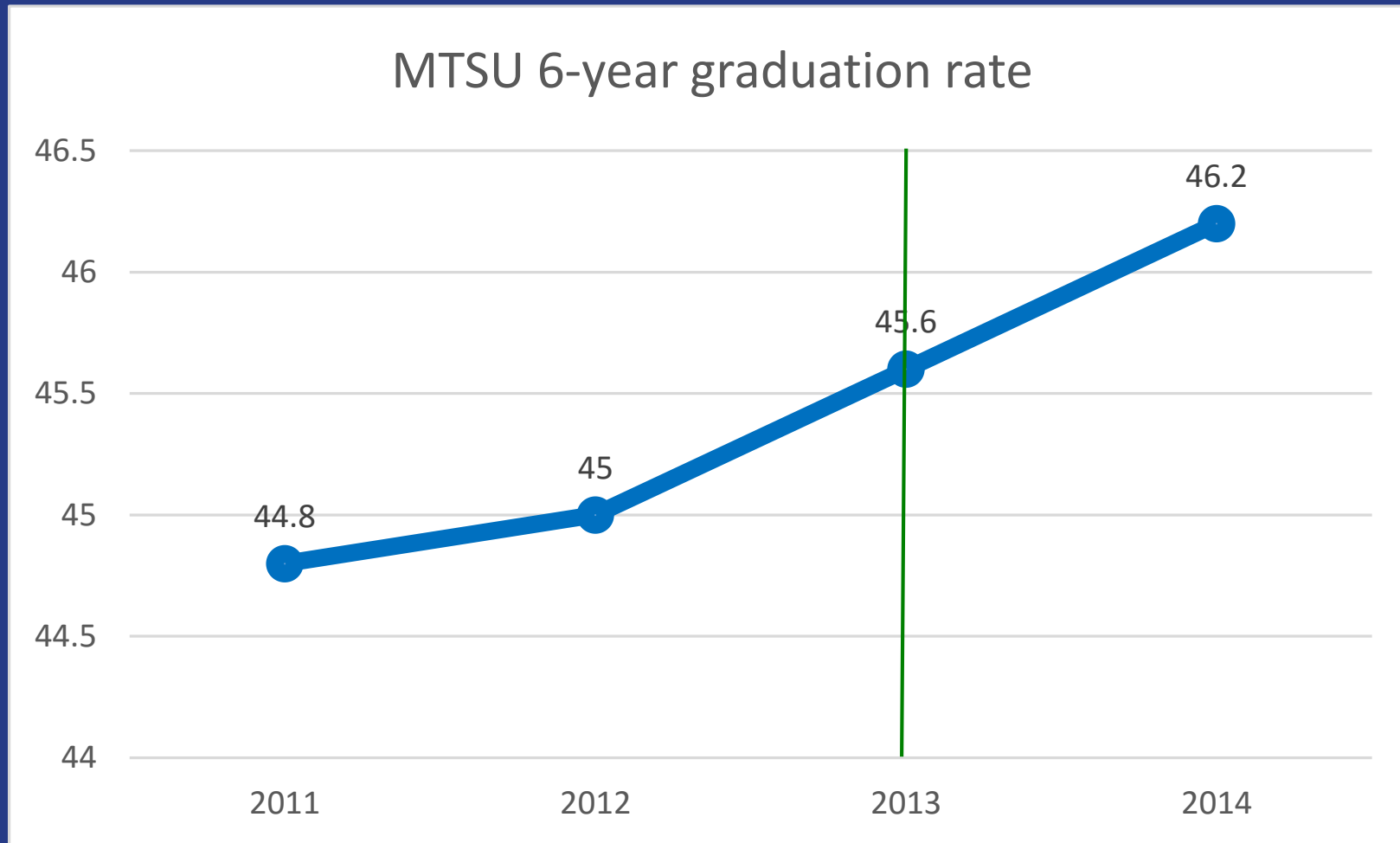
Graduation Rates



Graduation Rates



Graduation Rates



iPASS Project Overview

MTSU seeks to become a national thought and practice leader in student success. This endeavor will require joint efforts of the student, faculty and broader campus community and the integration of our student-centered support services and data-informed best practices. The goal is to facilitate degree completion, cultivating students who are committed to critical inquiry and life-long learning in a changing global society.

- EAB, Student Success Collaborative (SSC)
- DegreeWorks

Communication

- Originates with strategic vision
- Mapping stakeholders
- Identifying challenges and opportunities
- Targeting audiences
- Setting the narrative

Communication

- Core messages to facilitate buy-in
- Key partners
- Building on early successes
- “Closing the loop”
- Anchoring strategic change

Training

- Enacting strategic vision across campus
- Know your audience! Speak their language!
- Folding early success into training
- Empowering others as change agents
- Framing vision as next-generation reality
- Ongoing training, assessing effectiveness

Concluding Remarks

An ongoing, dynamic process

Balancing the change leadership equation

Keep pressing!

iPASS Rollout & Adoption Guide

Sharing strategies with iPASS colleagues

Evaluate and adjust

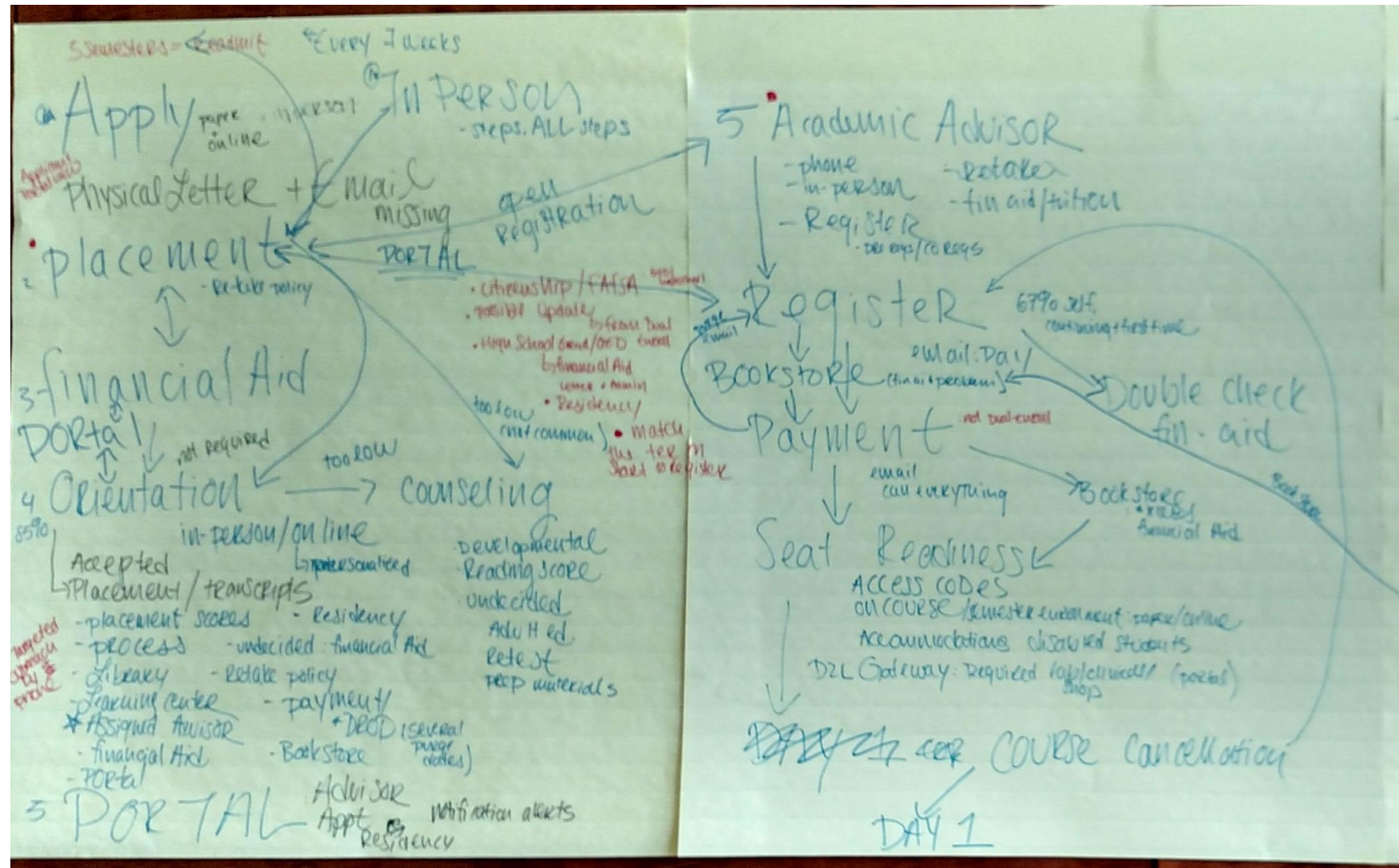


Trident Technical College

iPASS Vision

TTC will transform the student experience to include effective onboarding, career and academic advising that contributes to each student achieving their personal, professional, and/or career goals.

Student Experience



Student Experience

- Noel-Levitz Student Satisfaction Index indicated a clear lack of satisfaction with advising for two cycles
- Important to note: Faculty and Staff were also dissatisfied with the current model as determined by informal survey and word of mouth
 - This is important for buy-in
 - Everyone was ready for a change from the current model
 - Work to “unbundle” advising was new and welcomed

Strategic Plan

- The iPASS work tied in with several goals on the new strategic plan
 - Improve student achievement
 - Recruit and retain more students
 - Improve customer service
- Integrating the iPASS work with Strategic Plan goals helps with garnering support from upper administration

Other Student Success Initiatives

- Improved Onboarding, Navigators, and the Hub concept
- The Student Hub is a central location where students can meet with their Navigator about Onboarding issues and get help without “getting the run around”.
- Students can also meet with their Navigators about basic academic issues. Complex issues will be referred to the faculty advisors.

Not Yours or Mine but OURS

- We have sent a consistent message to all faculty and staff that this initiative is not about one group doing a poor job
 - Advising has Onboarding components that tend to fall in the Student Service realm
 - Advising has Academic components that tend to fall in the Academic realm
 - However, if we are going to improve our student experience then we have to all own advising and reframe the culture

Stakeholders

- Key Areas Impacted

- Academics *
- Student Services *
- Student Experience *
- IT *
- IR

* Indicates need to feel urgent for success

All can be potential barriers.

Communication Strategy: To Inform

- Transformational change is easier if people understand what you want to do and then give them the opportunity to shape the vision (especially if it affects them).
 - We inform them of the vision and the rationale
 - They inform us of how this would work best for their area or their students

You do not have to know all the answers to begin a communication plan!!

Key Audiences

- Faculty Council
- Staff Council
- Dean's meetings
- 12 Divisional meetings
- Fall Faculty/Staff kickoff meeting
- Manager's meetings
- Leadership Cabinet
- Cabinet

Key Messages

- Why?
 - We utilize data from IR to inform of the state of our current situation
 - # students with no academic advisor
 - # students who take more than required number of courses before completion
 - # students who do not complete Orientation
 - # students who are lost between application and enrollment
 - # students purged
 - # students who repeat gatekeeper courses
- Why Now?
 - Include qualitative data from Noel-Levitz SSI. The student voice is powerful and is a nice complement to numbers

Other Key Messages

- What will this do to MY job?
 - Expect this question. If you don't know, be honest, and ask for help crafting the answer
- Consider mixing up the format and delivery of your message:
 - as the launch gets closer, consider short but timely “facts” about the coming transformation to keep it fresh in people's minds.

Training Plan: Audience

- We actually determined our audience first
 - STEM Navigators are new positions but we are using existing staff and changing their job duties.
 - They will be the first point of contact for the new pilot group of students
 - They are critical to the success of this change
 - They will be an important resource for students, faculty, and support staff

Training Plan: Content

- 6 weeks of training (every Thursday for 6 weeks)
 - Topics included
 - iPASS grant overview
 - Advising syllabus
 - Concerns
 - Navigate platform overview
 - Divisional advising plans
 - Advising pitfalls by Division
 - Visit from Divisional Deans in pilot

Training Plan: Delivery

- We tasked our Center for Teaching Excellence with preparing a hands-on training of the platform using the vendor's materials and test accounts
- Last training will include “What happens when...” based scenarios so we can walk through the operation of the Hub, and roles and responsibilities of the Navigators before the launch
- It is important to allow the participants to have some input concerning the content
 - What topics do you want included?
 - What keeps you up at night about this transformation?

Training Plan: Future Audiences

- Before the launch we also identified other key participants that will need to be trained
 - Hub Leaders
 - Work Study students
- Full time faculty and staff in the college will also be trained when we have the advisor module available in the platform
 - This will also occur through the Center for Teaching Excellence



Questions or Comments?

Upcoming Webinar

**Wednesday, November 16,
2016, 3:30 EST**

**Rollout and Adoption of iPASS: Evaluation and
Refinement**

