Radical Collaboration to Define and Design the Student Experience

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Session Outcomes

- Recognize elements and strategies needed to lead student psychographic data collection.
- Develop student experience plan outline for student success that integrate common institutional plans (strategic, master, operational,...).
Background – SUNY Community Colleges

- Carnegie Classification: Associate's--Public Rural-serving Medium » Small two-year
  - 2,403 – Total enrollment (all undergraduate)
  - 52% Full-time; 48% Part-time
  - 57% Female; 43% Male
  - 82% Age 24 and under; 18% 25 and over
  - 92% In-state; 2% Out-of State; 6% International
  - 3% Online only; 9% some; 88% none

- Carnegie Classification: Associate's--Public Rural-serving Medium » Medium two-year
  - 2,632 – Total enrollment (all undergraduate)
  - 62% Full-time; 38% Part-time
  - 59% Female; 41% Male
  - 78% Age 24 and under; 22% 25 and over
  - 91% In-state; 3% Out-of-State; 6% International
  - 21% Online only; 21% some; 63% none
Radical Collaboration
Using Radical Collaboration among our institutions

• **Charge**  
  *Focusing on shared goals*

• **Control**  
  *Taking ownership and responsibility for our part in achieving the goals*

• **Candor**  
  *Fostering environments where people feel safe enough to speak openly*

• **Cognizance**  
  *Explore viewpoints of others in order to solve problems*

• **Creative Cooperation**  
  *Builds lasting relationships*
Why Radical Collaboration? –
Times are a changing – External impacts on HE

- Questioning the value of Higher Education
- Student loan burden
- Rapid technology advancements
- Campus safety concerns
- Smaller pool of students
- International policies
- More diverse student population
- Focus on student outcomes (grad rates,...)
- Accreditation standards
How does this impact the student?

• Behavior
• Values
• Beliefs
• Expectations
The Shift
Accreditation Shift in Focus

STUDENTS

- Assessment Expectations
- Evolving Pedagogy & Practice
- Resource Acquisition & Allocation
- Regulatory Environment

MSCHE Standard IV:
An accredited institution supports the overall student experience, both inside and outside of the classroom.
IE is a Wide Angle (LS) Field of View. EE is a Narrow Angle (CU) Field of View.

- Shift the Lens – POV from the Institution to the Student
- Shift the Language – from a “we” (the institution) approach to a “you” (the student) approach; shared conversations
- Shift the Model – master planning for Educational Effectiveness for Student Success, not Institutional Effectiveness
New Paradigm
New paradigm – IE to EE

• Starting another conversation (beyond a culture of assessment)
• Can’t leave it to chance
• Shift the language
• Build your first activities
• Use radical collaboration to get at it
• Define your cohorts
• Research the psychographics – variety of sources
• Think like a marketer in your integrated strategic planning
The new paradigm – Educational Effectiveness planning for Student Success: Create the premier 2-yr. college educational experience. Meet the identified priorities to create the experience that will result in the desired outcomes.
What’s the student experience goal? Satisfied or Loyal? Is there a difference?

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Loyal</th>
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<tbody>
<tr>
<td>• Met Expectations</td>
<td>• Exceeded Expectations</td>
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<tr>
<td>• Compliant to Needs</td>
<td>• Compliant and Anticipated needs/wants</td>
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<tr>
<td>• Met Standards</td>
<td>• Exceeded Standards</td>
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<td>• Common courtesy</td>
<td>• Accommodating &amp; Flexible</td>
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<tr>
<td>• Competent/Knowledgeable</td>
<td>• Subject Matter Experts</td>
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<td>• Focus on Function</td>
<td>• Focus on Purpose</td>
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<td>• Student <strong>Satisfaction</strong></td>
<td>• Student <strong>Loyalty</strong></td>
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How do you know what the student experience is on your campus?

Is it the experience the college has identified or is it the experience the student wants and needs?

Discussion
Learning about students
Assessing the Student Experience

• Data – what do you have?
  • Basics
    • age
    • gender
    • ethnicity
    • in-state, out-of-state
    • full-time, part-time
    • Pell grant award
    • remedial courses
    • athlete
    • dual enrolled, honor
    • International...

• Data – What else?
  • Student Engagement Surveys (CCSSE, NSSE,..)
  • Voluntary Framework of Accountability (VFA)
  • Student Opinion Survey (SOS ACT)
  • Ruffalo Noel Levitz
  • Student Achievement Measure (SAM)
  • Internal assessments (departmental, units, ...)

• Do these truly give us a lens into the behavior, values, and beliefs?
Defining Psychographics

DEMOGRAPHICS VS PSYCHOGRAPHICS
**Generation Z** = +/- 80% of the student population

1. They are Cynical. – realistic, not idealistic like Gen Y; somewhat jaded
2. They are Private. – don’t want to be tracked; changing SM usage
3. They are Entrepreneurial. – “hackers, not slackers”; pioneers
4. They are Multi-tasking. – 5 screens; eyes dart
5. They are Hyper-aware. – 4-D thinking; minds are streaming
6. They are Technology-reliant. – equate with air and water; living=connected

**Paradoxes**

1. They Are Connected, yet Lonely
2. They Are Indulged, yet Hyper-Stressed
3. They Post Happy Selfies, yet Are Overtly Dissatisfied
4. They Are Hopeful, yet Cynical
Capturing Psychographics to Understand and Improve the Student Experience.

1. How would you collect psychographic information on your campus?
2. Who would you involve in gathering the information?
The Planning
Radical Collaboration – grows the culture of evidence and shifts the lens

High trust
Mutual support
Shared goals
Openness
Internal motivation

Avoid conflict
Easily give in
People hide
Withhold ideas
Appeasing behaviors

Low trust
Hostility
Cynicism and suspicion
Threats and fear
External motivation
Herkimer’s shift from IE to EE begins with student focus:

- Radical collaboration through Quality Team Approach to planning (didn’t throw out IE elements)
- New Governance Structure based on a Quality Team Approach – led to Master Planning
- Surveyed students and college community on two items: What should a premier 2-year college experience look like? {Brand identity} And, What is student success? – (handout)
- Communication Survey for staff, faculty and admin – (in the red)
- Radical collaborations acting on Comm Survey - Service Excellence and Communication Plan initiative – Developed service model “through the Lens of the Student”
- Next step: How to integrate that POV into strategic planning
Premier 2 yr. Student Experience Plan

Design – Delivery – Support – Assessment

I. Quality of Life

- Strategic Plan
  - MASTER PLANS
    - 1. Academic & Student Affairs Plan (EDUCATIONAL EXPERIENCE PLAN)
    - 2. EM&M Plan
    - 3. Facilities Plan
    - 4. Diversity, Equity & Inclusion Plan
  - EXECUTIVE OPERATIONAL PLAN
  - DEPARTMENT OPERATIONAL PLANS - 30 (UNIT)

II. Academics

- Strategic Plan
  - MASTER PLANS
    - 1. Academic & Student Affairs Plan (EDUCATIONAL EXPERIENCE PLAN)
    - 2. EM&M Plan
    - 3. Facilities Plan
    - 4. Diversity, Equity & Inclusion Plan
  - EXECUTIVE OPERATIONAL PLAN
  - DEPARTMENT OPERATIONAL PLANS - 30 (UNIT)

III. Value

- Strategic Plan
  - MASTER PLANS
    - 1. Academic & Student Affairs Plan (EDUCATIONAL EXPERIENCE PLAN)
    - 2. EM&M Plan
    - 3. Facilities Plan
    - 4. Diversity, Equity & Inclusion Plan
  - EXECUTIVE OPERATIONAL PLAN
  - DEPARTMENT OPERATIONAL PLANS

Demographics:
- Student G: Male- FTPT- IA
  - Average Age: 28.4
  - Ethnicity: White, Not of Hispanic Origin (76%)
  - High School GPA: 81.12
  - College Now Enrollment: N/A
  - Program Type: A.A.S. (52%)
  - Received Pell: 41% received Pell Grants
  - County of Origin: 17.2% from Herkimer county
  - First Generation: N/A

Psychographics:

Desired Experience:

Responsible:
Fulton-Montgomery – Organic Shared Leadership Model

• Customer relationship training – faculty/staff
  • Mixed reviews

• Gathered faculty, administrators, and student life departments to identify subgroups and potential focus group questions
  • Over two dozen subgroups identified (handout)
  • Culled to about 10 subgroups
  • Worked with student life departments to identify focus group student volunteers

• Results
  • Share information with campus (handout)
  • Student Experience Committee – new (Student Affairs and Faculty)
  • Developed Student Experience Plan (handout)
Pathway to the Student Experience Plan – unique, but similar meta-psychographic results

That are unique to each student sub-population
Aligning the Student Experience Plan

MSCHE Standard IV handout
FM Student Experience Plan - outline

• College Mission, Vision, Core Values
• Diversity and/or Inclusion Statement
• Civility Statement (other campus wide philosophies/statements)
• SEP Goals – Pillars – Objectives – Themes....
• Stated goals from other institution documents that align to the Student Experience (Strategic Plan, Academic Plan, Diversity Plan,...)
• Implementation of the SEP
• Assessing the SEP and documenting progress
• Review of and responsibility for the SEP
Final Thoughts
Engage in Radical Collaboration as a way

To assess student psychographics, which will uncover the true reasons students come to your institution.

To dramatically change how you communicate, educate, motivate, and engage your students.

To inform your student experience planning and guide your Student Experience Plan assessment strategies.
How will you generate the conversation and develop the Student Experience that brings out the best in your students?

Thank you!

Questions?