

STUDENT SUCCESS BEST PRACTICE: TIDEWATER COMMUNITY COLLEGE



ADDRESS: 121 COLLEGE PLACE
NORFOLK, VA 23510

WEBSITE: WWW.TCC.EDU

STUDENT SUCCESS CATEGORY --

- ACADEMIC PROGRAM
- STUDENT SERVICES
- WORKFORCE DEVELOPMENT
- COLLEGE BUSINESS PRACTICE
- TECHNOLOGY INNOVATION
- OTHER:

TITLE: "ACCELERATED DEGREE PROGRAM"

PROCESS

Need for best practice: Nationally, full-time students take 3.9 yrs to earn associates
TCC 5.4 yrs (full & part-time combined)

National Student Clearinghouse data shows that 39% of first-time community
college students in 2008 earned a credential within six years

Public two-year college enrollments fell 3.5 percent in the fall of 2014, compared with a year earlier, according to the National Student Clearinghouse Research Center. That's after two previous years of decline of 3.3 percent and 3.6 percent, respectively.

For-profit universities have halted their enrollment declines. They're both recruiting more new students and hanging on to more of the ones they have. According to the same National Student Clearinghouse data, the number of enrolled students at for-profits dropped only 0.4 percent in the fall of 2014, compared to a year earlier. That's a dramatic improvement from the previous year's decline of 9.7 percent.

For Profits offer accelerated degree completion programs and are attracting our potential students. The data show that for-profit colleges are particularly getting better at reaching out to younger students. The number of younger students enrolled at for-profits rose 2.8 percent, while the number of students older than 24 fell 1.2 percent. Overall, more than 80 percent of students at for-profits are still older than 24.

Norfolk Campus Team: Provost - Dr. Jeffery Boyd; Deans - Dr. Kerry Ragno, Johnna Harrell, Emmanuel Chestnut; Special Projects Coordinator - Cassandra Small; Lead Counselor - Kia Hardy; Financial Aid - Sonya Fitchett and Norma Ferki; Student Center Director - Blair Rhodes-Ellis; Enrollment Coordinator - Meshea Vann.

STRATEGY & IMPLEMENTATION

This was developed as a completion by design, academic pathway program using the General Studies degree.

Work began in April 2015 through February 2016.

A project coordinator was selected. A series of meetings were held between key implementation team members (financial aid, veteran's advising, academic deans, counseling, faculty, etc.). During these meetings, the curricular pathway for the accelerated degree was created, the session schedule was developed, faculty were selected to participate, and the time-line for student application and enrollment was developed. The team worked to address issues such as the accessibility of financial aid funds, minimizing textbook costs, and other important details. Once the program was established, the project coordinator continued to liaise with students and key team members to ensure successful launch of the first cohort.

ASSESSMENT & EVALUATION

Academic performance

Retention and completion

Size of cohort

Where graduates attend 4-year college and what they pursue

PLAN FOR SCALE & SUSTAINABILITY

A SWOT analysis will be conducted to improve processes.

The program will be offered on all 4 TCC campuses, 24 students per cohort, per campus (scheduling model shared, faculty recruitment and training).

A non-traditional cohort will be added.

A concentrated marketing effort will be focused on attracting high achieving high school seniors, educating parents on the quality and savings of the program and a comprehensive way to create a pipeline of students.

COLLEGE DESCRIPTION

Founded in 1968, Tidewater Community College (www.tcc.edu) helps residents of Chesapeake, Norfolk, Portsmouth and Virginia Beach achieve their educational and career goals. It is the largest provider of higher education and workforce services in South Hampton Roads. In 2015-16, TCC was the 2d largest provider of undergraduate education in Virginia among public institutions, and it was the 14th largest public two-year community college in the U.S. The college served 39,530 students in 2014-15. TCC enjoys high awareness in its market, especially for its tagline, "From here, go anywhere."

CONTACT INFORMATION

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