



Implementing an Integrated Performance Assessment System (IPAS) to Promote Student Success

Moving the Needle, 2014
Friday, November 7th, 2014



Overview

- TCC Institutional Profile
- Starfish Overview
- Implementation at TCC
- Demonstration
- Data
- Opportunities and Challenges



Institutional Profile

- Approximately 20,000 students served per year
 - 13,634 credit students
 - 72% Associate in Arts Degree Seeking
 - 19% Associate in Science and Certificate
 - 33% African American
 - 10% Hispanic
 - 75% 24 years of age or under



*"I made a
difference for
that one."*



What is Starfish?

- Student Success & Retention Program
- A campus community engaged with a student will lead to that student's success.
- **Helps TCC:**
 - Identify.** Which students are at risk now?
 - Guide.** Where do students go to get/offer help?
 - Connect.** When can students get help?
 - Optimize.** How are services performing?



Starfish Solutions

Starfish **EARLY ALERT**TM

Early Warning & Student Tracking System

- Student concerns can be manually flagged when observed or through periodic surveys.
- Automatic flags are raised based on online grade book data.
- Recommendations can be communicated to the student.
- Appropriate personnel are informed of flags raised and cleared.
- Close the loop with faculty when progress is made.



Starfish Solutions

Starfish
CONNECT[™]

Educational Support Networking System

- Each student has personal My Success Network of instructors and campus staff.
- Online scheduling for in-person meetings – both individual and group appointments.
- Appointment confirmation by email.
- Documentation of contact with students through private and shared notes.
- Service catalog of available campus support resources.



KUDOS!

KUDO Name	Description
Showing Improvement	Raise this kudo when a student has shown improvement.
Outstanding Academic Performance	Raise this kudo when a student has outstanding academic performance.
Keep Up the Good Work	Raise this kudo for students who are performing well.



Flags

Flag Name	Description
Attendance Concern	Raise this when a student isn't attending class regularly.
Behavioral Concern	Raise this when you have a concern with a student's behavior.
Low Quiz/Test Scores	Raise this when a student receives a poor grade on a quiz or test.
Low Participation	Raise this flag when a student isn't participating in class.
In Danger of Failing	Raise this when a student is in danger of failing a course.
General Concern	Use this flag to express any concerns you have about a student



Why Starfish?

- Mandatory Orientation
- First Semester Advising Workshops
- Mandatory Advising:
 - Less than 18 completed hours
 - 2+ Dev Ed courses
 - SOAP – Standards of Academic Progress
 - Undeclared AA Students after 18 hours
 - 45 hour Graduation Check
- Early intervention via Starfish
 - Progress surveys and attendance entered by faculty
 - Continued intervention



Spring 2014 Pilot

- 1 Progress Survey per Session (developmental and gateway)
- 6 Flags/3 Kudos
- Attendance - encouraged
- Optional Online Appointment Scheduling
 - Faculty Office Hours
 - Advising
- Academic Plans
- Student Success Plans
 - Academic Recovery Students
 - Graduating Students 45+ hours
- Referrals – Advising Center, Fin Aid, Career Center



Fall, 2014 Full Implementation

- **FULL SCALE** = All Courses
- Two Surveys per Session – Early & Midterm
- Establish a FLAG threshold (6 flags)
- Expanding Use of Starfish CONNECT
 - Current Cohort Pilot
 - Special Programs (FAF & BMA) + Success Plans
- All Faculty Entering Attendance
- Raise Student Awareness
- Continue to expand communication strategies to students about the system purpose and features



DEMONSTRATION



Outcomes/Results Spring 2014 Pilot

- Progress Surveys Sent = 281
- **Flags**
 - 2,250 Flags
 - 1,242 Students Received Flags
 - 81 Faculty raised Flags
 - 230 Students Received 3+ Flags
- **Kudos**
 - 1,595 Kudos
- **Academic Plans**
 - 1,848 Created



Outcomes/Results Fall 2014*

- 5,267 Flags to 2,735 Students
 - 1,558 - Attendance Concern
 - 1,564 - In Danger of Failing
 - 197 - Low Participation
 - 1,333 - Low Quiz/Test Scores
 - 14 - Behavioral Concern
 - 601 - General Concern

* Recorded 10-29-2014



Outcomes/Results Fall 2014*

- 252 Students Received 6+ Flags
- 3,953 Kudos Awarded
- 47,502 Attendance Records
- 47 Flags Cleared

* Recorded 10-29-2014



Benefits

- **Proactive Intervention- Minimized Information Delay**
 - **Struggling Students Identified Immediately**
 - Enables advisors to focus on students who most need assistance
- **Connects** Students to Resources- Flag Emails, Plans
- Facilitates **Communication**
 - Single point of connection between faculty and all other support network
- Students Receive **Continuous Feedback**
 - Students Constantly Aware of Progress in Each Course
- **Attendance** - Easily Viewable by Advisors and other Support
- **Preparing students to be successful after completion**
 - Advisors can be more strategic with advice based on information and history of notes in student folder



Comments from TCC Students/Faculty/Staff

- I did my early alerts on Starfish today and gave many kudos! I LOVE that those students get a very nicely written email giving them praise. Many of them have written to me thanking me for the note! What a superb way to praise our hard working kids, I LOVE it! Great system, I wanted you to know that....they will work even harder now..
- The kudos and flags really work with students. Students love the kudos (as I have heard elsewhere), and they respond to the flags. Even if they are defensive about the flags it still gets their attention because they got an email. One student got a flag from me for missing the first three days of class. She wrote back asking about it and I told her we could talk about when she came in for the fourth day of class. In the end we never even talked about it, but guess what? She has now been to every class since--that is eighteen straight! Wow.



I just wanted to eat some crow. I wasn't happy about Starfish at first. I thought it was redundant and would ultimately be ignored by the students. Last Friday I sent out attendance flags to seven students who had done nothing in my online express A class. This morning, I had six out of the seven submitting work and several even apologizing for slacking off. I don't know why they pay attention to Starfish and not to an email from me but I don't care. It worked and I hope it continues.

Thanks to you and your people for what was obviously a lot of hard work!



LESSONS LEARNED

- Communicate, Communicate, Communicate!
- CELEBRATE Successes!
- Share student stories & comments
- Give Credit where its Due
- Opening and Closing Flags
- Standing Meetings/Check-Ups
- Stress this is for STUDENT success and the entire campus has a part!



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