Lessons Learned by the Nevada System of Higher Education

NTNM IN NEVADA
NEVADA DELEGATION HERE TODAY

- Elizabeth Baldizan, Director of Transitions and Outreach, University of Nevada, Las Vegas (UNLV)
- Pat Collins, Director, Career Center, Great Basin College (GBC)
- Anne Hansen, Director of Information and Marketing Services, Western Nevada College (WNC)
- Fred Lokken, Associate Dean for TMCC WebCollege & Academic Support Center, Truckee Meadows Community College (TMCC)
- Nancy Markee, Director, Academic Advising Center, University of Nevada, Reno (UNR)
- Neil Woolf, Director of Financial Aid, Nevada State College (NSC)
- Sharon Wurm, Director of Financial Aid, NSHE System Administration (NSHE)
LESSONS LEARNED FROM NTNM

- Regional Collaborations
- Firefighter Pilot Project
- Survey of State Workers
- Statewide Communications Campaign
REGIONAL COLLABORATIONS

- Project started with working groups (Academics, Student Services, Data, Financing and Financial Aid, and Communications)
- First collaboration was Firefighter Pilot Project (more on that later) with conversations between UNLV, NSC and College of Southern Nevada (CSN)
- Northern Nevada group, UNR, TMCC and WNC, began meeting in an effort to share best practices and avoid duplicating efforts
- GBC in Elko is working independently due to geographic challenges
NORTHERN NEVADA WORKING GROUP

- Representation from:
  - Academics
  - Student Services
  - Public Information Office
  - Institutional Research
  - Extended Studies

- Coordinated response:
  - Customized advising
  - Assistance with financial aid
  - Two-way referral to each other
  - Flexible degree options
  - Agreed-to criteria for identifying NTNM students for consistency and continuity
  - TMCC includes UNR’s NTNM flyer with letter to graduated students
  - Future plans for a joint orientation for NTNM students
FIREFIGHTER PILOT PROJECT

- UNLV, NSC and CSN collaborative project
- Launched after Las Vegas Fire Chief spoke to first NTNM WICHE-facilitated meeting
  + 20 years experience but no degree
  + Hired contingent upon attaining a bachelor’s degree
- Worked with Las Vegas Fire Department to identify firefighters who are eligible to graduate or close to degree
FIREFIGHTER PILOT PROJECT

- Identified barriers
  - Basic Math and basic Writing class as degree barriers for adults who feel they are adequately prepared
  - Credits from institutions that are no longer in business
  - Credit for prior experience
    - Fire chief required to retake Fire Science 101 – easy to waive because of easily defined outcomes
    - What to do with other more nebulous areas of experience
    - Credit by exam
FIREFIGHTER PILOT PROJECT

- Barriers, continued:
  - Time issue – students want to complete their degree right away; not wanting to take a year to complete.
    - Sympathetic to need to finish
    - Also need to maintain academic standards
Future plans

- City of Las Vegas will soon require a minimum of an associate degree to be a firefighter
- UNLV offering general education classes on site at the Las Vegas Fire Department Training Center
  - Although UNLV has completely online degrees, firefighters want to have in person instruction
SURVEY OF STATE WORKERS

- Survey Launched: 4/10/09
- Survey Closed: 5/29/09
- Number of State employees sent to: approx. 15,000
- Visits: 5,459
- Partialss: 268
- Completes: 3,276 (Does not include blank responses)
SURVEY OF STATE WORKERS

PERSONAL CHARACTERISTICS
- AGE: 33% in 25-44 age group
- 17% attended college classes in past year

DEGREE ATTAINMENT
- 77% interested in attaining a bachelor’s degree
- 47% interested in attaining an associate degree
SURVEY OF STATE WORKERS

- LEARNING PREFERENCES
  - 81% interested in credit for life/professional experience
  - 84% interested in online classes
  - 68% interested in on-site lunchtime classes
  - 73% interesting in taking classes within the next year

- FINANCIAL ASSISTANCE
  - 83% said it is important
SURVEY OF STATE WORKERS

NEXT STEPS

- Dissect information – sort by college service area, zip codes, and work site locations
- Drill down data in areas of degree interest, past degree attainment, and time frame
- Identify the “most ready” students and “most suitable” instructional modes/programs

FINANCIAL ASSISTANCE

- Determine needs of specific new cohorts
STATEWIDE COMMUNICATIONS CAMPAIGN

Don’t Wait, GRADUATE!
- College of Southern Nevada

Don’t Wait, GRADUATE!
- Great Basin College

Don’t Wait, GRADUATE!
- Truckee Meadows Community College
STATEWIDE COMMUNICATIONS CAMPAIGN

Agreement on the necessity of a statewide campaign with a common message
  × Will be implemented for all NSHE institutions
  × Each logo will be tailored to the individual institution (i.e. school colors)

Main Driver – money
  + Statewide budget issues – no funding for NTNM
  + Somewhat limited media campaign due to budgetary constraints
  + Hopefully use of existing educatenevada.org
STATEWIDE COMMUNICATIONS CAMPAIGN

- E-mails, PSAs, viral marketing – all achievable right now, with no money.
  + Can be done by a work study student
  + Use institutional film production programs – some within our own institutions that do great work
  + Need to ask students about their preferred method of contact to maximize efficiency

- Meanwhile each institution conducting own marketing campaign by reaching out to students identified in original cohort
QUESTIONS?