Finish Line
Degree Completion Initiative

Stanley A. Komacek
Dean, Graduate Studies & Research
Associate Provost, Enrollment Management Planning
Imagine what can happen when you cross The Finish Line.
Why “Finish Line”?

• Lumina Foundation “Stronger Nation Report” (2015)
• By 2025, 60% of Americans need a degree or certificate
• In Pennsylvania (2013), residents age 25-64:
  ▪ 40.5% had a degree or certificate
  ▪ 1.1 million had some college, no degree
  ▪ 600,000 had an associate’s, no bachelor’s.
• Finish Line goal - recruit Cal U’s:
  ▪ 47,000 stop-outs (undergrad, grad)
  ▪ 25,000 degree completers (associates, bachelors).
Finish Line Plan

- Prepare the Academic Program Inventory
  - Workforce Demand and Degree-completion options
  - **100% Online** - Cal U Global Online

- Institute a **One-Stop** Approach
  - Admissions, Records, Academic Success, Financial Aid, Billing

- Train Finish Line **Coaches** (Staff) and **Advisors** (faculty)

- Prepare **Concierge-type services**
  - Courtesy Transcript Evaluation
  - **Remove roadblocks** (Readmission, Aid, Registration, Billing)
Finish Line Plan

• Establish Marketing & Technology Infrastructure
  ▪ Branding “Finish Line”
  ▪ Microsite and Dashboard
  ▪ Direct Marketing and Digital Geotargeting

• Execute, Monitor, Adjust
  ▪ Review dashboard daily
  ▪ Refine marketing, messaging, response
  ▪ Report admissions funnel weekly.
Finish Line Enrollment Results

- Campaign launched November 2, 2015
- 1,910 Total Respondents
- 14 Students in Winter 2015
- 286 Students in Fall 2017
  - Includes 70 Military/Veterans/Dependents
- 1,190 Total Registrations
- 10,614 Credits Registered (about 9 crs./registration)
- Global Online students:
  - 60% part-time, 79% non-traditional, 32% non-PA residents
Finish Line – Success Stories

• 82 students finished degrees

• *Eric* – 1st respondent, stop-out due to parent death; had to work
  ▪ Earned bachelor’s in Winter 2015

• *Michelle* – stop-out for personal reasons
  ▪ Earned bachelor’s, got a promotion in chemical manufacturing

• Global Online enrollments +22% since Fall 2015.