

# Finish Line

## Degree Completion Initiative

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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** – 1<sup>st</sup> 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 .

**Learn More**  
[FinishLine.calu.edu](https://FinishLine.calu.edu)