



# *Building a Culture of Caring from Recruitment to Graduation & Beyond*

*“Personalizing support and creating empathy are key to serving students.”*

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**AND**

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# *Austin Community College*

## Start Here. Get There.

President Dr. Richard Rhodes

~ 75,000 Students Annually

44% W, 37% H, 7% B, 5% A

11 Campuses (+ Distance Education)

7,000 sq miles Service Area

10 Areas of Study

# Our Student

78% Part-time

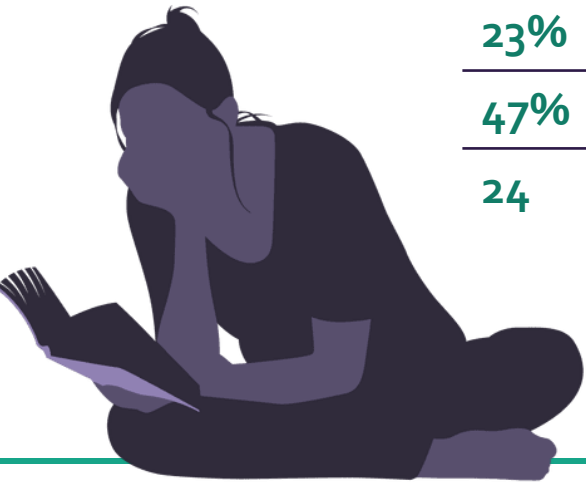
56% Female

55% Minority

23% Financial Aid

47% Transfer Intent

24 Average Age



50%

of students have run out of money 3 or more times in the year.

61%

of students worry about having enough \$ to pay for school.

34%

of students have very little food security.

49%

help support their family financially while in school.

\*Source: 2018 Student Financial Wellness Survey by Trellis

# PASSION

# *Guided Pathways and Student Affairs*

A bigger  
purpose than  
oneself.

Advancing  
social mobility  
and equity for  
ALL students.

Establishing  
real  
relationships.

Collaborating  
for student  
success.

“One of the gravest charges to which American society is subject is that of failing to provide a reasonable equality of educational opportunity for its youth. For the great majority of boys and girls, the kind and amount of education they may hope to attain depends, not on their own abilities, but on the family or community into which they happened to be born or, worse still, on the color of their skin or religion of their parents.”

1947 Truman Report  
Higher Education for American  
Democracy (George F. Zook)

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# EQUITY

# ACC Strategic Plan

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- I. Increase ACC enrollment from 75,000 to 85,000 annual students by 2030.
- II. Develop an equitable and inclusive learning and student support environment that increases fall- to-fall persistence rates from 52 to 58 percent.
- III. Achieve equitable results in completion and increase annual credential awards from 8,352 to 15,000 by 2030
- IV. Ensure an organizational environment that promotes equitable student and employee success through effective and efficient operations and infrastructure.

*Effective and  
Efficient  
Operation  
and  
Infrastructure*

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Staff  
Reorganization



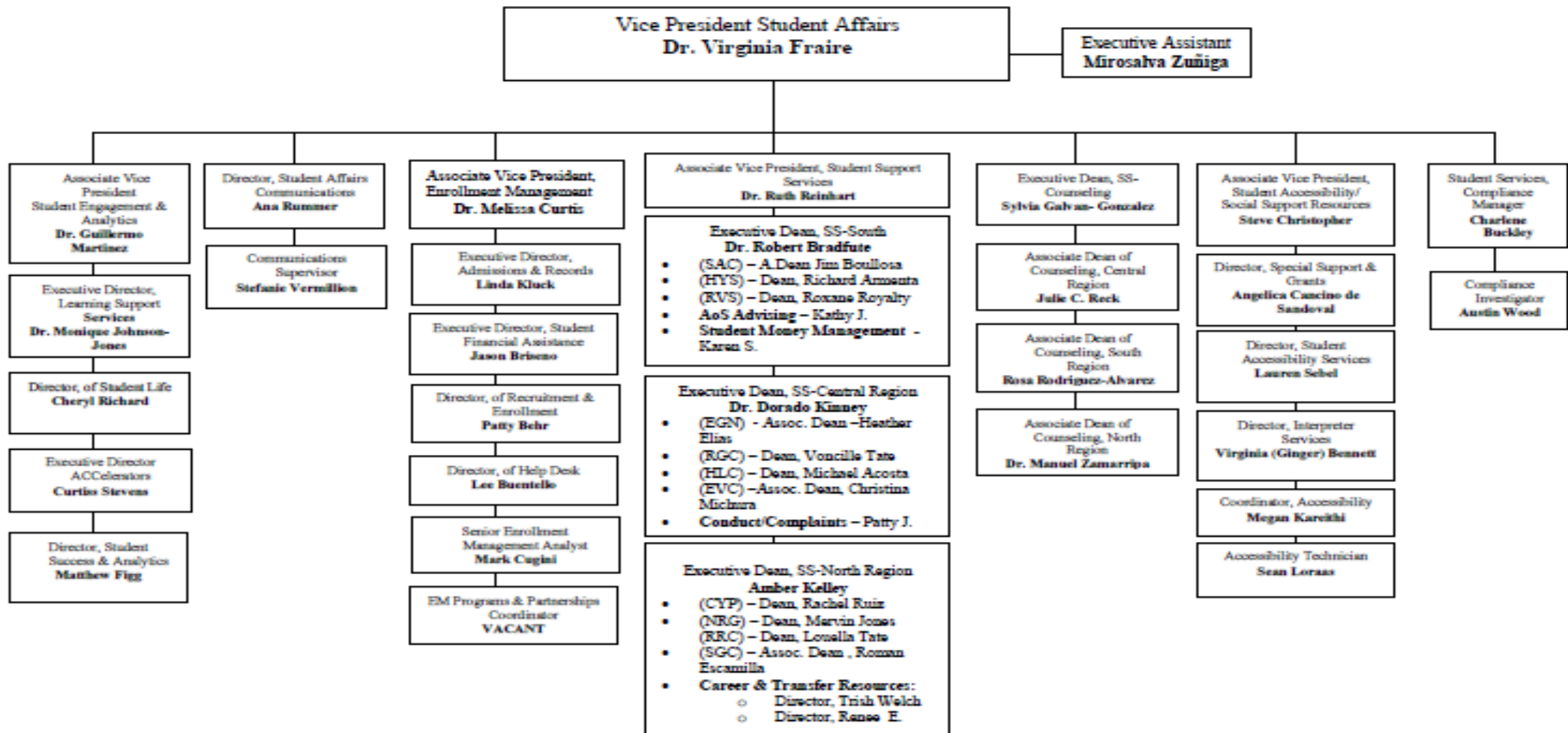
Expansion of  
Services



Data Analytics to  
Track Progress



# Student Affairs Organizational Structure



# *Key Strategies for Access and Equity*

Enrollment advising  
Communication campaigns  
Registration stations  
Area of study information sessions  
Help desk support  
Trellis callouts – payment reminders  
Lumina stop-out project – re-engagement

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Adopting an Enrollment  
Management Framework  
& CRM System



Embracing High Touch  
Enrollment Support



Maximizing Financial Aid  
Strategy

# *Success Indicators for Access & Equity*

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## Enrollment Support

- 549,653 of communication touchpoints made to applicants
- 3,399 Prospective Students visited the College Destination Center
- 65% of submitted applications are completed

## Financial Aid

- 1PP Increase in Financial Aid Awards
- 2PP Year-to-Year Increase in Need-based Aid
- 10.8% Default Rate for 2015 (<15% is best practice)

### OPPORTUNITY:

Robust CRM: That integrates seamlessly with Enterprise Resource Planning (ERP)/Student Information System (SIS) and Learning Management System (LMS).

# *Key Strategies for Persistence and Engagement*

## **Academic Support**

- Area of study advising
- Academic coaching
- Welcome week
- Riverbat bash
- Tutoring
- Supplemental instruction
- Completion counseling
- Career counseling
- Case management for select groups
- Nudging campaigns
- Accessibility services
- College-readiness and class testing



## Transforming Academic Advising & Counseling



## Augmenting Academic Support



## Expanding the Safety Net

# *Key Strategies for Persistence and Engagement*

## ***Financial and Social Support***

Financial literacy

Emergency aid

Childcare and book scholarships

Child watch drop-in

Food pantries & distributions

Utility payment assistance

Assistance applying for state benefits

Clinical counseling

Culture of care through Title IV, IX, ADA

Community Partnerships

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Transforming Academic  
Advising & Counseling



Augmenting Academic  
Support



Expanding the Safety  
Net

# *Success Indicators for Persistence and Engagement*

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## Learning Lab

- 250,000 visits annually
- More than tripled online tutoring
- 75% of grads attend
- 6PP lift in persistence for all
- 37PP lift for Distance Education only

## Student Life

- 55,000 student interactions
- 46% increase year-over-year
- 12 PP lift in persistence

## Advising

- 15,000 case-managed students
- 13 PP lift in persistence with 2+ visits
- Fully implemented **Guided Pathways Advising through Coaching** model

### OPPORTUNITY:

**Monitor Student Progress** by cohorts to completion -- i.e. THECB graduation; near-completers; IT, Health Science, and Trades/Manufacturing students.

# *Guided Pathways Advising through Coaching*

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- 2009** – AtD (Advising Key Strategy)
- 2012** – Civitas Degree Map
- 2013** – iPASS (BMGF)
- 2016** – Guided Pathways  
(Case Management, Analytics,  
Technology, Training)
- 2017** – Inside Track Coaching
- 2018** – Advisor Career Ladder
- 2019** – Submitted Examples of  
Excelencia

*Guided  
Pathways  
Advising  
through  
Coaching*

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## Fall 2015 to Fall 2018

### First-Time in College Students

- 4 pp improvement in retention
  - Equitable outcomes
  - 6 pp for Hispanic males

### Full-Time FTIC

- 8 pp improvement in first term GPA from 67% to 75% earning above 2.0.



# *Success Indicators for Persistence and Engagement*

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## Emergency Aid

- \$149,000 awarded during AY2017/18 to 199 Students
- 83% of students persist to next semester | 59% , fall to fall
- 10PP lift in persistence

## Support Center Case Management, Childcare, & Textbooks

- 20 PP lift in persistence for FTACC and lowest likelihood to persist.
- 78% fall-to-spring persistence for students receiving scholarships

## Student Financial Literacy

- 4,106 students enrolled in robust texting campaign
- 13 PP lift in persistence for students receiving text messages

## Food Distribution

- 11 Campus Food Pantries
- Capital Area Food Bank partnership 15,000 lbs per distribution at RVS
- New site projected at NRG

# *Key Strategies for Completion, Transition to Employment, & Transfer*

Transfer academy

Career link

Focus-2

Transfer & career center

Completion & career counseling

Internship & employment opportunities

Auto-awarding



Supporting Co-Enrollment Programs with Universities



Establishing a Comprehensive Career & Transfer Center



Streamlining Graduation and Nudging to Completion

# *Success Indicators for Completion, Employment, Transfer*

## Transfer

- 450+ students participated in Transfer Academy
- 42% IPEDS 3 year transfer rate, in comparison to 23% with Metro 8.
- 6PP increase over two years

## Career Services

- 24,214 total career interventions
- Annual career fair with 150+ regional employers and 2,500+ attendees.
- Annual career exploration showcase with 50+ industry employers and 150+ resource tables.

## Graduation

- 7PP increase in the minority graduation rate from Spring '16 to '18, more reflective of our population
- 45% increase in awarded associates and certificates, between AY '15 and '17, compared to 9% statewide.

### OPPORTUNITIES:

**Triple graduation rate** through real-time assessment and intervention. **Increase Auto-Award and Reverse Transfer** and proactively graduate near-completers.

# *EMPATHY*

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*"Not everyone gets the opportunity to have a higher education and being the first one in my family to attend college, I try not to take that for granted. College is not always easy or fun, but I have friends, family and MLP mentors that are always there to support me and keep me in check if I slack off."*

*"Through MLP, I have been afforded the opportunity to become a leader in my school and community here at Austin Community College. The organization is making me find my own worth in what it means to be a African-American man, in what it means to be a Social Activist in my community, and what it means to be focused on a clear vision of my goals and dreams."*

*Thank You!*

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