Gallup Associate Degree Holder Study

Thursday September 14th 10:45-11:45 a.m.

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Context

• Over the last 10 years, Northern Virginia Community College (NOVA) has focused intensely on student success.

• As an ATD Leader College since 2010, NOVA uses evidence-based decision-making in planning and assessing student success.
Evolution of Student Success Metrics

• Student outcome metrics have evolved beyond the traditional metrics such as retention, graduation, and attainment of the baccalaureate degree.

• NOVA has redefined student success by focusing on inter-generational and intra-generational socio-economic mobility.
Extensive Use of Data from External Sources

• To continuously improve data through new measures and affiliations with external sources:
  ➢ CCSSE and SENSE to monitor student engagement
  ➢ Community College Research Center (CCRC) and National Student Clearinghouse (NSC) to chart student transfer patterns
  ➢ Mobility Report Cards to understand the economic impact of a NOVA degree (The Equality of Opportunity Project – Chetty et al. 2017)
Why did NOVA participate in the ATD-Gallup survey?

• The ATD-Gallup survey provided NOVA with unique data that offered a multi-dimensional understanding of student welfare.

  Great Jobs → Great Lives → Great Experiences → Great Advocates

• The ATD-Gallup Survey assessed how well NOVA graduates are doing – not just whether they received a Bachelor’s degree, got a job, or are making a living wage.

• The Survey outcomes are a fresh way of looking at NOVA’s role of lifting students to a higher socio-economic status.
Link Between Gallup Findings and NOVA’s Focus

NOVA’s Student Success Goals

To broaden NOVA’s impact on the opportunities for every student to succeed by providing:

1. Every student with a goal and map to a credential
2. Every student with an informed and engaged advisor/advocate
3. Every student with a feeling of stability/safety
4. Every program with a guided pathway that enables student choice and supports advising
Gallup Data Next Steps

• Outreach teams will use the Gallup Survey data to encourage student recruitment efforts.

• Explore how to improve student success outcomes in terms of students’ long-term well-being in addition to traditional student success outcomes:
  ➢ Utilize focus groups with students and college stakeholders
  ➢ Plan more in-depth studies of the long-term outcomes of its students
  ➢ Identify the areas where greater support is needed for its students to thrive
Observations from ATD

• Alumni surveys can yield extremely valuable data about post-graduation outcomes.
  ➢ Check your state for existing surveys of community college grads for benchmarking purposes

• Populations for sampling are large, but contacting respondents can be tricky to obtain.
  ➢ Keeping e-mail addresses current is critical

• Tie-ins to state and program economic data are cumbersome but can be worthwhile for benchmarking.