

Ohio Board of Regents
STUDENT ACCESS AND SUCCESS COORDINATING COUNCIL
June 17, 2005

The Student Access and Success Coordinating Council of Ohio (SASCCO) convened on June 17, 2005 at 10:00 a.m. at the offices of the Ohio Board of Regents. Those in attendance were:

Bruce Beeghly, Ohio Board of Regents, SASCCO Co-Chair
Christina Milano, National College Access Network, SASCCO Co-Chair
Jennifer Blatz, Ohio College Access Network (OCAN)
Susan Bodary, Governor's Office
Katie Bontrager, Sallie Mae Ohio
Jenny Brown, Ohio Board of Regents
Ed Burghard, Ohio Business Development Coalition (guest)
Larry Christman, Assoc. of Independent Colleges & Universities of Ohio (AICUO)
Judy Cunningham, Ohio Tuition Trust Authority
Frank Deaner, Ohio Newspaper Association
Tally Hart, The Ohio State University
Billy Hensley, OCAN (guest)
Leonard Hubert, Governor's Office/Commission on African-American Males
Melissa Lander, Ohio Department of Development
Tom Lasley, University of Dayton (guest)
Sarah Luchs, Ohio Department of Education
Jim McCollum, Inter-University Council of Ohio
Gena Miller, AICUO (guest)
Mayme Patthoff, OCAN (guest)
Richard Ross, Reynoldsburg City Schools
Rich Stoff, Ohio Business Roundtable
Steve Sundre, University of Dayton (guest)
LaToya Sykes, Great Lakes Higher Education Corporation
Terry Thomas, Ohio Association of Community Colleges
Brett Visger, KnowledgeWorks Foundation
David Williamson, Ohio Department of Development/College Tech Prep
Shaun Yoder, Governor's Office

OBR Staff Attending: Jon Tafel, Leslie Sawyer, Charles Shahid, Jamie Abel, David Barber, Bret Crow, Erin Emerine, Jocelyn Frasier

Regent Bruce Beeghly opened the meeting introducing new SASCCO members Frank Deaner and Sarah Luchs.

Best Practices Toolkit Overview

Leslie Sawyer presented the Ohio College Access Best Practices Toolkit to the council. In recent years, Regents' staff members in conjunction with OCAN, the University of Cincinnati Evaluation Services Center staff, and representatives from other college

access programs in Ohio have worked to identify the best practices that have resulted in student success in college access. Leslie explained that the toolkit will be sent to GEAR UP and OCAN sites and eventually will be available on the Ohio Board of Regents' website (www.ohioaccess.org) and OCAN's website (www.ohiocan.org). The toolkit information is contained on compact discs. Leslie showed excerpts from the videos in the toolkit and explained that the purpose of the videos is to give staff of local college access programs using the toolkit a better understanding of the access programs that they may desire to replicate. Manuals and forms are also included in the toolkit so that toolkit users have the materials they need to start a program locally. Grants have been made available through a competitive process to GEAR UP, OCAN, and TRiO programs that implement these best practices at their sites. Staff members from the best practice projects and activities described in the toolkit are available to assist staff at other sites that wish to implement one of the best practices.

Research on Student Predisposition toward Postsecondary Education in Ohio

Dr. Steven Sundre and Dr. Thomas Lasley from SchoolMatch and the University of Dayton discussed their proposal to conduct research about student aspiration and sought SASCCO's endorsement of their work. Previous studies have provided very little background to assist in formulating public policy related to aspiration, and there is not much documented information revealing why students from different backgrounds choose to go or choose not to go on to higher education. Dr. Lasley said that we need to understand the gap between dreaming of college and the reality of attending. Without the right structure, aspiration dies. They seek to study the problem systematically, and connect the dots. Jon Tafel suggested that Dr. Sundre and Dr. Lasley present information about the research study to the access committee of the Ohio Board of Regents. If there are SASCCO members that would like to follow their work or join their team, please let Jocelyn Frasier know. Jocelyn will forward the names to Dr. Sundre and Dr. Lasley. SASCCO members commented that the findings from the SchoolMatch research will be a great asset to Ohio's higher education marketing effort.

Ohio/Indiana Web Portal Collaboration

David Barber updated the council on Ohio's progress in building its web portal. Ohio will be collaborating with the state of Indiana over the next few months to duplicate Indiana's web portal content and software and replace the Indiana information with Ohio-specific information. David showed Indiana's web site, www.learnmoreindiana.org, to the council during the meeting. By using existing content, Ohio will have a head start on building its portal. Initially, they will focus on the basic elements and then think of advanced elements. Jon Tafel said they are beginning negotiations to lease the site from the Indiana Higher Education Commission; it should be up and running this fall. Larry Christman reported that the private colleges' web site is up and running. There is the possibility that both sites could be marketed hand-in-hand.

Ohio GEAR UP Grant Submission Update

Jennifer Blatz briefed the council on the status of federal funding for GEAR UP. The executive branch initially cut federal GEAR UP funds out of the federal budget. The House has since placed over \$306 million back into the budget, and we are awaiting the Senate's response. There was a letter circulating throughout the U.S. Senate supporting the full restoration of GEAR UP funding in the federal budget. OCAN and OBR met last week about sending a letter to the eight Ohio GEAR UP lighthouse sites updating them regarding the latest actions concerning the federal budget. Ohio's goal is to continue collaborating in the eight lighthouse areas regardless of whether or not Ohio is awarded a new round of GEAR UP funding. Access work and collaborations can still take place in those eight areas. The eight lighthouse sites should go ahead and set up advisory boards, and those advisory board members should be able to attend the Ohio College Access and Success Conference for free. We should have more concrete information concerning GEAR UP funding in August.

Ohio College Access and Success Conference

The Ohio College Access and Success conference will be held October 18 – 20, 2005. Traditionally, this has been OCAN's annual conference; however, in the last two years, the conference was held in partnership with GEAR UP. This year, the conference has broadened to include Ohio's entire college access community. The conference will focus on both access and retention issues. Mayme Patthoff walked the council through the conference agenda. It was suggested that conference planners look into having Calvin Mackie, a speaker from the Regents' Statewide Trustees Conference, speak at the conference.

College Access Information Hotline

Charles Shahid and Erin Emerine presented an update on the College Access Information Hotline. The hotline presently has one staff person answering calls; however, Charles stated that they know their volume of calls will increase, and they will need more individuals to staff the hotline. While having an automated system to answer calls may seem advantageous, states like Indiana learned that it is important to have a live voice answer the phone. It was suggested that the hotline staff consider the possibility of becoming a community service work site for college work study programs. College work study programs can place students into community service jobs or minimum wage jobs. If OBR became a community service site for a work study program, students could staff the hotline as part of their work study requirement, and OBR would find additional staff without the additional cost. It would be a win- win situation.

Marketing

Jamie Abel and Jocelyn Frasier summarized the marketing consultation's recommendations to SASCCO concerning a higher education marketing campaign for Ohio. The consultation's eight recommendations stated that the campaign should:

- Conduct market research to define audiences, themes and vehicles for communication
- Target adults as the primary audience of the marketing campaign
- Foster local and regional collaboration with communities across the state
- Facilitate local campus and regional higher education marketing efforts
- Partner with leading states to share best practices and resources
- Select a non-governmental entity to raise and manage funds for the campaign
- Benchmark performance measures and monitor the success of the effort
- Seek substantial funding (\$25 Million over 10 years)

A request for proposals was issued on June 1st seeking a firm to conduct market research for the campaign. The deadline to submit written proposals is June 27th. The market research will clarify which audience(s) should be targeted by the campaign and what messages might be effective with the target audience. The market research is expected to conclude in November with a final report submitted in December. The marketing consultation could continue to meet periodically or as requested by SASCCO.

New SASCCO member, Rich Stoff of the Business Alliance for Higher Education and the Economy (BAHEE), and Ed Burghard, executive director of the Ohio Business Development Coalition (OBDC), briefed SASCCO members on the work and goals of the BAHEE and OBDC. Melissa Lander, marketing manager for the Ohio Department of Development, also attended. Mr. Burghard advised the SASCCO to make sure its actions related to marketing are aimed in the right direction. The OBDC conducted market research to understand how Ohio stacked up in terms of the quality and composition of its labor pool. After examining the research, the OBDC decided to concentrate its efforts on specific industries (as opposed to a broad array of industries) and focus on meeting the needs of those industries with education. They sought to find out what kinds of skills and talents are needed to compete and how Ohio stacked up to its peers. Mr. Burghard recommended that SASCCO take some time to define the problem that the marketing effort needs to solve and define the target audience.

SASCCO members talked about the need for a non-government entity to oversee funding for the ten-year marketing effort. Money needs to be raised for the effort, and the marketing effort will need proper staffing and support. There should be a fiscal agent and a staff to do the work. A smaller subgroup of SASCCO should be formed to make recommendations concerning the fiscal agent and the staffing structure. That subgroup should report back to SASCCO. A group of SASCCO members agreed to meet after the meeting to further discuss the issues of the fiscal agent and staffing for the effort.

Performance Measures

Tina Milano and Jocelyn Frasier introduced the topic of performance measures to the group. The SASCCO charge states that SASCCO will address three areas: collaboration, a statewide marketing strategy and performance measures for access. To date, SASCCO had not held significant conversation about how it will address performance measures. The topic will be discussed in future meetings. In the

meantime, if anyone has ideas or recommendations on the development of performance measures, they should forward them to Jocelyn Frasier.