

Ohio Board of Regents
STUDENT ACCESS AND SUCCESS COORDINATING COUNCIL
October 22, 2004

The Student Access and Success Coordinating Council of Ohio (SASCCO) convened a meeting October 22, 2004 at 10:00 a.m. at the offices of the Ohio Board of Regents.

Attending:

Bruce Beeghly, Ohio Board of Regents, SASCCO Co-Chair
Christina Milano, OCAN, SASCCO Co-Chair
Jennifer Blatz, KnowledgeWorks Foundation
Katie Bontrager, Sallie Mae
Maria Boss, Cleveland Scholarship Program
Jeanette Grasselli Brown, Ohio Board of Regents
Myra Busch Goetz, Great Lakes Higher Education Corporation
Larry Christman, AICUO
Brian Cooper, Cox Ohio Publishing
Tally Hart, Ohio State University
Geraldine Hayes-Chavez, OAEOPP-Kent State University (Federal TRIO program)
Leonard Hubert, Governor's Office/CAAM
Tom Humphries, Youngstown/Warren Regional Chamber
Jim Mahoney, Battelle for Kids
Jim McCollum, IUC
Delores Mize, Oklahoma State Regents (guest)
Brian Paskran, Owens Community College
Dayna Ritchie, AICUO
Richard Ross, Reynoldsburg City Schools
Wendell Schick, Ohio Northern Univ./Ohio Assoc. of Student Financial Aid Administrators
Len Simutis, ENC, Ohio State (guest)
Tom Stein, Otterbein College
LaToya Sykes, Great Lakes Higher Education Corporation
Don Van Meter, VMC Consulting (guest)
Jacqueline Williams, OTTA
Dave Williamson, Governor's Regional Office/ODOD

OBR Staff Attending:

Kristina Frost, Jon Tafel, Leslie Sawyer, Charles Shahid, Jamie Abel, Eric Almonte, David Barber, Bret Crow, Jocelyn Frasier

1. Welcome

Co-chair Bruce Beeghly opened the meeting and introductions were made around the room. Jon Tafel, Ohio Board of Regents (OBR) Vice Chancellor for Educational Linkages and Access, explained the charge of the Council to the group: fostering continuity and collaboration, examining how access and success could be marketed and determining success measures.

2. Marketing Consultation Update

OBR Vice Chancellor for Operations Kristina Frost explained that the Marketing Consultation was created to address the interest in marketing from the Governor's Commission on Higher Education and the Economy, the Ohio Board of Regents and others. She explained that this access and success marketing effort is not the first attempt at statewide marketing of higher education. The Ohio Board of Regent's Success Express was successful, but too expensive to continue. The Knowledge Economy Awareness Initiative also was successful, but just scratched the surface. The consultation will consider such questions as: What audience should a marketing effort address -- just junior high? The workforce? Dropouts? Stopouts? What messages may resonate with particular audiences? How should the marketing of success be measured? How can a statewide marketing effort join with what organizations, campuses and communities are already doing? Ohio is a conglomeration of communities, a state of city-states. Higher education needs to adapt messages to each community. Vice Chancellor Frost also mentioned the consultation and SASCCO will also need to examine how we should engage business.

At the first marketing consultation held on September 16th, Darrell Glenn, OBR Director of Performance Reporting, presented statistics to outline the issues of access and success in Ohio. Don Van Meter presented a primer on marketing higher education, and Jocelyn Frasier presented information on what some other states are doing to market higher education. At the next marketing consultation, the group will look at the STAND anti-tobacco advocacy campaign by Northlich; the state of Indiana's marketing efforts; and word-of-mouth marketing to youth by Procter & Gamble's Internet-based Tremor group. Vice Chancellor Frost stated that over the next 6-9 months, the consultation will bring in other groups and campuses to see what is being done to market higher education and what it working.

Co-Chair Bruce Beeghly commented that it will be important to prioritize which groups/audiences will be targeted for the marketing effort. Ohio is about average in getting youth into college, but doing less well with the older population.

3. Higher Education Funding Commission Marketing Update

Don Van Meter presented an update on marketing discussions of the Higher Education Funding Commission. He stated that higher education needs to think and act strategically and must address the needs of Ohio and its citizens, not higher education. There must be a focus on the return-on-investments of higher education, not protection of budget line items. The message should be: 1) simple, 2) address a crisis, 3) provide a positive solution and 4) show how colleges are changing to meet needs. He continued, saying higher education must: 1) communicate messages consistently, 2) provide evidence-based assertions, and 3) address "What's in it for me?" Don VanMeter continued explaining that the crisis message is a falling per capita income that falls right in line with degree attainment levels in the state. More Ohioans are going to college in 2000 than in 1990, but the state still ranks 39th in attainment in both census reports. Technology rankings for Ohio are not high. Ohio is more slowly emerging from the most recent recession than other states. What is wrong? He listed: 1) an undereducated citizenry, 2) too few high-skill, high-wage jobs, 3) an average out-migration with a low in-migration of highly educated people, and 4) too many students being lost along the education pipeline.

Don Van Meter noted that Ohio needs to improve by: 1) graduating more students from high school that are college-ready, 2) improving the transitions from high school to college, 3) developing better workforce training, and 4) making smart investments to accomplish these goals. Don Van Meter concluded his presentation with possible “promise” messages that the higher education community could give to Ohio citizens; among them were that higher education will produce higher tax revenue, less need for social services, and other benefits.

4. Marketing Discussion

The group held significant discussion around the topic of marketing. Christina Milano said information from Don Van Meter’s presentation would be useful to OCAN programs for marketing and advocacy with their respective community stakeholders and legislators. Jon Tafel pointed out the need to begin awareness and marketing at the preschool level, not waiting until junior high. Larry Christman commented that when we say access, we need to define access to what -- does that mean two-year colleges, four-year colleges? Wendell Schick said that higher education is more than the typical four-year program. Jeanette Grasselli Brown noted that a two-year degree is a good entry point; she also commented that the message that rang with focus groups is that college is money. Charles Shahid explained the barrier of instant gratification. In some families, going to college may pit immediate family needs against attending colleges. In the marketing effort, we need to make sure that people are aware that the benefits of investing in higher education are seen over a gradual, long-term process. It really needs 10-15 years to show its best effects.

Some SASCCO members reacted to and gave feedback regarding possible messages and slogans that were mentioned in Don Van Meter’s presentation; however, the feedback remained at a discussion level.

Tina Milano said that Cleveland was doing a great job working with adults; degree attainment in the 80 percent range. Jeanette Grasselli Brown noted that the adult population does not have schools to funnel messages to adults; employers, community organizations and faith-based groups should be considered as vehicles to carry that message. Larry Christman said that private colleges have many degree completion programs. Dick Ross noted that one challenge is that kids do not envision themselves as college material. Employer messages need to get to kids. Brian Paskvan commented that the Weekend College is exploding at Owens Community College. Tina Milano noted that *The Plain Dealer’s* “Quiet Crisis” series shows that people are starting to get the message that more Ohioans need postsecondary education. Jim Mahoney stated that earning is about learning. Education must be seen as an investment. Geraldine Hayes-Chavez suggested that the group invite Arnold Mitchell to talk about the TRIO program.

5. Oklahoma GEAR UP Presentation

Dr. Delores Mize, associate vice chancellor for the Oklahoma State Regents for Higher Education presented “A Policy Framework for Student Preparation Agenda.” Oklahoma has had a Brain Gain 2010 effort which set the stage for promoting the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP). Oklahoma is focused on preparing people for undergraduate programs, getting more adults into college and attracting individuals from other states. The Oklahoma Educational Planning and Assessment System (EPAS) was

designed to help schools align curriculum and evaluate instructional programs. Through EPAS, Oklahoma has seen an increase in the number of African-American, Hispanic, and Native Americans who are taking the core curriculum in high school. Oklahoma also offers the Oklahoma Higher Learning Access Program (OHLAP) scholarship which pays the equivalent of public college tuition. In efforts to promote OHLAP, EPAS and GEAR UP, Oklahoma pursued a public engagement effort to increase awareness of these programs in communities. They developed a statewide survey to determine the strategies that affect educational aspirations and then created a video with an accompanying instructor's guide to help teach students about planning for college. They developed a second video, distributing it directly to middle school students in schools and to public libraries. The video was also produced in Spanish. Oklahoma's program purchased mailing lists of parents and direct mailed 35,000 parent guides to 9th and 10th grade parents. They utilized the web to reach parents, students, teachers and counselors to convey messages about preparing for college. Oklahoma also used network television, promotional items (locker magnets, gel pens, etc.), and utilized 90 outdoor billboards in 30 markets to promote their message. Oklahoma has also taken steps to identify and reach adults who have "stopped out" of college to encourage them to finish their education.

6. Update on Student Information Portal

Len Simutis gave an update about the Student Information Portal. Ohio is developing a one-stop website which will have a wealth of information to help students, parents and adult learners plan for college, select an institution and apply for college. Sample web pages for the portal were distributed. The portal will include a link to the OCAN web site as well as other web services. Several SASCCO members gave suggestions concerning the portal; those suggestions included finding a way to get students connected to mentors; encouraging schools to direct students to the web site (ODE could make it an assignment in 7th grade math classes to visit the portal and calculate financial aid); and involving the Ohio School Counselor Association in the portal project.

7. OCAN Access Centers of Excellence

Tina Milano explained OCAN Access Centers of Excellence plans. There will be two prototype regional centers: A) New centers that serve contiguous counties and B) conversion sites that add innovative products where there is a concentration of low-income students. OCAN will be researching these issues for the next few months. Stand-alone programs may also be created. The sites will partner with OBR and GEAR-UP and involve public-private partnerships. There will be rural and urban models.

8. Other Business

Charles Shahid presented information on the College Access Information Hotline, which he described as a one-stop shop for access. He has developed a job description and posted it this morning for targeted recruitment. He will send the job description out to the SASCCO membership. Jon Tafel pointed out the need to market the hotline in addition to the website. Charles Shahid said that the hotline should be available in the next 60 days. Katie Bontrager noted that its debut would coincide with Financial Aid Awareness Month. Charles Shahid then

explained the final recommendations to reorganize financial aid. The main points include: 1) changing the way need is determined, 2) merging Part-Time Student Instructional Grant (PTSIG) with Ohio Instructional Grant (OIG) to get better consistency in determining need, 3) raising the grant to 50 percent of average tuition at public universities (now down to about 30 percent), and 4) changing the ratio of public-private grants (limit private to 2.5 times the public institution grants). He noted that staff is waiting to see the funding levels with which it will be working and hopes the recommendations help shape the 2006-2007 budget. Jim McCollum noted he was proud of IUC's involvement in the financial aid reorganization effort and suggested the new plan may need to be implemented in phases.

9. Next Meeting Date/Adjournment

The next SASCCO meeting was tentatively scheduled for January 28, 2005. Co-Chair Bruce Beeghly adjourned the meeting.