



For the Ones that Don't Raise their Hands

Engaging First-Generation and Underrepresented Students

December 15th, 2021

Housekeeping

This webinar is being recorded and you will receive a copy

and you will receive a copy



You will receive a copy of the slide deck and helpful resources



Ask questions in the Q&A box throughout the presentation.



Our Panelists



Esther Archange, MS

Former 1st-Gen Student
Academic Trainer

North Central University



Daenne Dolce, MBA

Former 1st-Gen Student
Community Outreach Manager

Roseman University of Health Sciences

Agenda

- Frameworks and methods for improving outcomes
- First-gen stories
- Building a healthy and vibrant first-gen community that drives student retention
- Panel discussion: Working with first-gen students

Learning Outcomes

- How the experiences and outcomes of first-generation students differ from general population students
- The importance of building a sense of belonging
- How to improve utilization of resources
- Building a healthy and vibrant first-gen community that will drive student retention

The First-Generation Experience



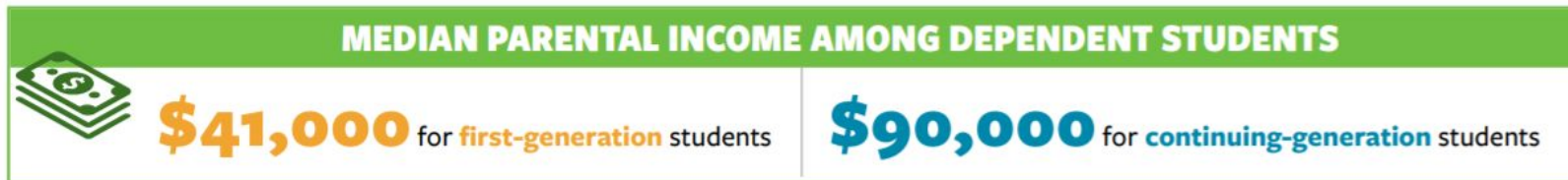
What does it mean to be First-Gen?

Definition

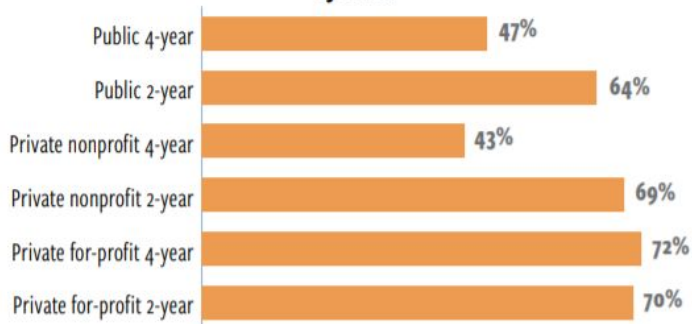
Students whose biological parents did not complete a four-year college degree.



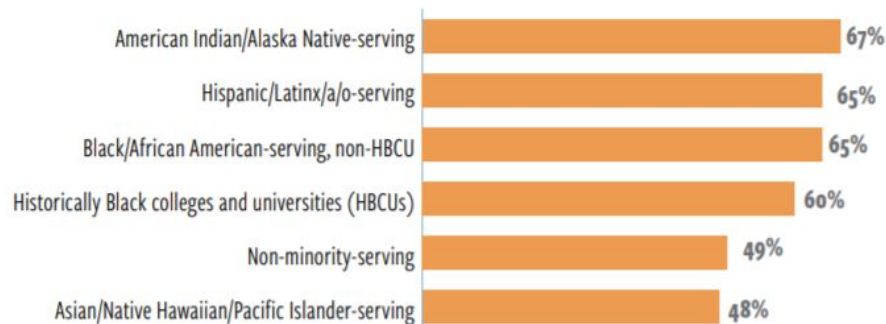
Who are First-Generation Students?



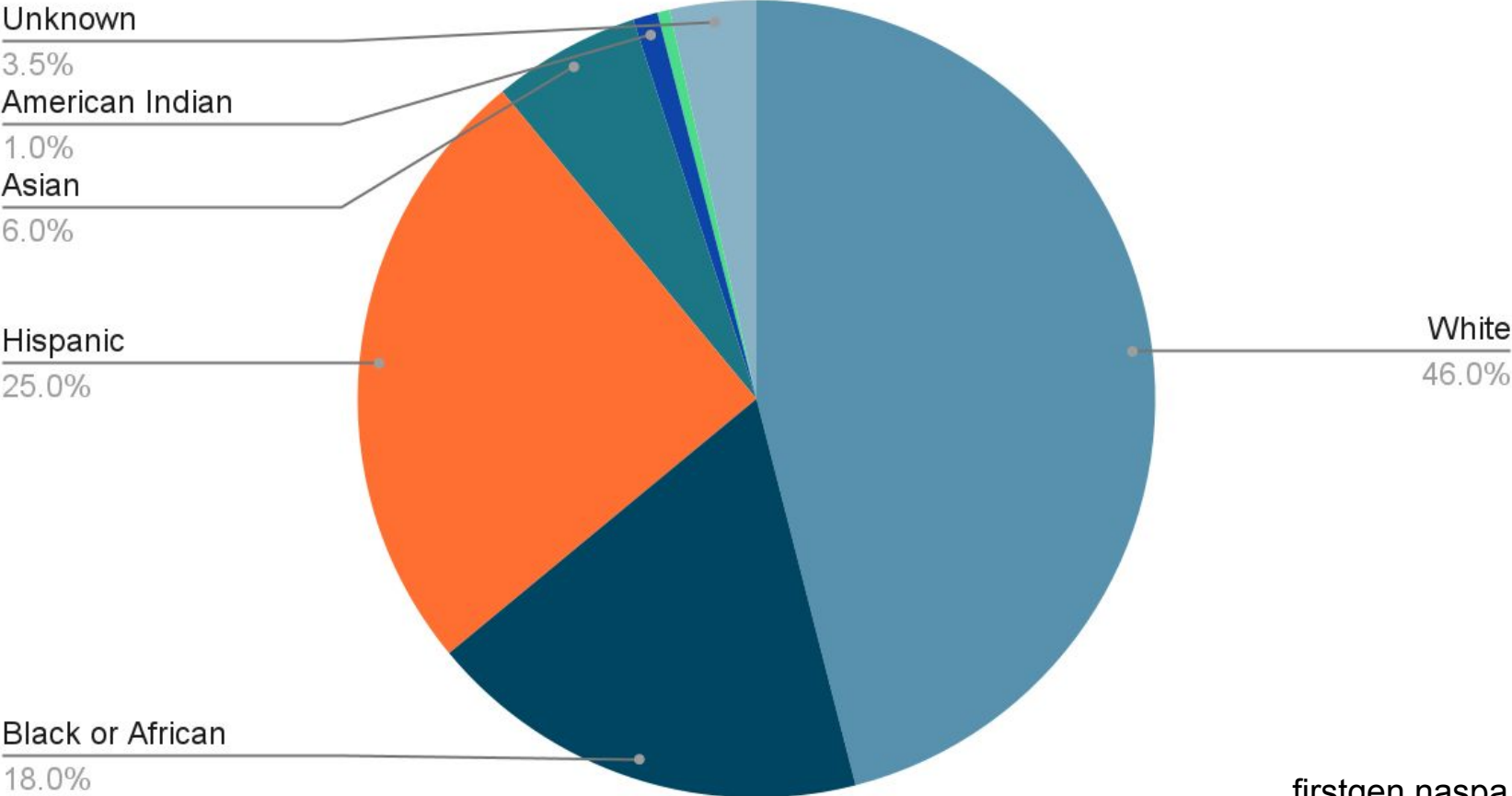
Percentage of Undergraduates Who Were First-generation, by Sector



Percentage of Undergraduates Who Were First-generation, by Type of Minority-Serving Institution



First-Generation Status by Ethnicity



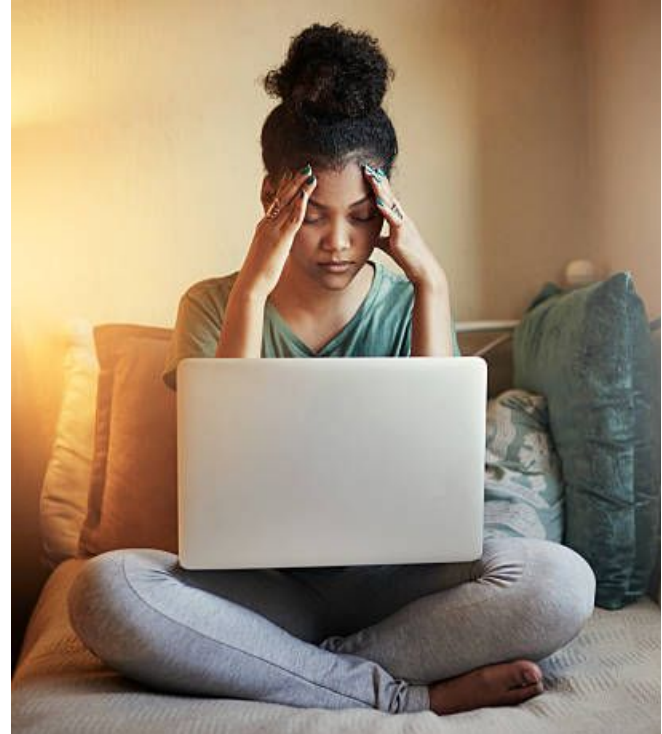
First-Generation Students: Intersectionality

- Native American/Indigenous Peoples
 - 2x as likely to be 1st-generation
- Homeless
- Former Foster Youth
- DACA students & First-Gen Americans
- Transfer students

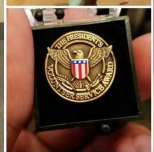


First-Generation Student Challenges

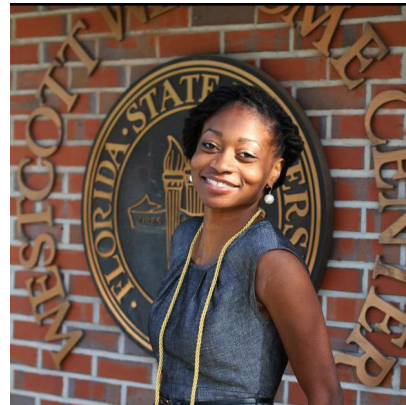
- Navigating the bureaucracy
- Less involved
- Less social and financial support
- Lack coping strategies



Daenne's Story



Esther's Story



Working with First-Gen

Considerations for Frontline Staff

Supporting Students

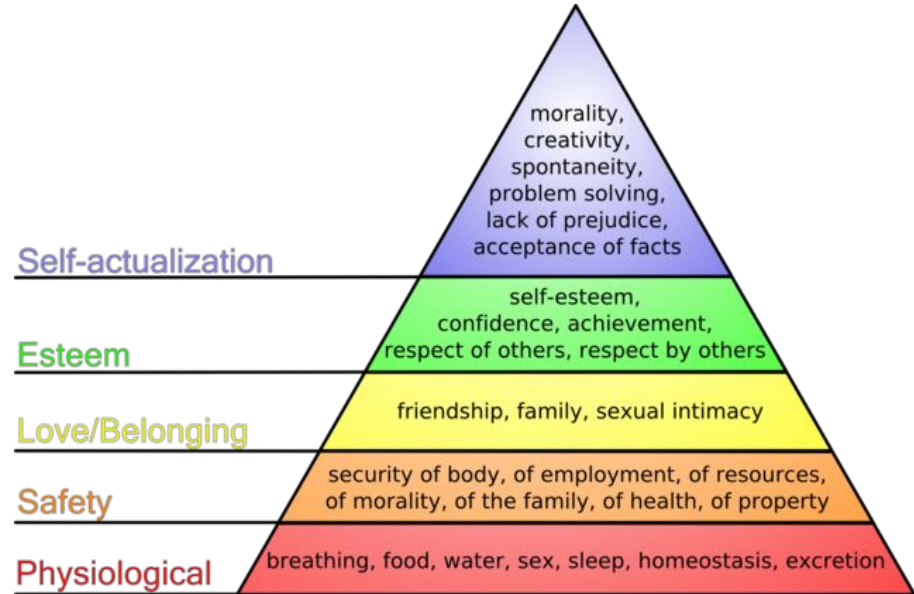
- TRiO SSS
- Cohort programs
 - Mentoring - older first-generation students
 - Structure - academic support
 - Financial guidance - dedicated financial specialist
- Programs specifically designed for first-generation transfer students



Fostering Sense of Belonging

- Connect students with one another
 - Common interests
 - Mentoring
 - Program of study
- Network development
 - Teach networking skills

Maslow's Hierarchy of Needs



Improving Accessibility

- Examine utilization rates of key resources
- Breakdown potential blockers
- Track satisfaction rates for services
- Make targeted improvements



Communication

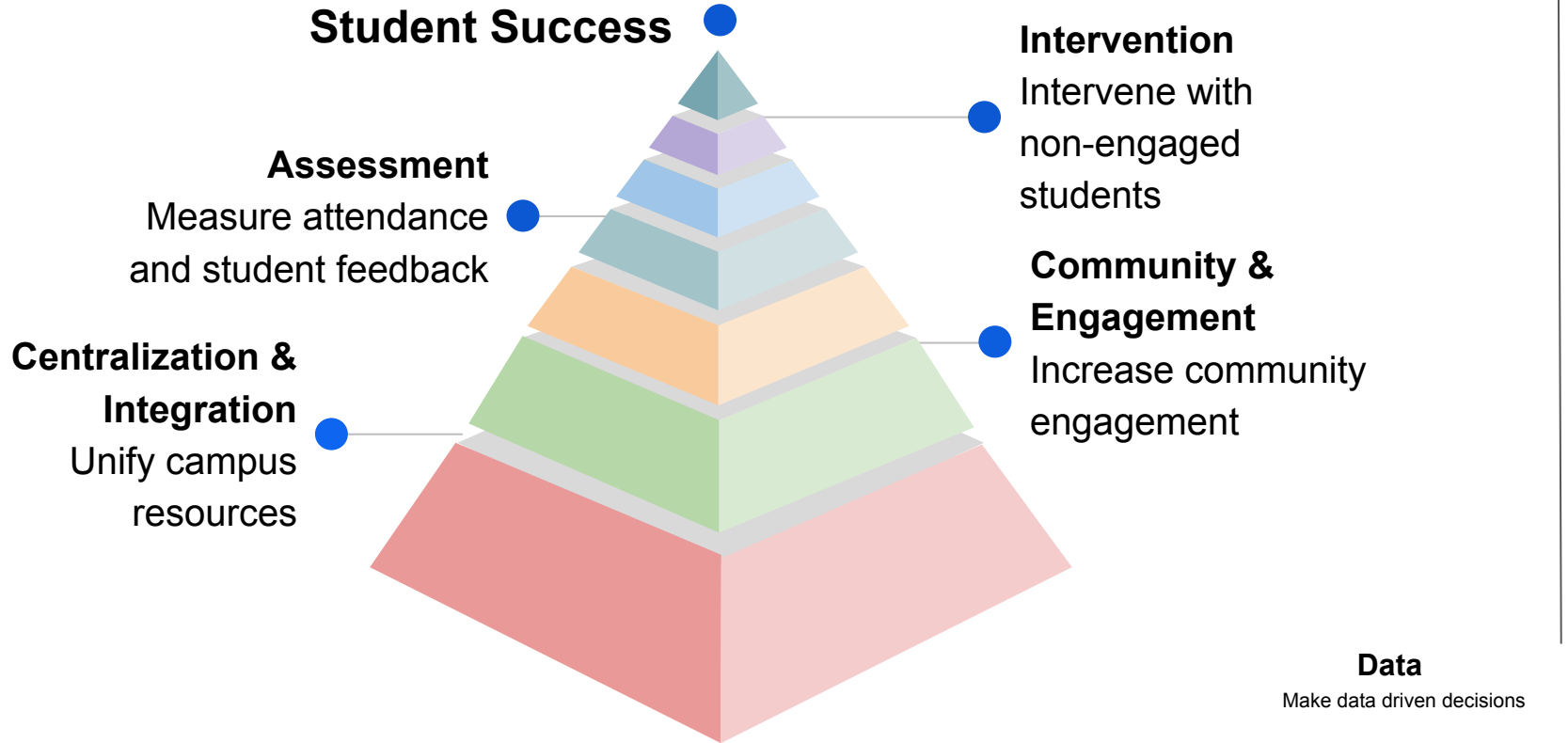
- Communicate key dates and deadlines
- Targeted messaging
 - Relevance
- Think outside of the box - students don't read email!
 - Text messaging
 - Announcements on website
 - Utilize social platform to meet students where they live
- Communicate with families!



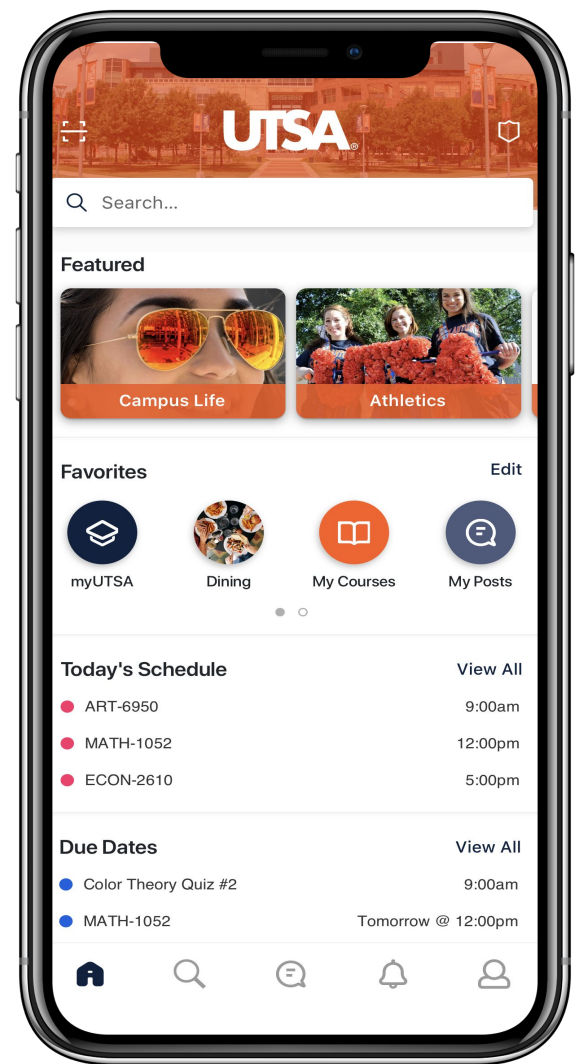
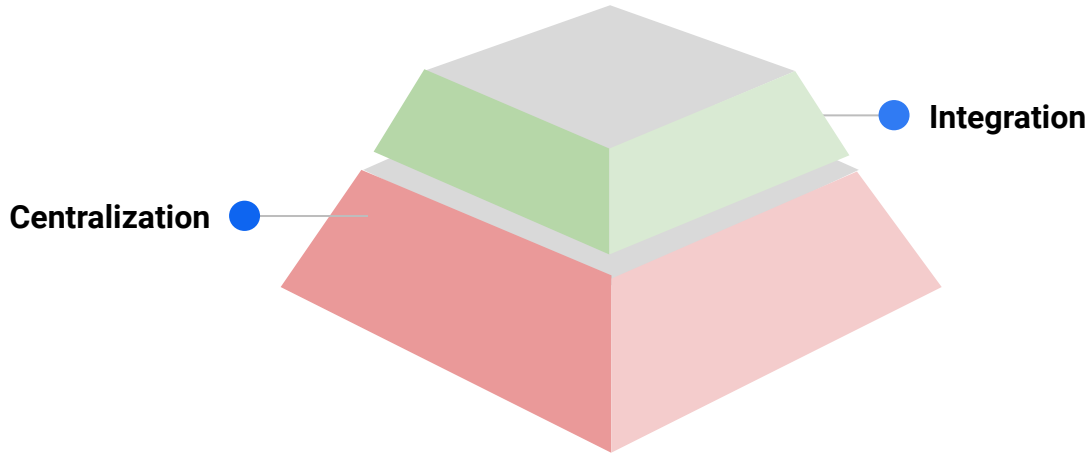
A Framework for Success



Student Success Framework



Centralize and Integrate

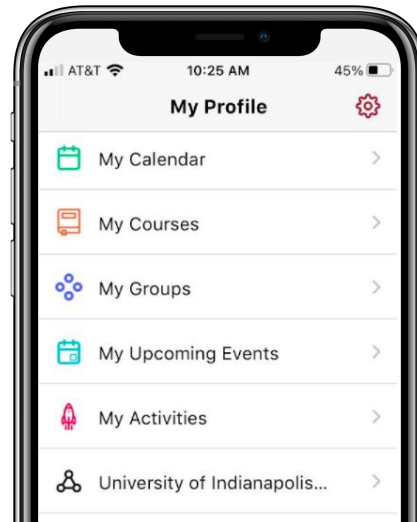


UIndy: Connections Across Student Life

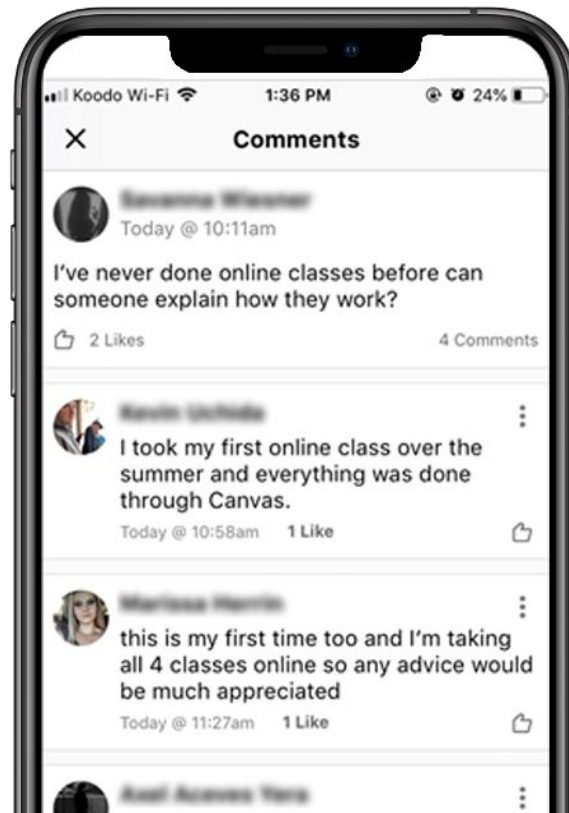
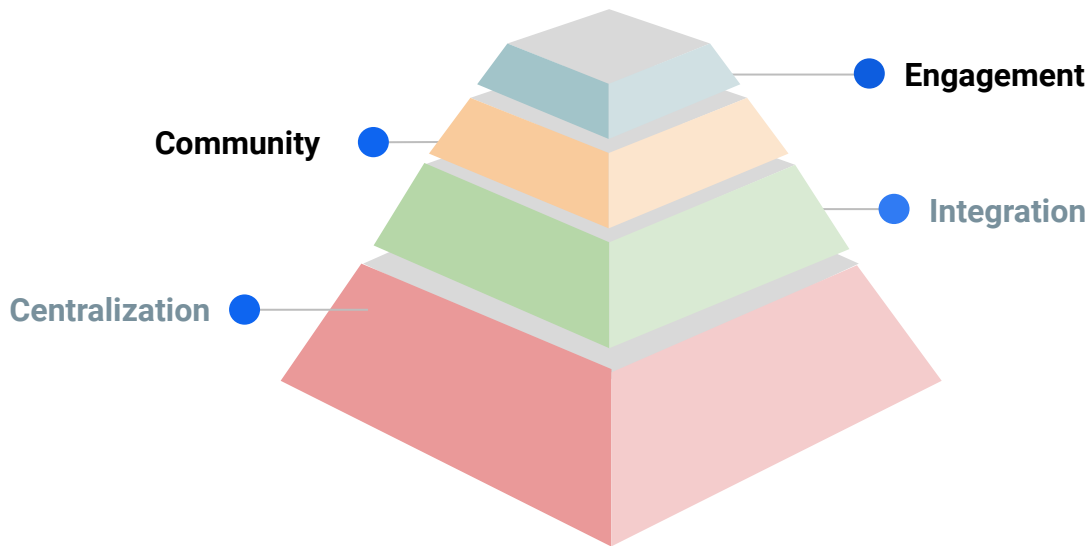
90%
Student
adoption

4.7/5
App Store
Rating

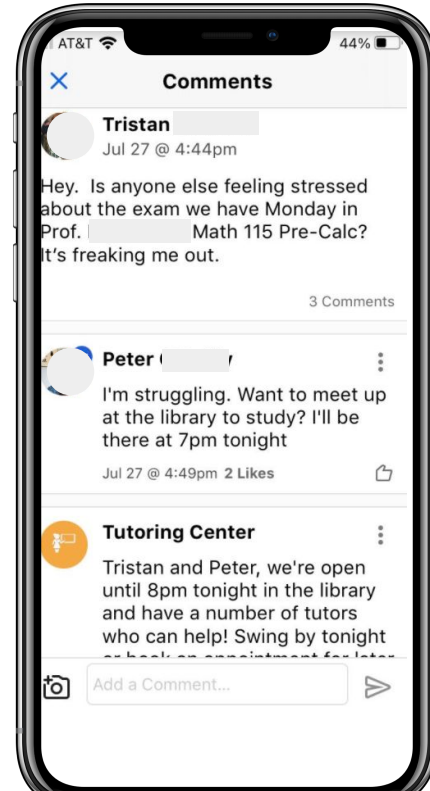
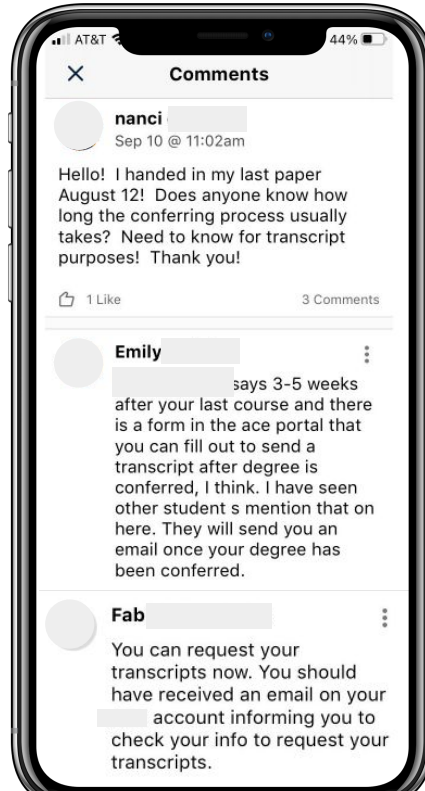
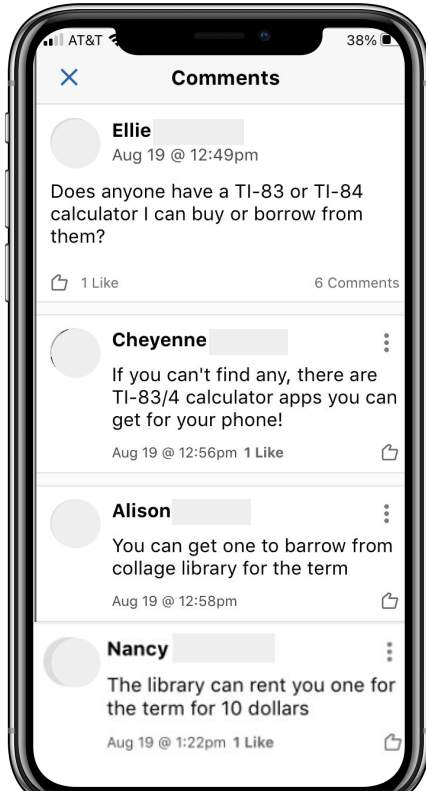
430,000+
App
Sessions



Community & Engagement



Community helps to overcome the silo effect





670 hours

of staff time saved



2X

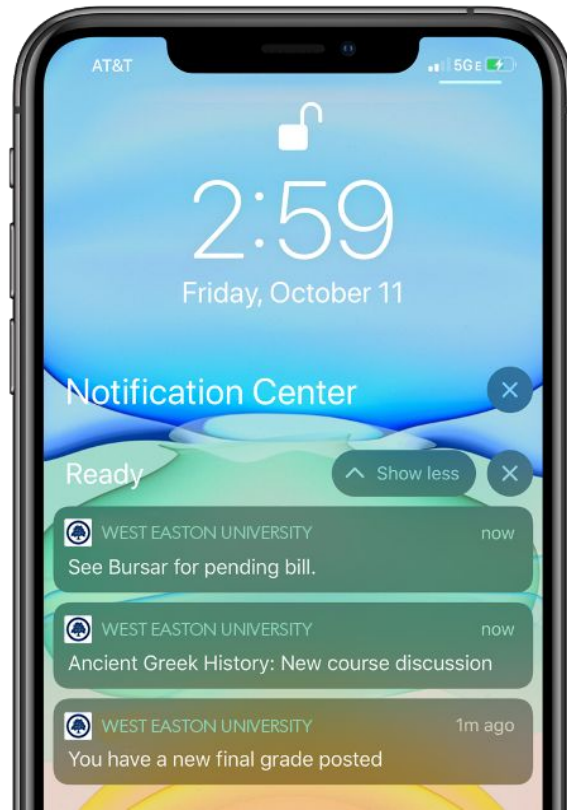
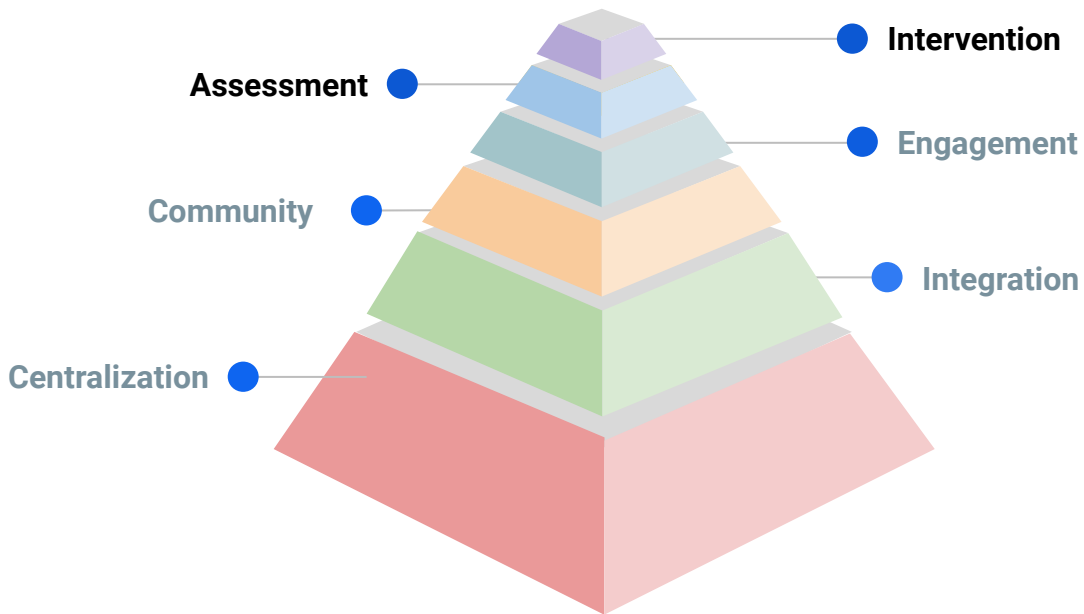
Increased usage of services and supports



89%

of students feel like they belong
to the campus community

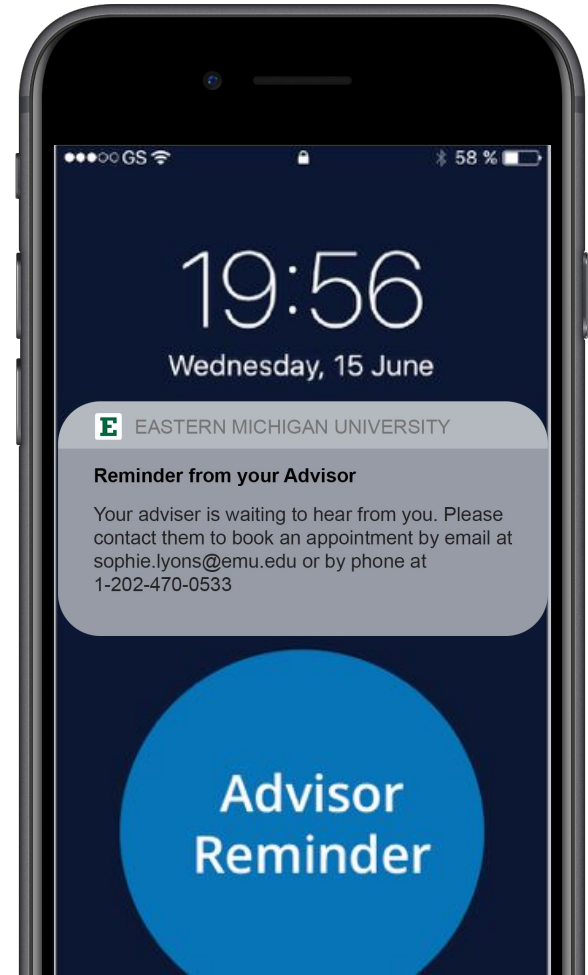
Assessment & Intervention



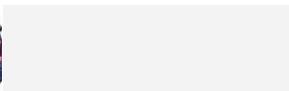
Targeted Communications

Across all aspects of the student experience, academic year and lifecycle, such as:

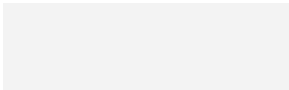
- FAFSA/Bills
- Course registration and add/drop
- Scholarships
- Course/assignment due dates
- Supports and services
- Events
- Health and wellness



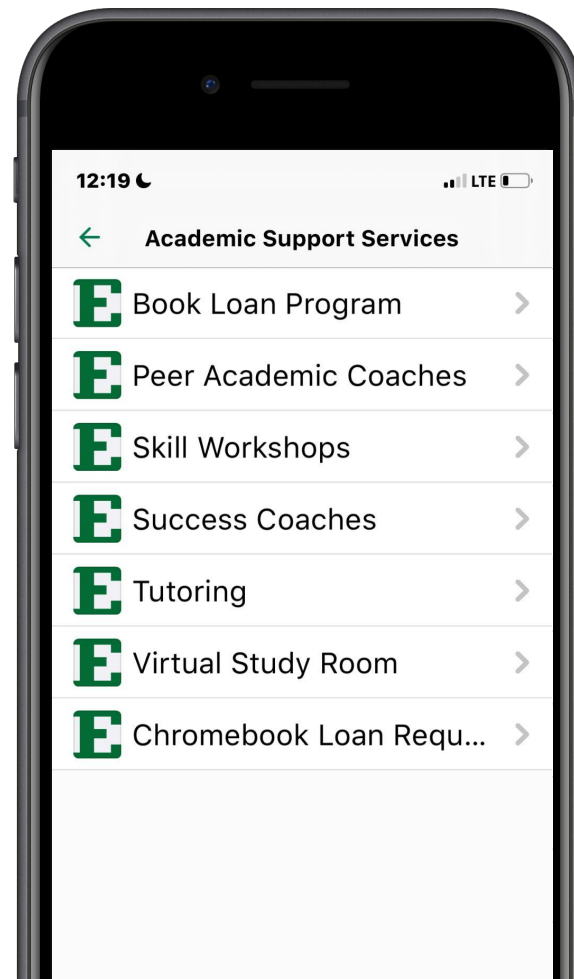
Assessment: Student Experience



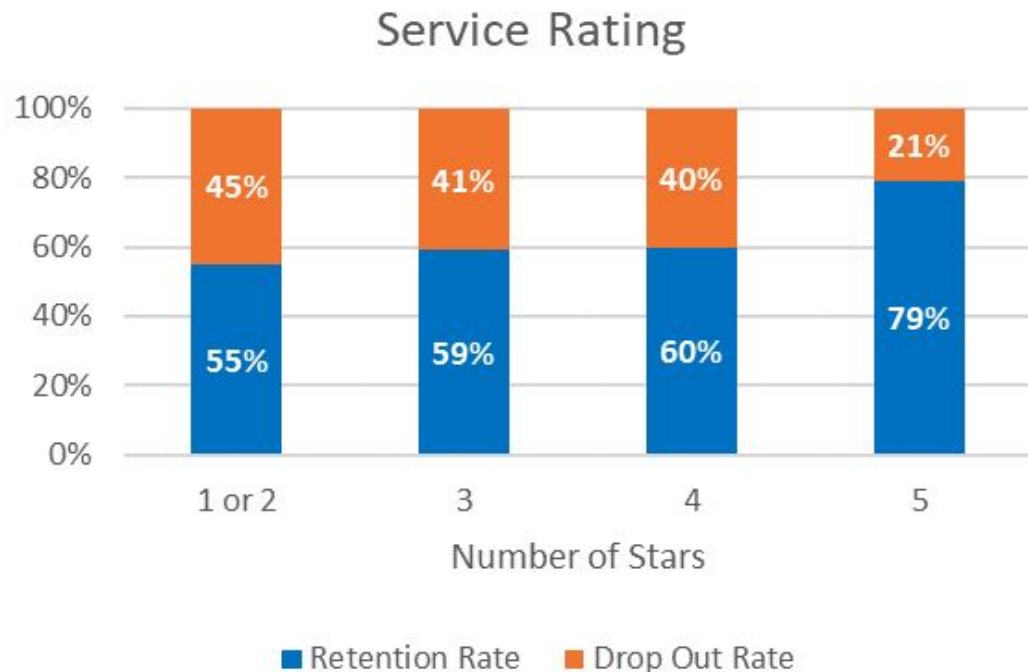
I was very satisfied with the service I received today I feel like I learned a lot and, he was very nice and helpful



“He was very helpful and did not mind going over whatever I needed help with!”



Student Perception Impacts Retention



Student Satisfaction
2 star or less is an early alert

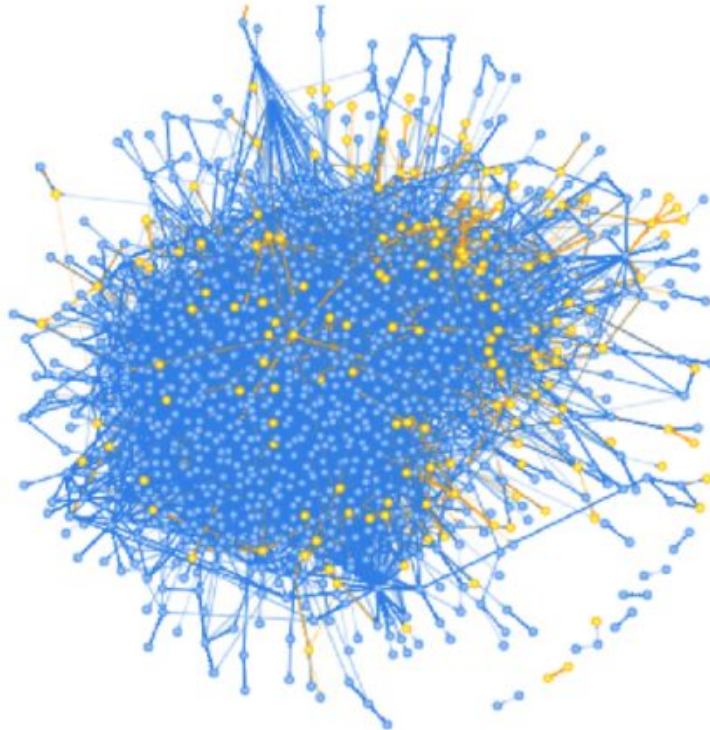




Probability of Retention

Continued

Did Not
Continue



Map the Campus Social Graph

Understanding how social campus integration can be measured

Connection between social virtual engagement and retention



Panel Discussion



Audience Poll

Would you like to learn more about improving your student experience with Ready Education?

Thank You!

Don't hesitate to share student success challenges and goals!

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