

# Regional Summit

## College Access and Success

## "The 60% Idea" – Consensus Reached on a Proposal for an Overarching Regional Goal

TUESDAY, APRIL 17, 2012 • 9:00 AM - 12:00 PM • COLUMBUS STATE CONFERENCE CENTER

### Summary: Consensus on "60% Goal" Reached - Strategic and Tactical Priorities Approved

A diverse team of regional leaders convened at the Columbus State Conference Center on April 17 for a third College Access and Success Summit (Summit). The Summit was designed to be the culmination of over one year of college access and success due diligence, and a gateway to reaching consensus on what matters most to regional competitiveness.

Continuity of engagement was powerful. Over 75% of attendee leaders had participated in prior Summits and nearly 33% were engaged in the detailed activities of Working Groups during the five-month interim between the second and third summits. The Summit agenda was designed to meet the expectations of fall 2011 Summit participants, with focus on: what regional success looks like and top-line indicators to reflect a regional vision over time; action-oriented reports from Working Groups on Alignment, Data and Access; successes thus far; and approaches how the collaborative should work as a team going forward. Working Groups embraced Collaborative Principles for Success by advancing one, top-line regional goal to define and measure success over time. The proposed goal is 60% DEGREE ATTAINMENT IN CENTRAL OHIO BY 2025.

Participants considered and discussed the proposed goal for 3.5 hours and saw an exciting range of opportunities and outcomes, including: creation of an expectation for college success throughout the region; specific focus on working adults, low-income and first generation students,

and students of color; unifying in agreement on data and definitions; stepping up to demands for creativity and innovation in advancing to goal; extending and deepening of partnerships; and willingness to take some risks.

Participants not only endorsed the 60% GOAL, but edited and approved a roster of essential strategic and tactical priorities extending to April 2013. They also called for a CENTRAL OHIO COMPACT to promote teamwork and innovation across Central Ohio; and received recommended measures of success. Columbus 2020, the economic strategy for the region, acknowledged the 60% GOAL and COMPACT as vital and necessary planks in the competitive agenda of the region. These

Summit Notes were commissioned to focus on results and follow-up actions. (Detailed presentations from Working Groups and polling may be found at [www2.csc.edu/about/summit](http://www2.csc.edu/about/summit). A roster of leaders dedicated to critical leadership and

planning for the summit process and Working Groups' activities is found in Appendix to these Summit Notes.

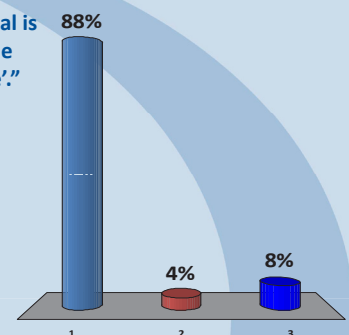
**There is a new American majority on campus. Only 25% of today's college students are traditional.**

From "Complete College America" College Complete America. Web. 7 May 2012. <<http://www.completecollege.org/>>

### Solid Consensus

"I believe the 60% goal is the right target for the Region we call 'home'."

1. Yes
2. No
3. Unsure



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### Summit Agenda

The Summit agenda was designed as a part of the second Summit in November 2011 so that leaders could set clear expectations for Working Group action and results. There was a joint Working Group Session on April 7<sup>th</sup>, 2012 where the following expectations for the agenda were reviewed:

- Define what regional success looks like? What are the top-line indicators that reflect our vision over time?
- Action-oriented reports from Working Groups on ACCESS, DATA and ALIGNMENT
- Successes thus far
- How will the collaborative team work going forward?

The Working Groups endorsed the 60% GOAL and provided counsel in the design of the third summit agenda. Electronic polling (Fairfield Index’s catalytic engagements) was crafted to support this agenda.

- [8:00] Registration and Networking
- [8:30] Welcome – Historical Perspective on First Year
- [8:40] Business of the Day / Expectations and Outcomes / Expectations for Today’s Agenda and Working Group Assignments
- [8:50] Electronic Polling #1 – Who are We and What are Our Expectations?
- [9:00] “The 60% Idea”: A Proposal for and Overarching Regional Mission and Goal
  - Working Group Responders
  - Q&A and Electronic Polling #2
- [9:40] Working Group Briefing and Calls-to-action
  - Briefing A – ALIGNMENT
  - Briefing B – ACCESS
  - Briefing C – DATA

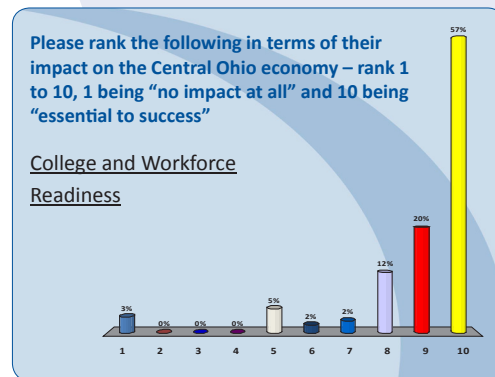
Consensus Check – Electronic Polling #3
- [10:15] Successes thus Far and Promising Practices
- [10:50] What must be Accomplished over the Next 10 to 12 Months to Ensure We Are Advancing Towards Goal?
  - Q&A and Electronic Polling #4
- [11:30] Leader Responders: Expectations for April 2013
- [11:45] Review of Framework for Action, the Overarching Goal(s), and Next Steps
- [11:55] Electronic Polling #5
- [Noon] Adjourn

### Setting the Stage for the “60% Idea” – Current Degree Production Does Not Get Our Region and its Communities Where We Need to Be

Participants identified the top reasons for participating in the Summit process in priority order:

- I believe the subject of college access and attainment is critical to our region’s competitiveness and growth
- I believe I have a role to play in improving our region’s role in college access and attainment
- I am interested in the subject of college access and attainment
- Based on the work of the past year, it is time to set regional college access and attainment goals and move forward with a consensus agenda

Focusing on the top reason (regional competitiveness), participants ranked the impact of college and workforce readiness on the Central Ohio economy (on a scale of 1 to 10 with 1 being “no impact at all” and 10 being “essential to success”).



Columbus State Community College President, Dr. Dave Harrison, provided progress to date in milestone form.

- 2010. Discussions with college presidents and district superintendents.
- May 2011. College Success Summit 1: Is there a case for a regional strategy?
- November 2011. College Success Summit 2: Strategic framework focused on curriculum alignment, access, and data. Delegation of teams to advance work.
- December 2011. Integration with College and Career Success Network.

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- November to Today. Work team recommendations and promising practices.
- Today. Recommendation to adopt the Lumina Foundation’s “Big Goal” with local adaptation.

Harrison reviewed how the regional team began to clarify the “case for a regional strategy” over time and noted:



Curriculum alignment, access and communication, and data sharing provided the initial planning framework



The potential economic impact of our work became clear



State and national public policy priorities needed to be considered, especially in the areas of workforce development, STEM education, and college completion



We were challenged to consider just how bold we were willing to be

In support of the “60% Idea” and the consensus of Working Groups, Harrison drew out five key points from “Time is the Enemy.”

- POINT 1** There is a new American majority on campus  
Only 25% of today’s college students are “traditional”
- POINT 2** Part-time students rarely graduate
- POINT 3** Low-income students and students of color struggle the most to graduate
- POINT 4** Students take too many credits and too much time to graduate
- POINT 5** Remediation produces few students who ultimately graduate

The same report notes that 59% of Ohio jobs will require a career certificate of college degree by 2020, but only 36% of adults in the state currently have an associate degree or higher.

College Complete America. Time is the Enemy. September 2011. Web. 7 May 2012. < [http://www.completecollege.org/docs/Time\\_Is\\_the\\_Enemy.pdf](http://www.completecollege.org/docs/Time_Is_the_Enemy.pdf) >

Harrison turned to the Lumina Foundation and foundational data from the U.S. Census Bureau to highlight the production rate of degrees among 25 – 64-year-olds in Ohio. In 2025, adults will achieve at the 44% level, 16% off of the competitive target. Harrison asked participants to consider

### OUR REGION

Percentage of Adults (25 – 64) with at Least an Associate Degree

**Coshocton 20.83**

**Delaware 60.74**

**Franklin 44.22**

**Knox 26.67**

**Licking 32.23**

**Madison 25.61**

**Union 37.45**

county percentages of adults with at least an associate degree in the region; and then imagine the impact of a common, “big” goal to promote local innovation, replication of promising practices, economic efficiencies, and transformation of the competitive reputation of the market.

Source U.S. Census Bureau, 2006-2012 American Community Survey 5-year Estimates as Stated by Lumina Foundation’s “A Stronger Nation through Higher Education”) Lumina Foundation.

A Stronger Nation Through Higher Education. Web. 7 May 2012. < [http://www.luminafoundation.org/state\\_work.html](http://www.luminafoundation.org/state_work.html) >

**Harrison and Working Groups drew on the year of due diligence to pose critical questions about what a regional collaborative could accomplish over time.**

### Opportunities included:

Ensuring that all college-bound high school graduates are college ready

Increasing the number of high school graduates with credit toward a college degree

Advancing the region’s need for a highly skilled workforce, including an emphasis on STEM

Dramatically increase the number of students earning a college degree or certificate

Ensuring consistent, accurate, and timely communication with students and families to ensure success at the college level

Reducing the costs of education for students, families and taxpayers

The college access and achievement due diligence process encouraged regional leaders to consider action in the form of a CENTRAL OHIO COMPACT/A Regional Strategy for College Completion Achieving the 60% Goal; and it was to this end the 2012 Summit conversation was facilitated.

Using the term “compact” helps a large team of leaders and experts focus on consensus objectives and strategies, and unify around advancing to a “big goal” as a team of enterprises, agencies, not-for-profits, districts, institutions, and state partners.

### Question What Could be the Elements of a Regional Strategy and the Values of a COMPACT?

#### Answer

- ▶ Earlier assessment of college readiness, with programmatic steps to prevent remediation
- ▶ Start the college experience earlier, with an emphasis on making the senior year more productive through dual enrollment and TAG courses
- ▶ Leverage all assets, including facilities, personnel and technology, toward an integrated system
- ▶ Align with regional workforce and economic development efforts, with meaningful measures of success
- ▶ Strategic focus on curriculum alignment, outreach to students and families, and data sharing
- ▶ Leverage strengths of each institution – Focus on completion with connection
- ▶ Specific strategies for working adults, low-income and first generation students, and students of color

### PRIMARY “60% IDEA” PROPOSAL FOR SUMMIT DISCUSSION



Adopt the Lumina Foundation’s “Big Goal” with regional adaptations



Finalize the Regional Strategy, establishing the Central Ohio Compact (Curriculum Alignment, Access and Communication, Data Sharing and Impact Assessment)



Codify commitment through a joint resolution

### Reviewing and Testing the “60% Idea”

A single, regional goal should unify diverse communities, leaders and enterprises around a shared opportunity, ensure a common set of metrics, and encourage innovation and progress. Understanding across jurisdictions, communities and professions matters most, and 84% of Summit participants indicated the “60% Goal” is an understandable target for the region (% attendees rating 8 through 10 on a scale of 1 to 10 with 1 = not at all understandable and 10 = clearly understood).

Using the same polling methodology, 86% felt the “60% Goal” is both motivational and, in separate polling, a reputational target for the region. Summit participants believed the following four items, in priority order, are the top values of college access: a top attractor for business location and growth; a top pathway to individual and family success; a top indicator of regional competitiveness; and a top way to promote excellence in our talent supply.

When considering the top values of college attainment, participants strongly endorsed the “pathway to individual and family success,” followed by a “top attractor for business location and growth.” Over 90% of participants felt the “60% Goal” is relevant. Immediately after the preliminary case for the “60% Idea”, participants indicated an **88% endorsement** of the “big idea” for the region with only 8% unsure. Most of the small group of “unsures” communicated with the Fairfield Index consultant team after the Summit was adjourned and provided the following positive, pro-goal perspectives on their polling response: I am concerned we are not setting the bar high enough at 60% (does this get Central Ohio on the “playing field” or does it distinguish/differentiate us?); and I like the goal but need to acknowledge that we need to see all regional players in the “room” to have the kind of tangible impacts the Summit participants have in mind (educating leaders and boards around the Compact matters most).

Summit participants were especially motivated by recommended measures as the region advances towards the “60% Goal”, including:

#### ▶ College and Workforce Readiness

- Significantly reduce the need for remediation, eliminating it in controlled circumstances.
- Increase the amount of college credit earned in high school.
- Ensure that completers at each stage are workforce ready.

#### ▶ College Participation

- Number and percentage of recent HS grads who attend college immediately upon graduation.
- Number and percentage of adults who pursue postsecondary education.



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### ► College Completion

- Dramatically increase the number of community college students earning degrees, certificates, or transferring successfully.
- Significantly increase the number of bachelor’s degrees granted.

A consistent theme of ECONOMIC IMPACT emerged from Working Groups and reviews of promising practices throughout the region. This term does not concern the competitive, job, capital and employer impact considered in other discussions, but focuses on fiscal responsibility, savings and efficiencies inherent in partnerships. Two categories were reviewed by Dr. Harrison in support of Working Group interest in economic impact:

#### Category 1 - Impact on Students and Families

- Savings related to students graduating from high school college-ready; and elimination of tuition, state subsidy, and financial aid going to postsecondary remediation
- Savings related to earning college credit in high school
- Savings related to 2+2 or 3+1 pathways from the associate’s degree to the bachelor’s degree

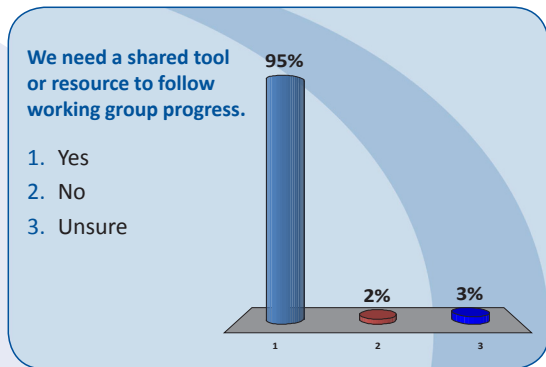
#### Category 2 - Impact on Taxpayers through Partnerships and Shared Services

- Facilities partnerships can lead to savings in operating costs as well as cost avoidance
- Good examples are already in place with more in the planning stage in Central Ohio

### Working Groups’ Reports

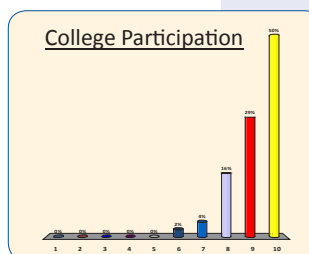
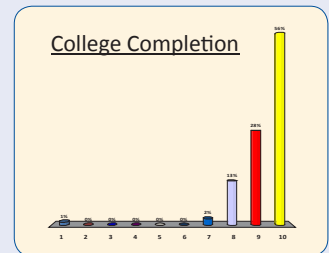
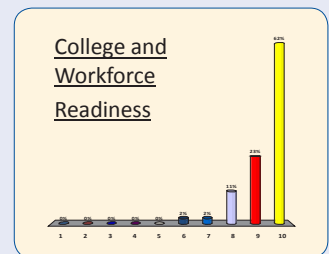
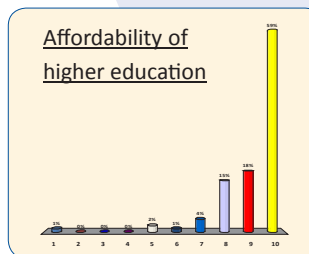
Working Groups presented fast-paced briefings on their five months of work. Details may be found at [www.csc.edu](http://www.csc.edu), and key observations and findings in that served to advance a regional COMPACT included:

*Nearly 60% of participants wanted to review more detail on Working Group progress. If Working Groups continue to be a key part of how the region advances to the “60% Goal”, leaders feel strongly a shared tool or resource is required to track progress.*



The morning of Summit discussions influenced participant perceptions on the regional impacts of college and workforce readiness, college participation, college completion, and college affordability as follows:

**QUESTION:** Please rank the following in terms of their impact on the competitive reputation of our region – rank 1 to 10, 1 being “no impact” and 10 being “essential to success”



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### Consensus, Strategy and Tactical Priorities

Consensus was reached on moving forward with the “60% Idea” as a regional goal. In the coming weeks, a strategy will need to be drafted and implemented to honor the expectations derived from the three-Summit process. The regional goal was affirmed as a major plank in the competitive messages and marketing of the region by Columbus 2020 and Summit participants.

Participants reached consensus on what must be accomplished over the next 12 months, culminating in a fourth Summit in April 2013. These TACTICAL PRIORITIES are pegged to general timeline milestones and include:

#### 1. Drafting of a Regional Resolution/Compact - NOW

#### 2. Identification and Deployment of Project Management/Communication Tools, including Web Site or Portal - SPRING

#### 3. Securing Endorsements/Approvals of Regional Resolution across Regional Communities – BY CLOSE OF JULY 2012

#### 4. Drafting Strategy – BY CLOSE OF JULY 2012

#### 5. Communications Tools/Resources for Schools Sites, Counselors and Families Relative to Pathways to College – BEGIN TO PILOT AND SCALE FALL 2012

#### 6. Announcement/Roll-out of Goal and Strategy – SEPTEMBER 2012

#### 7. Continuation and Documentation of Promising Practices – ONGOING

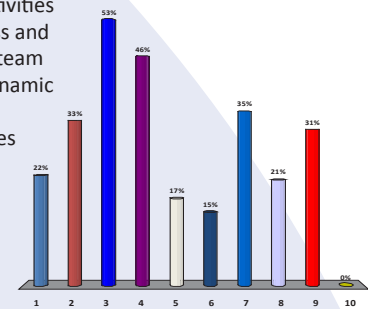
#### 8. Periodic Updates will Take Place through ESC Meetings and Regional college President’s Meetings; and College and Career Success Network and Learn4Life Serve as Examples of Communications Hubs – TBD Milestone Meetings

#### 9. Fourth Summit serving as Regional Status Update – APRIL 2013

Participants supplemented these TACTICAL PRIORITIES with a call for a disciplined approach to policy analysis and review of other states and regions around the U.S. that take on similar “Big Ideas”.

Participants also provided detailed advice through polling on expectations for a project system or infrastructure. The full portfolio of priorities is set out in polling responses, below. The highest expectations concern making tools and portal easy to understand, and centralizing data and all activities. Participants were asked to select the top three things the Project System/Infrastructure must do:

1. Be routinely refreshed/Currency
2. Connect the op goals and indicators of success
3. Be easy to access and understand
4. Centralize data and all activities
5. Reflect the purposefulness and discipline of the regional team
6. Present information in dynamic graphic form
7. Include promising practices
8. Clarify allocation of work
9. Ensure users from all parts of the Region see themselves in the project
10. Other



At close, participants were asked to communicate about their personal role and the role of their enterprise or employer in reaching the regional goal. They communicated that it is essential for leaders to see their personal role in making progress; and 98% indicated they need to know their enterprise’s role in the “60% Goal” over time.

### Key Resources

- First, Second and Third Summit Resources/Presentations; and Working Group Data – <http://www2.csc.edu/about/summit/>
- Lumina Foundation Special Report – [http://www.luminafoundation.org/publications/A\\_Stronger\\_Nation-2012.pdf](http://www.luminafoundation.org/publications/A_Stronger_Nation-2012.pdf)
- Columbus 2020 - <http://columbusregion.com/invest-in-us/>
- Complete College America “Time is the Enemy” – [http://www.completecollege.org/resources\\_and\\_reports/time\\_is\\_the\\_enemy/](http://www.completecollege.org/resources_and_reports/time_is_the_enemy/)
- National Student Clearinghouse Research Center – <http://research.studentclearinghouse.org/>
- Integrated Postsecondary Education Data System – <http://nces.ed.gov/ipeds/>
- Ohio Board of Regents Higher Education Data & Reports – <http://www.ohiohighered.org/data>

### Contact Information

For more information on the summit, summit notes and next steps, please contact:

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## APPENDIX

# Leadership and Planning

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