

Facilitating Achievement Across the Student Lifecycle

Schools for Equity in Education

Welcome & Overview

➤ Introduction

➤ Three macro forces influencing P-20 education

➤ Individualizing student learning as a means to improving P-20 student success

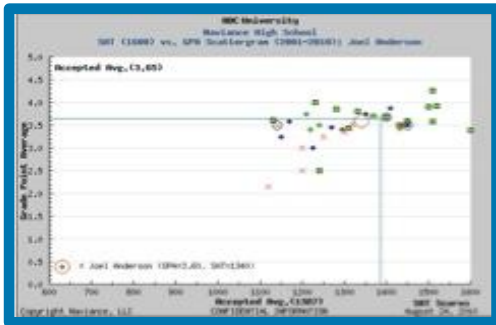
- ✓ States' Progress
- ✓ Minnesota
- ✓ Your district

Naviance, a Hobsons Company

- Naviance, the K-12 division of Hobsons
- Hobsons, a global P-20 education company providing institutions and students with planning, access, and retention solutions
- 600-person business unit of the *Daily Mail and General Trust*
- Proud of our work with MN schools in K-12 and HE
 - 63% (160,000) of ALL Minnesota H.S. students have an active Naviance account
 - Just under 30 MN colleges and universities use Hobsons HE enrollment solutions and marketing services

Naviance Solution

➤ Course, College, and Career Performance Management (PDCA/"GPS" for student planning)



Scattergrams



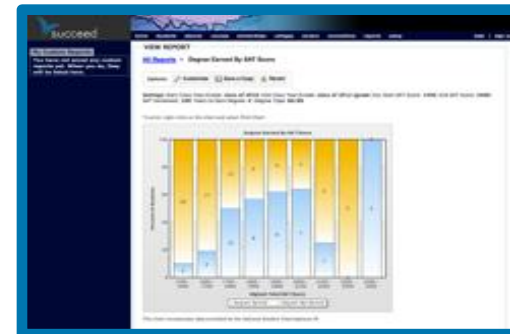
College Power Score



Personality Type



Career Clusters



Alumni Tracking

The MN Naviance Class of 2011

- **47,106 students in the MN Naviance graduating class of 2011** (~ 5% of the U.S. Naviance class of 2011):
- **Submitted 82,177 college applications** (~2.8% of all Naviance student applications) – 43,197 applications to MN colleges and universities (facilitated electronically through eDocs)
- Submitted 216,009 scholarship applications
- Reported awards of \$28.7 million in scholarships

F1: Global Economic Competitiveness

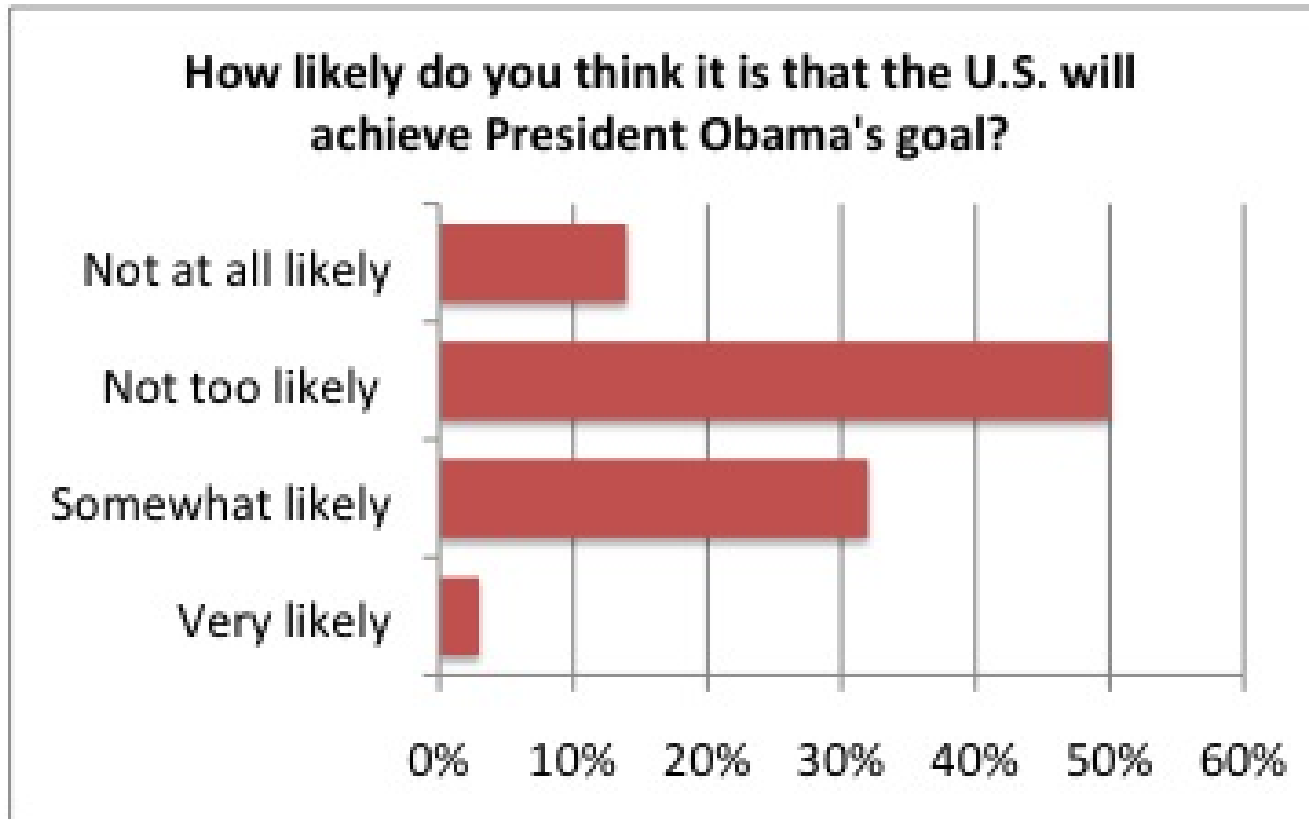
“The goal for America’s educational system is clear: Every student should graduate from high school ready for college and a career by 2020. We must lead the world in college completion by 2020” – President Obama

We’re in 16th place and we’ve heard this before...

- 1983 – A Nation at Risk (standards)
- 1994 – Goals 2000 (performance targets)
- 2001 – No Child Left Behind (accountability)
- 2009 – ARRA/Race to the Top

F1: Global Economic Competitiveness

Skeptical practitioners – The college completion goal



<http://chronicle.com/article/A-Crisis-of-Confidence/127530/>

F1: Global Economic Competitiveness

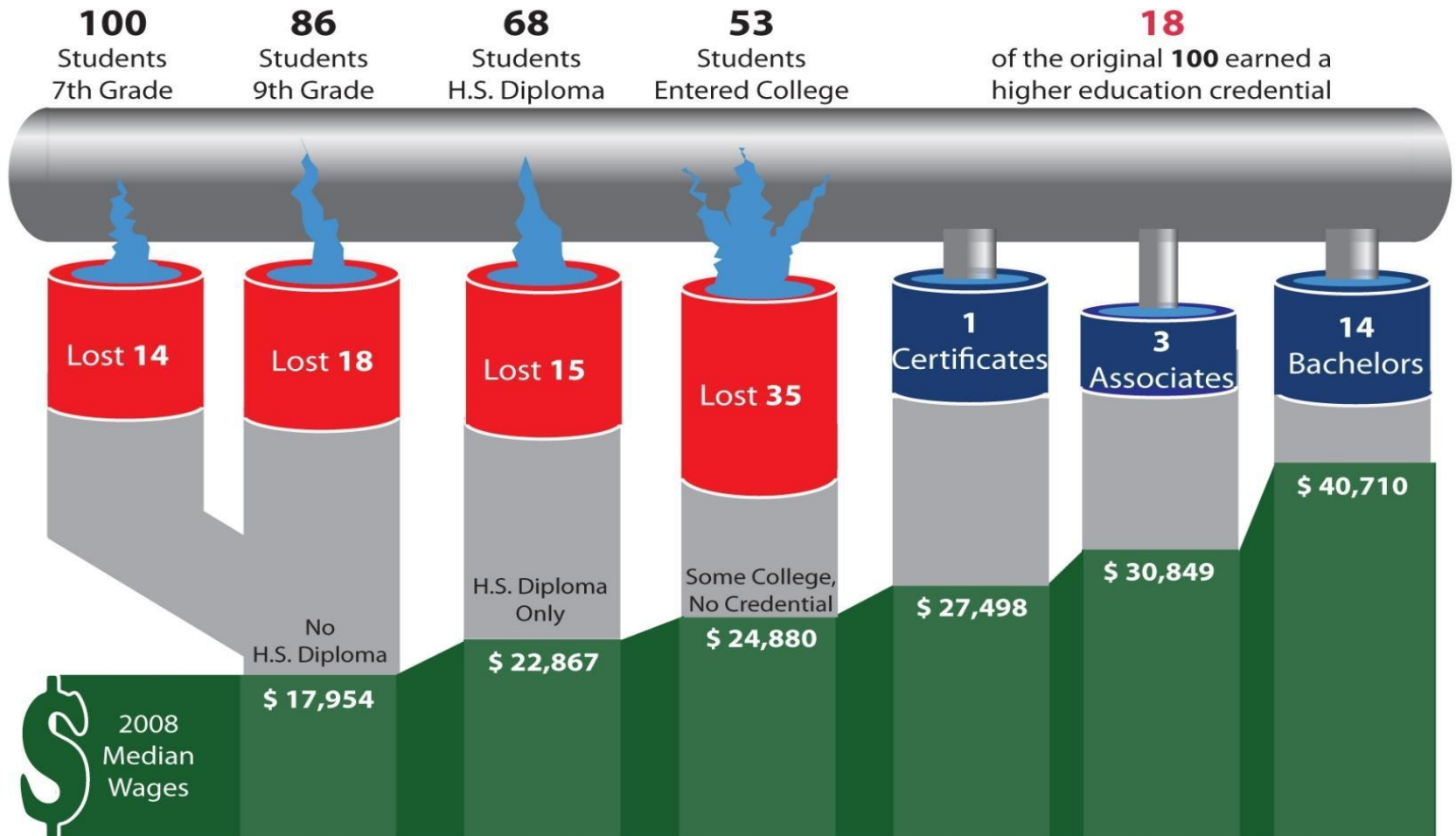
Supply and demand challenge:

“In 15 years, the U.S. will be 1,000,000 degreed students short in order to fill U.S. jobs – 1,000,000 good-paying, professional jobs will need to be “outsourced”.

(Bruce Vandal, Director, Postsecondary & Workforce Development Institute, Education Commission of the States, 2010)

F1: Global Economic Competitiveness

Texas P-16 Pipeline...



F2: Cost of Education – Buyer

Cost for the buyer (student) soars:

- Total outstanding student debt = \$1 trillion at the end of 2011
- Average debt for 2010 college graduate = \$25,250 (5% increase from last year)
- Total U.S. student debt total grows by \$2,853.88 each second

Annual Cost MN Schools	Average*
Technical & Community Colleges	\$5,173
State Universities	\$7,323
University of Minnesota	\$13,062
Private Career Colleges	\$14,042
Private Colleges & Universities	\$31,862

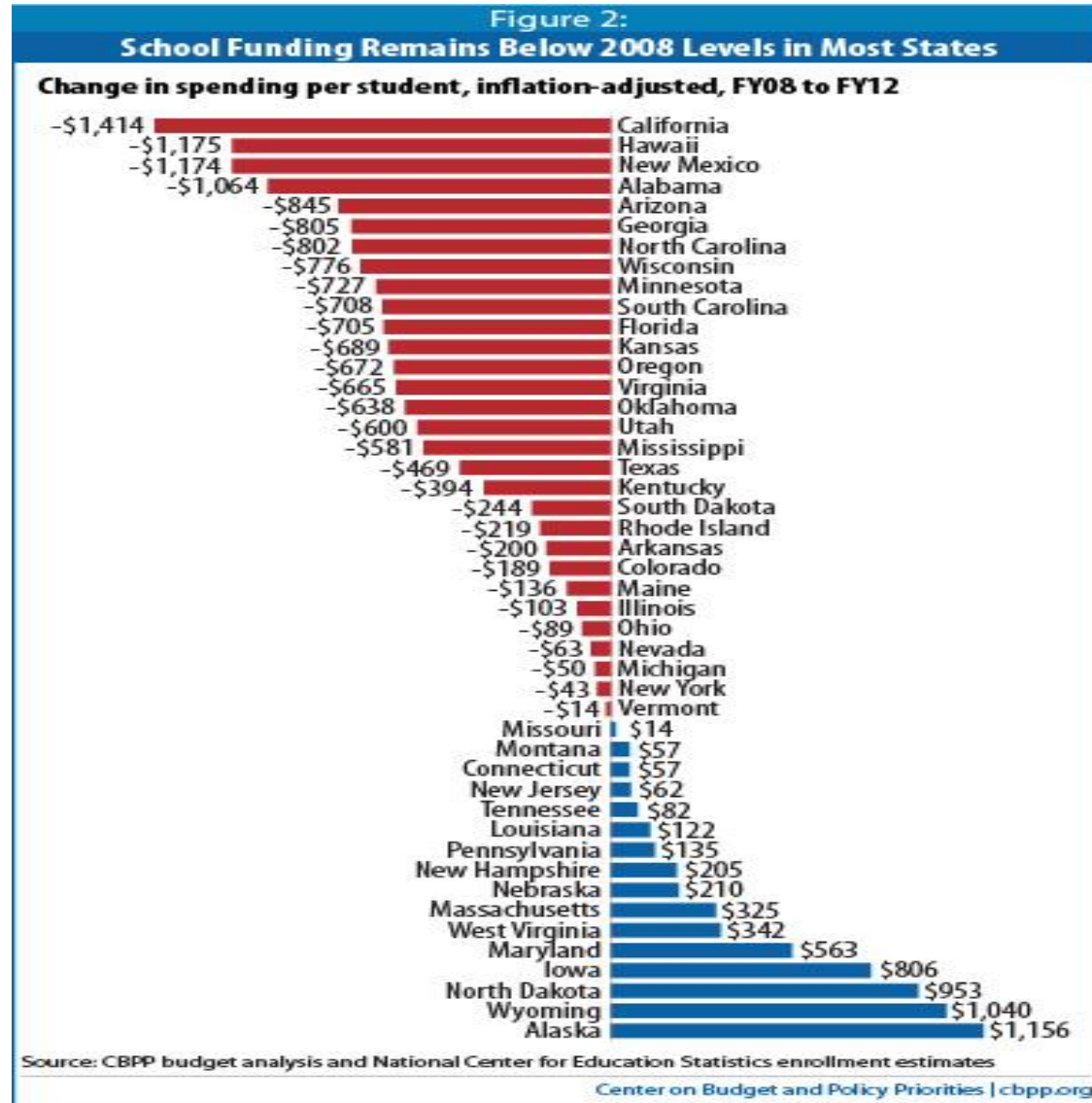
*Published cost: getreadyforcollege.org 2012

F2: Cost of Education – K12 Provider

Deep reductions to K-12 state formula funding since the onset of the recession

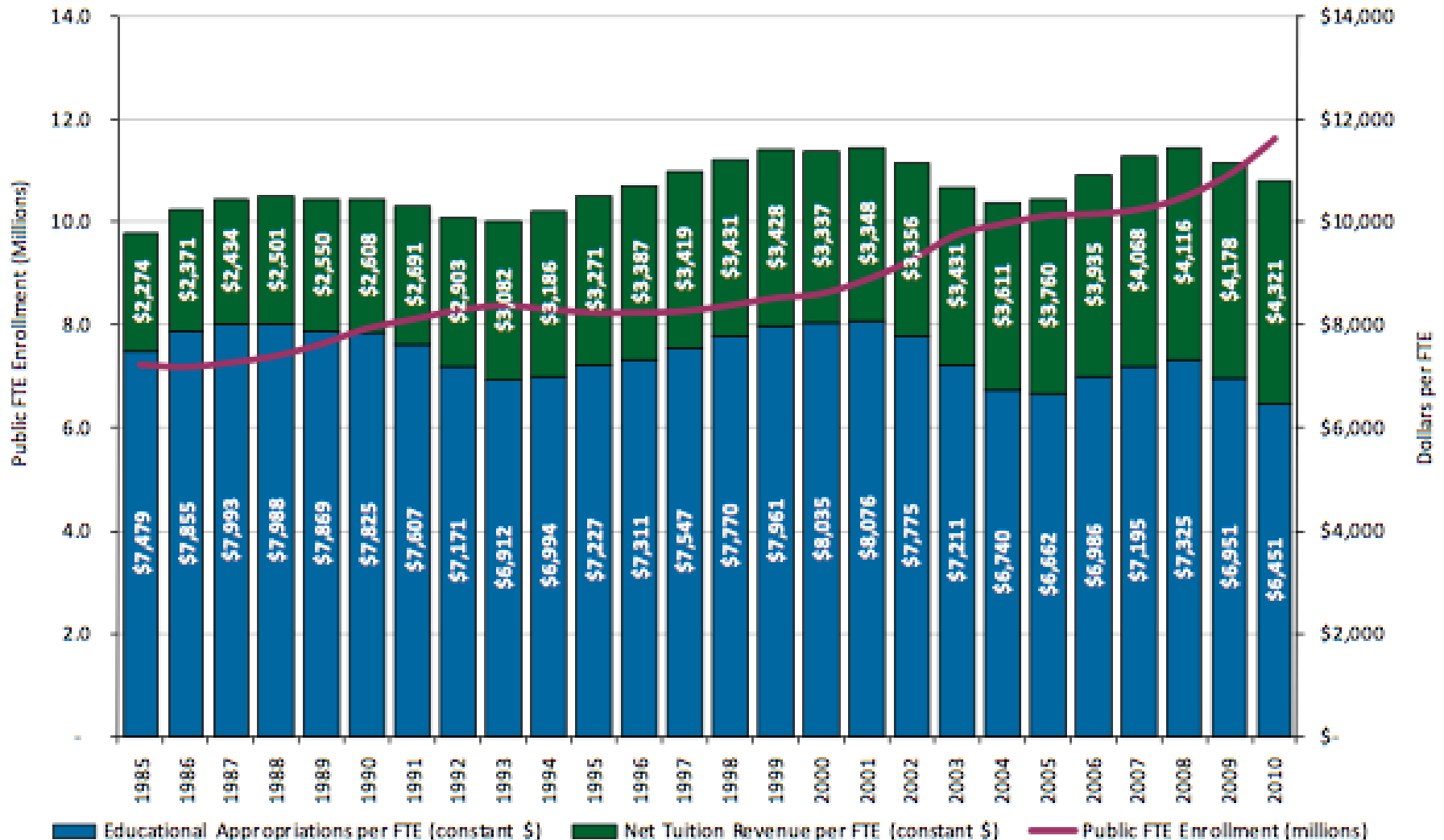
- ARRA has expired
- Rainy day funds are exhausted
- States have resisted raising additional taxes
- Pressure on school districts
- New School Year Brings Steep Cuts in State Funding for Schools

(Center on Budget & Policy Priorities, Oct. 6, 2011)



F2: Cost of Education – HE Provider

Public FTE Enrollment and Educational Appropriations per FTE, U.S., Fiscal 1985-2010



F3: Consumer-Driven Education

More than ever, education customers (students) have choice and power

- Access to K-12 and HE institutional data to determine best SROI
- Growth of K-12 school choice (charters) and proliferation of postsecondary options
- Increase in college applications per student/HE cost per student enrollment

However, choice is dependent on access and information, which is not afforded to all students...

F3: Consumer-Driven Education

The HE consumer “looks” different today

- 17,600,000 undergrads enrolled in US HE today
- 37% of these undergrads are enrolled part-time
- 32% of undergrads work full time
- 36% of students in four-year colleges graduate in four years

F3: Consumer-Driven Education

And the consumer will “look” different in the future...

K-12 student demographics (2010 to 2020)

- flat for students who are White; Black;
- increase 25% for students who are Hispanic;
- increase 36% for students who are Asian/Pacific Islander
- increase 17% for students who are American Indian/Alaska Native

HE student demographics (2010 to 2020)

- flat for students who are White; American Indian/Alaska Native
- increase 25% for students who are Black;
- increase 46% for students who are Hispanic;
- increase 25% for students who are Asian/Pacific Islander

F3: Consumer-Driven Education

Demand for anywhere, anytime learning

- Distance education, hybrid models that blend online with face-to-face instruction (Rocketship Education)
- DIY: iTunesU, DIYu
- “Small” colleges – Pepperdine U in Malibu AND Buenos Aires, Florence, Heidelberg, London, Shanghai, Switzerland

Macro Forces and Policy

K-12

- Common Core State Standards
- Common state assessments
- Student growth monitoring and engagement
- Teacher and principal effectiveness
- Statewide P-20 data systems
- Individualized Learning Plans

Postsecondary

- Emphasis on college completion and “gainful employment”
- Shifting finance models in response to decreased state funding (and Obama demand)
- SROI of remediation
- Instructor effectiveness
- Student “recovery”

RttT “carrot” ... Waiver “carrot/stick” ... ESEA “stick”

Strong Message: Personalize Learning

↘ Hobsons P-20 Advisory Board

“No other org has been able to successfully assemble data to facilitate the career-education trajectory”

“Too many students see \$ as THE roadblock to postsecondary ed”

“TurboTax or Mint.com for ed decision-making”

“Consistent solution throughout P-20 – sticky”

“Enable students to start their HE path earlier, if ready...dual enrollment”

[Sample Board Members: Ron Huberman, JB Buxton, Margot Rogers, Larry Leverett, Eric Fingerhut, Bob Ptachik, Andy Rotherham, Barbara O’Brian]

Individualized Learning & Policy

The ILP and states' policies

- 25 states plus the District of Columbia mandate ILPs
- 3 states mandate a guidance framework that does not include a formal planning document
- 22 states do not have a mandate, but...
 - 9 provide ILP models
 - 13 provide a guidance framework for districts to use

Naviance ILP State Report

Typical ILP Components

The ILP and states' policies

- Academic Planning
- Career Planning (career exploration, goal setting, resume builder)
- Regular ILP updates/sharing/review (annually is most common)
- Personal reflections
- Personality and learning style assessments
- Service learning capture
- Link to learning support services
- Portfolio

MN and Your District

Minnesota and ILPs

- Not mandated
- Framework offered
- Optional

Your District and ILPs?

Pushing the ILP Discussion

- What student planning behaviors make a difference in CCR and postsecondary success?
- What should constitute a college credential – are there more data we could provide to HE? What could HE send back???
- How can we move beyond general “college ready” toward ready for “X College”
- How can further mitigate the financial gap and increase first generation college students?
- How can we improve the “old school” career planning for all students?

Thank You!

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