



Complete 2 Compete

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COMPLETE²
COMPETE
One Degree Better





Complete 2 Compete

Statewide initiative focused on encouraging
Mississippi adults who have completed
some college but no degree
to return and
finish what they started.





Complete 2 Compete

C2C is available to Mississippi adults who are at least 21 years old, have not earned a bachelor's degree, and have been out of college for at least two years (24 consecutive months).

If an adult learner now lives out of state, but has completed college coursework, and now wants to attend a public MS institution and meets the age and separation criteria, they are eligible* as well.

*They are not eligible for State-Level C2C Grant.





Complete 2 Compete Development

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- **Adult Learner Services Audits**
- **Data Set (15 years of non-completers)**
- **Adult Degree Completion Program policy**
- **PLA/CBE**
- **C2C Grants**
- **Institutional Support**



Complete 2 Compete

- **Adult Learner Services Audits**
 - Adult Learning Focused Inventory (ALFI) Toolkit
 - Institutional Self-Assessment Survey (ISAS)
 - Adult Learner (ALI) Inventory
 - 23 institutions participated
 - ALFI Summit
 - Individualized reports with heat maps



C2C Final Estimated Numbers

Reverse Transfer Associate degree with no additional coursework	15,482 students
Bachelor's degree with no additional coursework	1,800 students
Associate degree with some additional coursework	62,120 students
Bachelor's degree with some additional coursework	5,510 students
Total	84,912 students
Updated 9/8/17	



Adult Degree Completion Program

- Baccalaureate program at each university
- Name varies by university
- Option for C2C adult learners if:
 - Earned at least 90 hours
 - No baccalaureate degree earned
 - Not been enrolled in last 24 consecutive months
- C2C adult learners can choose any degree program for which they are eligible
- Not required to enroll into this program



PLA/CBE

CAEL Workshop #1 for all 23 participating institutions (September, 2017)

- Beginning and Intermediate PLA and CBE

We asked for 5 volunteers to participate in a PLA Accelerator pilot program for spring 2018.

- Coahoma Community College
- East Central Community College
- Jones County Junior College
- Jackson State University
- University of Southern Mississippi

CAEL Workshop #2 for all 23 participating institutions (February, 2018)

- Writing student learning outcomes for PLA and CBE
- Increasing acceptance of military credits



C2C Grants

- Available spring 2018
- Complete the FAFSA and State Aid applications
- Awards will be \$500 as a one time award
- **Can be used to satisfy financial holds**
- Last dollar scholarship for tuition assistance
- Money will be distributed to the institution, not the adult learner
- 70% of targeted adult learners have no financial holds
- Most financial holds are \$500 or less



Institutional Support

- \$25,000 given to each of the 23 institutions in fall 2017
- \$25,000 additional will be given spring 2018
 - More than half of the institutions are using the money for “Learner Specific Tuition Assistance.”
 - Common Uses:
 - A portion of C2C coach/support staff salary and fringes
 - Prior learning and Competency-based education assessments
 - Technology software and database development
 - Recruitment/outreach initiatives



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Complete 2 Compete Launch

- **Personalized Direct Marketing**
- **Social Media Campaign**
- **C2C Website/Pathfinder App**
- **C2C Coaches**
- **Dashboard Accountability**

C2C Personalized Direct Marketing

54% OF JOBS WILL REQUIRE A DEGREE BY 2018* DON'T GET LEFT BEHIND

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Michael,
you may have already
earned a bachelor's degree.

SEE HOW
WWW.MSC2C.ORG/MICHAEL.SMITH

*Source: U.S. Census Bureau

Complete 2/Compete C2C is a state program designed to help Mississippi adults complete their college degrees and create a brighter future.

54% OF JOBS WILL REQUIRE A DEGREE BY 2018* DON'T GET LEFT BEHIND

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Amy,
now you're closer
than you think to
a bachelor's degree.

SEE HOW CLOSE
WWW.MSC2C.ORG/AMY.JOHNSON

*Source: U.S. Census Bureau

Complete 2/Compete C2C is a state program designed to help Mississippi adults complete their college degrees and create a brighter future.

Michael,
now your college credits
can work for you.

COMPLETE² COMPETE
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Apply your credits to a degree now!

YOU'RE JUST 4 CLICKS AWAY

- BETTER JOBS
- MORE PAY
- BRIGHTER FUTURE

WWW.MSC2C.ORG/MICHAEL.SMITH

Or Call: 833-C2C-4EDU (833-222-4338)

MISSISSIPPI INSTITUTIONS OF HIGHER LEARNING
3825 Ridgewood Road
Jackson, MS 39201

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PAID
Indianapolis, IN
Permit No. 9562

Complete 2/Compete C2C is a state program designed to help Mississippi adults complete their college degrees and create a brighter future.

Amy,
a new state program can
help you get your degree.

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Don't miss this opportunity!

YOU'RE JUST A FEW CLICKS AWAY

- BETTER JOBS
- MORE PAY
- BRIGHTER FUTURE

WWW.MSC2C.ORG/AMY.JOHNSON

Or Call: 833-C2C-4EDU (833-222-4338)

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C2C Personalized Direct Marketing

Application Conversion Rates

- Direct Mailer – 38%
- Email – 60%
- Outbound Calls -24%
- Second Mailer – 70%
- Second Email -66%



C2C Personalized Direct Advertising

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Your Degree May Be Closer Than You Think

[CLICK TO SEE HOW](#)

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C2C Social Campaign

Complete 2 Compete
@msC2C

Home
Events
Reviews
About
Videos
Photos
Posts
Jobs
Community

Promote
Manage Promotions

GET YOUR DEGREE

with no additional coursework.

Liked Following Share

Learn More

Write something...

Share a photo or video

Advertise Your Business

Start a Live Video

Get people to learn more

Get phone calls

Get messages

Publish a job post

Create an event

See All

Complete 2 Compete
Published by LK Mark [?] · January 5 at 4:38pm ·

Over 250 people received an associate or bachelor's degree through C2C last year! C2C is a state program working to help MS adults that left college, receive their degree. Are you one of the 30,400 MS adults that have already earned a degree or one of the 100,000 with minimal coursework needed? Find out at MSC2C.org

Complete 2 Compete
Published by LK Mark [?] · January 4 at 9:44am ·

Myles earned an associate degree, but always wanted to complete a bachelor's degree to advance further in the workforce and help support his wife and two kids.
"... the C2C program worked out for me". See how C2C can help you: MSC2C.org

MVSU President Dr. Jerry Briggs with Mark — at Mississippi Valley State University.

584 people reached

Boost Post

Complete 2 Compete shared Mississippi Public Universities's post.
Published by LK Mark [?] · October 25, 2017 ·

Mississippi Public Universities
September 15, 2017 ·

Retweeted The Ole Miss Fund (@TheOleMissFund):
[#Complete2Compete #Ole Miss #PowerofEducation #ImaginetheFuture](https://t.co/QQfPI Mud8c) <https://t.co/fzYExkXym6>

Congrats to Ole Miss alumna Debra Harris for being the first person to earn a degree Mississippi Public Universities new Complete 2 Compete!

#OLE MISS #POWEROFEDUCATION

The Ole Miss Fund on Twitter
"<https://t.co/QQfPI Mud8c> #Complete2Compete #Ole Miss #PowerofEducation #ImaginetheFuture"
TWITTER.COM

449 conversions =\$17.49



C2C Social Campaign

C2C YouTube Channel

Complete 2 Compete
64 subscribers

SUBSCRIBED 64

[HOME](#) [VIDEOS](#) [PLAYLISTS](#) [CHANNELS](#) [ABOUT](#)

Complete 2 Compete - See how close you are to a degree
Complete 2 Compete • 153 views • 1 month ago
Complete 2 Compete (C2C) is a statewide initiative designed to help Mississippi adults who have earned college credit – but do not have a degree – better their lives by completing a degree program.

Popular uploads

[PLAY ALL](#)

1Tg0gOMgifiKA1d_nw

Complete 2 Compete - How it

Complete 2 Compete - See

Complete 2 Compete - Facts



C2C Website/Pathfinder App

**COMPLETE²
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**Left College
Without a Degree?**



**NOW YOU'RE CLOSER
THAN YOU THINK**

**CLICK TO
SEE HOW**

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C2C Personalized Direct Marketing

From: Complete 2 Compete, info@you@MSC2C.org
Subject: Don't miss this opportunity
Date: August 11, 2017
To: Theresa Smith tsmith@hotmail.com

RS FAMILY

A degree may be closer than you think | [View Online](#)

54% OF JOBS WILL REQUIRE A DEGREE BY 2018* **SECURE A BETTER FUTURE**

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*Source: U.S. Census Bureau

<FirstName>,
now a degree & a brighter future are within reach.
A new state program can help you get your degree.

- ▶ See how close you now are to a degree
- ▶ Connect with a C2C coach to help you get there
- ▶ Don't miss this opportunity



You're just a few clicks away!

Get Started



Complete 2 Compete (C2C) is a state program designed to help Mississippi adults complete their college degrees and create a brighter future.

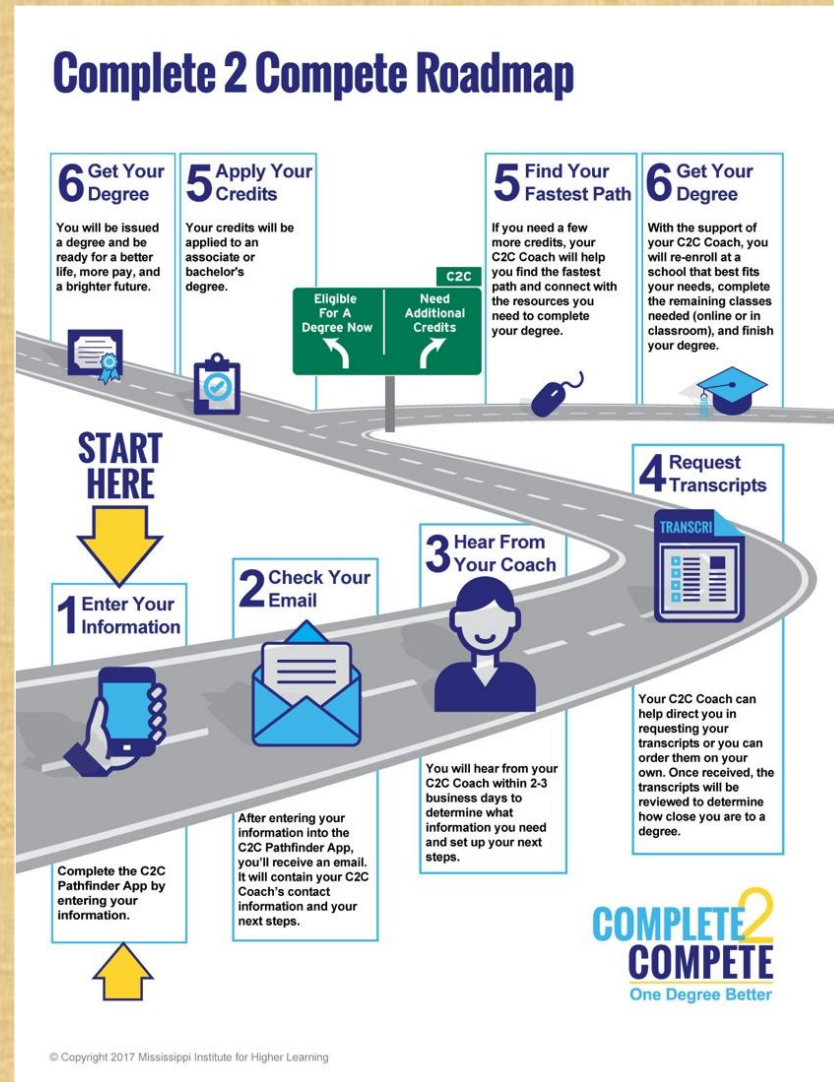
© Mississippi Institutions of Higher Learning

You are receiving this email because you are an Mississippi resident and previously attended a Mississippi college or university participating in this program.
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C2C Website/Pathfinder App



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C2C Coach

- 1-2 C2C Coaches at each institution
 - Many have backup coaches
- One-stop shop for C2C applicants
 - Correspond with applicants via email, phone, face to face meeting
 - Evaluate transcripts
 - Identify quickest degree path
 - Work with other offices on campus such as Admissions, Registrar, etc.
 - Investigate holds
 - Submit names for C2C Grants
 - Assist student with FASFA and State Aid applications
- Managed at the state level for both systems
- Use Dashboard as tracking system for applicants



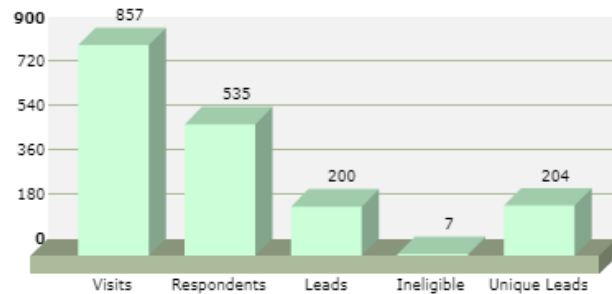
C2C Dashboard

- Captures all C2C applicants
- Tracks statuses
- View communication and notes between C2C Coach and applicants
- Reports
 - Leads by School
 - Status updates
 - Broken down by media outreach
 - Accountability of proper status



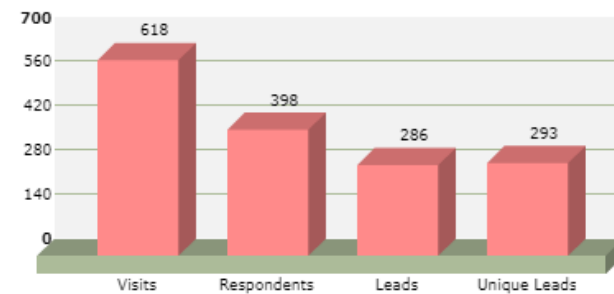
C2C Dashboard

Direct Mail Activity Summary



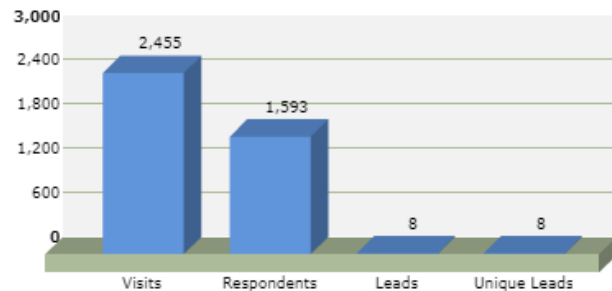
Change Direct Mail Release

Email Activity Summary



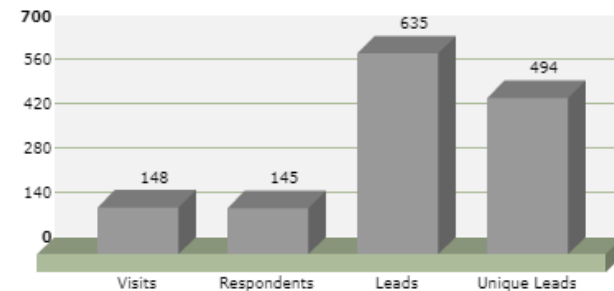
Change Email Release

Web Ad Activity Summary



Change Web Ad Release

Outbound Activity Summary



Change Outbound Release



C2C Dashboard

School	Total Leads	New	Left Message	Appt	Trans Req'd	Trans Rec'd	RTA Issued	RTB Issued	Enrolled	Declined	Invalid
Coahoma Community College	67	9	21	11	9	10	1	0	4	0	2
Copiah Lincoln Community College	260	0	36	22	12	3	95	0	48	17	27
East Central Community College	57	5	7	2	10	6	1	0	2	23	1
East Mississippi Community College	129	0	34	0	0	14	7	0	28	27	4
Hinds Community College	265	0	87	0	2	43	10	0	15	57	19
Holmes Community College	273	10	91	56	31	4	1	0	9	52	13
Itawamba Community College	212	18	108	0	15	44	3	0	20	0	4
Jones County Junior College	87	1	55	8	2	11	0	0	10	0	0
Meridian Community College	85	12	11	5	30	8	1	0	1	9	8
Mississippi Delta Community College	35	12	10	1	3	2	1	0	1	4	1
Mississippi Gulf Coast Community College	338	13	89	0	1	85	24	0	38	48	31
Northeast Mississippi Community College	149	3	85	27	14	0	8	0	5	0	7
Northwest Mississippi Community College	272	19	24	1	26	65	67	0	29	19	22
Pearl River Community College	155	15	128	0	2	6	0	0	4	0	0
Southwest Mississippi Community College	51	0	15	1	5	11	3	0	2	10	4
Alcorn State University	178	29	19	3	59	38	0	6	1	3	15
Delta State University	185	4	19	0	92	55	0	0	0	1	0
Jackson State University	828	128	470	6	50	96	0	0	9	4	32
Mississippi State University	879	66	213	56	80	44	0	24	3	276	75
Mississippi University for Women	229	22	43	10	19	23	0	0	10	79	22
Mississippi Valley State University	227	2	134	13	8	3	0	4	2	48	5
University of Mississippi	721	2	0	0	438	218	0	2	8	2	47
University of Mississippi Medical Center	128	0	38	2	10	10	0	0	0	62	6
University of Southern Mississippi	934	17	329	73	97	261	0	0	2	115	32
Totals	6744	387	2066	297	1015	1060	222	36	251	856	377



C2C Website/Pathfinder App

- 7000 opt-in applications
- 251 enrolled
- 222 Reverse Transfer Associate Awarded
- 36 Reverse Bachelor Awarded

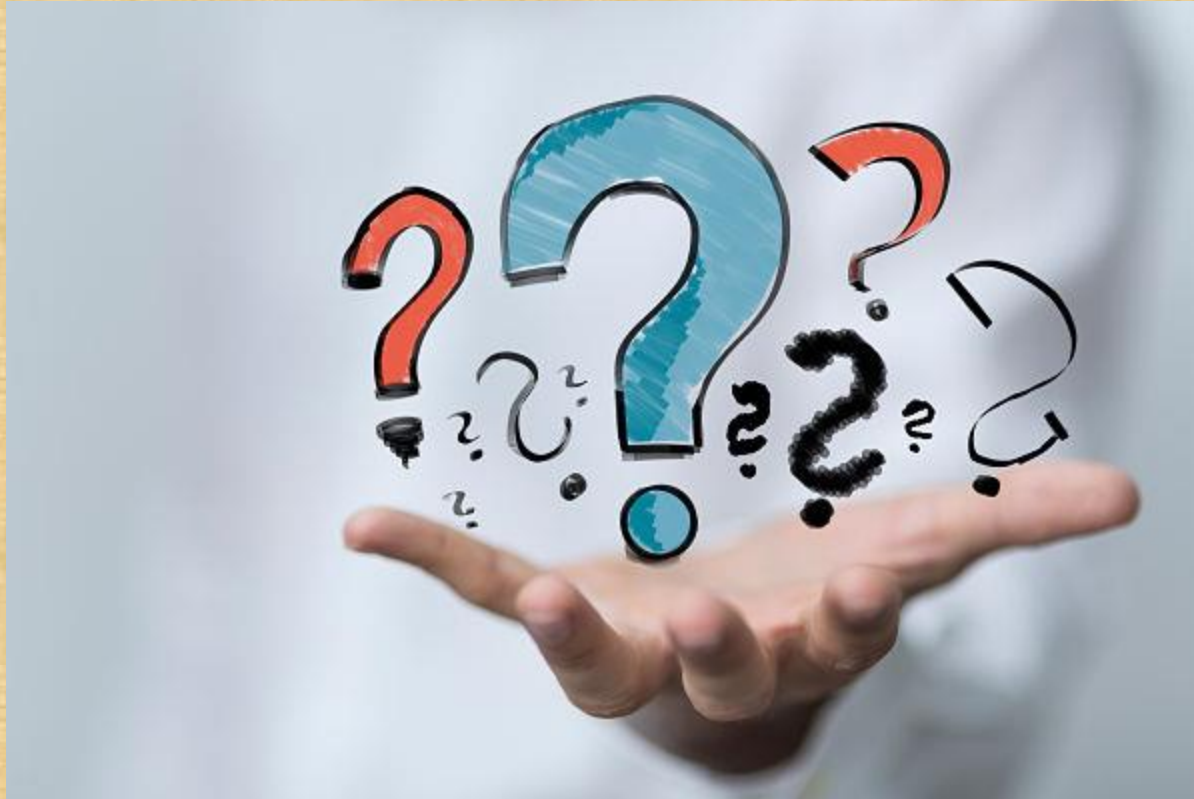


Success Stories





Complete 2 Compete





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