Complete 2 Compete

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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.
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

- 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

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<th>Educational Path</th>
<th>Estimated Students</th>
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<td>Reverse Transfer Associate degree with no additional coursework</td>
<td>15,482 students</td>
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<td>Bachelor’s degree with no additional coursework</td>
<td>1,800 students</td>
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<td>Associate degree with some additional coursework</td>
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<tr>
<td>Bachelor’s degree with some additional coursework</td>
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<td><strong>Total</strong></td>
<td><strong>84,912 students</strong></td>
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*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
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.

COMPLETE2 COMPETE
One Degree Better

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

SEE HOW
WWW.MSC2C.ORG/MICHAEL.SMITH

Michael, now your college credits can work for you.

Apply your credits to a degree now!

YOU’RE JUST 4 CLICKS AWAY

WWW.MSC2C.ORG/MICHAEL.SMITH
Or Call: 833-C2C-4EDU (833-223-4328)

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

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

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

Don’t miss this opportunity!

YOU’RE JUST A FEW CLICKS AWAY

WWW.MSC2C.ORG/AMY.JOHNSON
Or Call: 833-C2C-4EDU (833-223-4328)
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
C2C Social Campaign

449 conversions = $17.49
C2C Social Campaign

C2C YouTube Channel

A statewide program sponsored by Mississippi Institutions of Higher Learning.

Complete2Compete
One Degree Better

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

Mississippi: Institutions of Higher Learning
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
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C2C Website/Pathfinder App

- 7000 opt-in applications
- 251 enrolled
- 222 Reverse Transfer Associate Awarded
- 36 Reverse Bachelor Awarded
Success Stories
Complete 2 Compete
Complete 2 Compete

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