Investing in #CollegeCompletionASAP: A Funder Forum

April 22, 2024
SESSION OUTLINE

Greeting & Gathering
Dr. John Lane, Vice President for Academic Affairs and Equity Initiatives, SHEEO

CUNY ASAP|ACE Background
Christine Brongniart, Executive Director, CUNY ASAP|ACE

National ASAP|ACE Replication Scaling Efforts
Dr. Katie Giardello, Senior Policy Advisor for National Replication, CUNY ASAP|ACE

Perspectives from Arnold Ventures – The Promise of Investing in #CollegeCompletionASAP
Kelly McManus, Vice President of Higher Education, Arnold Ventures
Clare McCann, Director of Higher Education, Arnold Ventures

Discussion/Q&A
CUNY ASAP | ACE BACKGROUND
THEORY OF ACTION BEHIND THE ASAP MODEL

Alleviating barriers to college completion since 2007
THE COMPREHENSIVE ASAP MODEL

COMPREHENSIVE PROGRAM COMPONENTS

HIGH TOUCH ADVISEMENT

Degree-Seeking Students

INTEGRATION AND BELONGING

TIMELY AND RELEVANT SUPPORTS

ACADEMIC MOMENTUM

Successful Graduates

EVALUATION AND DATA USE FOR PROGRAM MANAGEMENT
CORE COMPONENTS AND CATEGORIES FOR REPLICATION FIDELITY ASSESSMENT

Data for Program Management (8 components)
Establish program management through use of data for continuous improvement, accountability, and effective student support.

Integration and Belonging (4 components)
Promoting community and belonging among students through orientation, collaborative learning opportunities, and engaging activities that amplify connections with the program.

Career and Academic Support (4 components)
Emphasizing career development and academic support through activities that foster student engagement and success in both academic and professional pursuits.

Advising (7 components)
Providing comprehensive student advising and advisor training to ensure regular meetings and personalized academic plans to support successful program engagement and timely completion.

Funding/Staffing (5 components)
Essential funding and staff required for effectively implementing the model over the program timeframe.

Financial Supports (6 components)
Financial assistance for participants, including timely distribution of monthly support, tuition gap coverage, and textbook/course material aid.

Academic Momentum (8 components)
Program criteria and expectations to establish and maintain steady progress toward graduation through full-time enrollment program-approved majors, and summer/winter course-taking.
CUNY ASAP | ACE CONSORTIA STRUCTURE

CUNY ASAP | ACE Partner Colleges
- Recruitment
- Local program management
- Direct services to students
- Monitoring student progress
- Campus relationships + integration

CUNY Office of Academic Affairs
- Evaluation + Data Management
- Outreach + MarComm
- Program Administration + Policy Setting
- Professional Development
- Student Financial Resources
CUNY ASAP | ACE EXPANSION AND FUNDING HISTORY

PUBLIC INVESTMENT IN PILOT
- Established culture of accountability
- Urgency to demonstrate early impact
- All-in approach

PRIVATE SUPPORT TO BUILD EVIDENCE-BASE
- Philanthropy engaged to maximize momentum
- Investment in rigorous third-party evaluation

PURSUIT OF EXPANDING EVALUATION AGENDA
- ACE Adaptation
- National Replication Efforts
- Continual Investment in Furthering Evidence Base (within and beyond CUNY)

CITY OF NEW YORK INVESTS $19.5 MILLION IN CUNY ASAP PILOT 2006
Mayor Bloomberg launches a new division of his office, the Center for Economic Opportunity (now NYC Opportunity) to fund promising programs addressing economic mobility. Then-CUNY Chancellor Matthew Goldstein pitches a comprehensive synthesis of evidence-based best practices to address stubbornly low CUNY community college graduation rates. Mayor Bloomberg regularly cites ASAP as an important component of his economic development agenda.

CUNY ASAP LAUNCHES AT SIX SITES Fall 2007

RANDOMIZED CONTROL TRIAL BEGINS Fall 2010

FIRST WAVE OF EXPANSION BEGINS Fall 2012
Based on strong results from ASAP's first two cohorts, NYC Opportunity designates $6.5M per year as a permanent allocation to CUNY to support ASAP. This funding bolstered a first-phase expansion of ASAP's system-wide expansion from 1,286 in 2011 to 4,352 in 2015. At BCC, the program raises its recruitment target from 80 to 500 new students per year.

ASAP REPLICATES MODEL IN OHIO 2014

PRESIDENT OBAMA CITES ASAP AS MODEL January 2015

MDRC PUBLISHES FINDINGS February 2015

CITY OF NEW YORK INVESTS $77.4 MILLION IN FURTHER ASAP EXPANSION October 2015

SECOND WAVE OF EXPANSION BEGINS 2015
With a mandate from the city, ASAP sets ambitious growth targets: expanding from 4,352 students to 25,000 by 2019 while maintaining strong student outcomes. At BCC, the program seeks to recruit as many as 1,700 new students per year and to serve all eligible freshmen.

ASAP MODEL REPLICATED IN CALIFORNIA, NEW YORK 2017

BCC HITS EXPANSION GOALS 2018

ASAP MODEL REPLICATED ACROSS COUNTRY 2020
Three-Year Graduation Rate Among First-Time Full-Time Students

- ASAP
- Non-ASAP
- CUNY Total
- % CUNY Total Enrolled in ASAP

<table>
<thead>
<tr>
<th>Year</th>
<th>ASAP</th>
<th>Non-ASAP</th>
<th>CUNY Total</th>
<th>% CUNY Total Enrolled in ASAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2010</td>
<td>42%</td>
<td>13%</td>
<td>48%</td>
<td>22%</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>57%</td>
<td>16%</td>
<td>50%</td>
<td>24%</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>53%</td>
<td>14%</td>
<td>56%</td>
<td>25%</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>50%</td>
<td>16%</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Fall 2014</td>
<td>50%</td>
<td>18%</td>
<td>48%</td>
<td>22%</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>43%</td>
<td>19%</td>
<td>43%</td>
<td>19%</td>
</tr>
<tr>
<td>Fall 2016</td>
<td>43%</td>
<td>18%</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>40%</td>
<td>17%</td>
<td>40%</td>
<td>17%</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>36%</td>
<td>18%</td>
<td>36%</td>
<td>18%</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>23%</td>
<td>17%</td>
<td>23%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Enrollment of First-Time Full-Time Students in Associate Degree Programs

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUNY Total N</td>
<td>19,984</td>
<td>21,489</td>
<td>20,717</td>
<td>20,993</td>
<td>21,674</td>
<td>21,795</td>
<td>21,906</td>
<td>21,197</td>
<td>21,336</td>
<td>21,006</td>
</tr>
<tr>
<td>ASAP Total N</td>
<td>360</td>
<td>325</td>
<td>1,076</td>
<td>1,180</td>
<td>1,436</td>
<td>2,566</td>
<td>5,666</td>
<td>6,286</td>
<td>7,049</td>
<td>7,085</td>
</tr>
<tr>
<td>% in ASAP</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
<td>12%</td>
<td>26%</td>
<td>30%</td>
<td>33%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: ASAP calculations using the CUNY Institutional Research Database (IRDB) data.
OVER A DECADE OF EVIDENCE PROVES THE MODEL’S EFFICACY

➢ CUNY data shows the most recent average 3-yr completion rate across 10 ASAP cohorts is 49.1% - double the rate of a matched statistical comparison group.

➢ Subgroup analysis shows that ASAP may narrow existing graduation gaps for Black and Hispanic males and that all subgroups of students benefit from the program.

➢ Cost-benefit studies found ASAP cost-effective with social and economic return-on-investment (ROI).

➢ These results have held up in multiple replication contexts.
NATIONAL
ASAP|ACE REPLICATION
SCALING EFFORTS
SCALING THE ASAP|ACE IMPACT THRU THE CUNY ASAP|ACE NATIONAL REPLICATION COLLABORATIVE

- **CA** (6 campuses)
- **NY**
  - CUNY (13 campuses)
  - SUNY (25 campuses)
- **NC** (3 campuses)
- **OH** (3 campuses)
- **PA** (1 campus)
- **TN** (1 campus)
- **WV** (2 campuses)
A key objective of this work is to address racial equity gaps through strategic statewide scaling of the ASAP model.
5 state teams are deeply considering strategic, sustainable state scaling of the ASAP model

- Next steps:
  - Funder support
  - College engagement

- Final project reports due Summer 2024

Possible new opportunities to explore –

- Rural replication cohort
- Complementary efforts related to other state policy initiatives (e.g. state grants, targeted workforce needs)
- Special populations: adult reconnecting students, transfer students, workforce certificate seekers
ASAP replication is a proven solution to the social problem of low college completion rates, especially for historically marginalized populations. Upfront investment will support infrastructure in states for sustainable, high-impact national scaling efforts.

Funds Support:

- Initial Strategic Planning & Program Development
- Active Program Implementation at Campus Replication Sites
  - Build campus infrastructure
  - Build centralized admin infrastructure
  - Cover direct program costs for 3-year pilot, including staffing and student financial incentives (states/institutions match funding for continuation beyond pilot)
- Ongoing Evaluation & Research
PERSPECTIVES FROM ARNOLD VENTURES – THE PROMISE OF INVESTING IN #CollegeCompletionASAP

Kelly McManus
Vice President of Higher Education

Clare McCann
Director of Higher Education
Thank you for your time today!

Please follow up to continue the conversation:

Katherine.Giardello@cuny.edu