

# Arizona State University

## Innovations in Higher Education

Idaho Higher Education Task Force

March 17, 2017



# ASU's Charter and Aspirations

## ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it **includes** and how they **succeed**; advancing research and discovery of **public value**; and assuming **fundamental responsibility** for the **economic, social, cultural, and overall health** of the communities it serves.

## Responsibility and the Public Trust

The charter is a promise to the citizens of Arizona.

ASU has a responsibility to fulfill the requirements of the Arizona Constitution to provide public education.

The responsibility is not one that is conditional upon the actions of the legislature; it is ASU's responsibility to find the means to fulfill its charter while seeking appropriate and fair public investment in the costs of education for Arizona resident students.

# Design Aspirations

## **Leverage Our Place**

ASU embraces its cultural, socioeconomic and physical setting.

## **Transform Society**

ASU catalyzes social change by being connected to social needs.

## **Value Entrepreneurship**

ASU uses its knowledge and encourages innovation.

## **Conduct Use-Inspired Research**

ASU research has purpose and impact.

## **Enable Student Success**

ASU is committed to the success of each unique student.

## **Fuse Intellectual Disciplines**

ASU creates knowledge by transcending academic disciplines.

## **Be Socially Embedded**

ASU connects with communities through mutually beneficial partnerships.

## **Engage Globally**

ASU engages with people and issues locally, nationally and internationally.



Demonstrate **leadership** in academic excellence and accessibility



Establish **national standing** in academic quality and impact of colleges and schools in every field

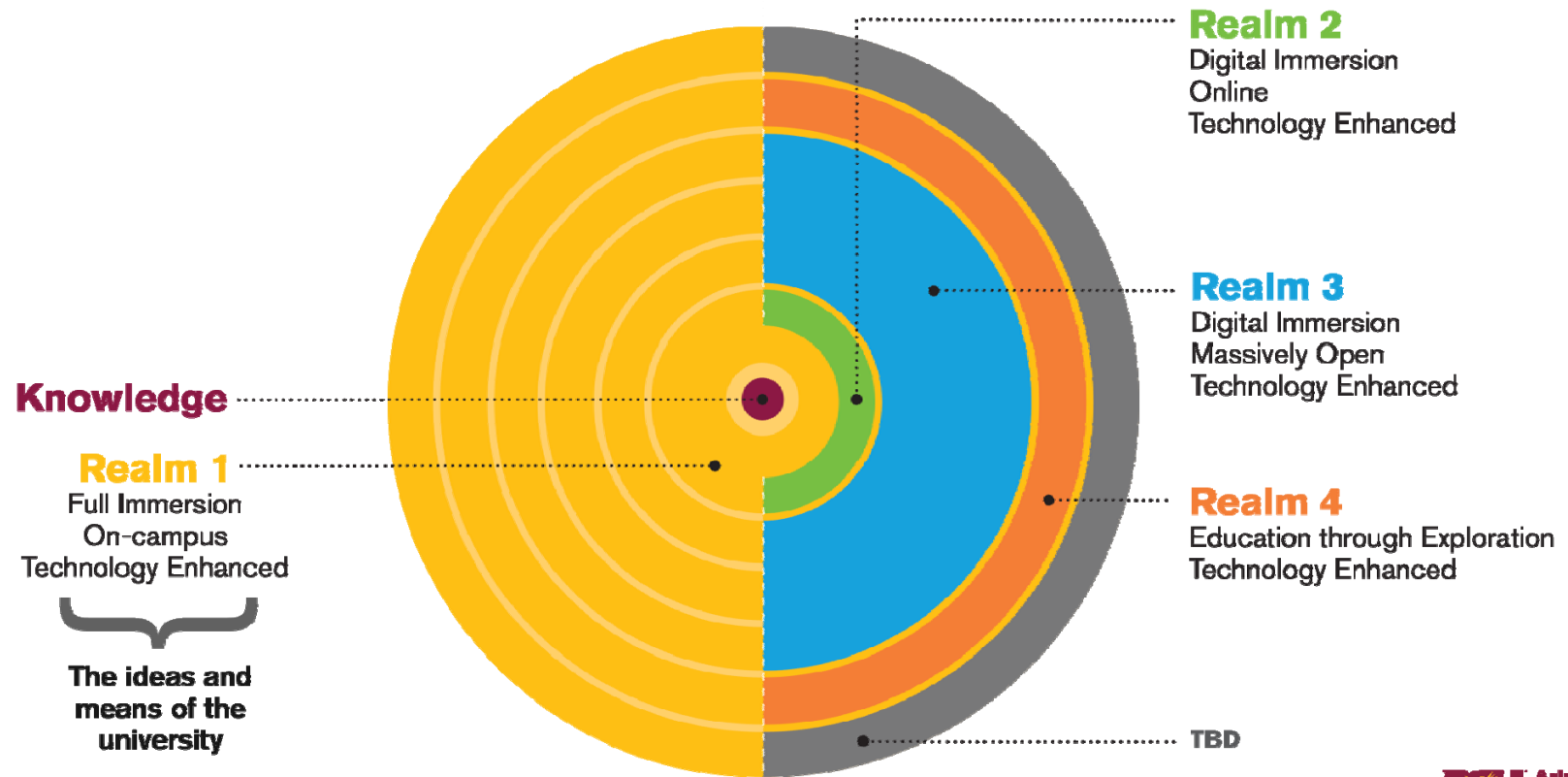


Establish **ASU as a global center** for interdisciplinary research, discovery and development by 2020



Enhance our **local impact** and social embeddedness

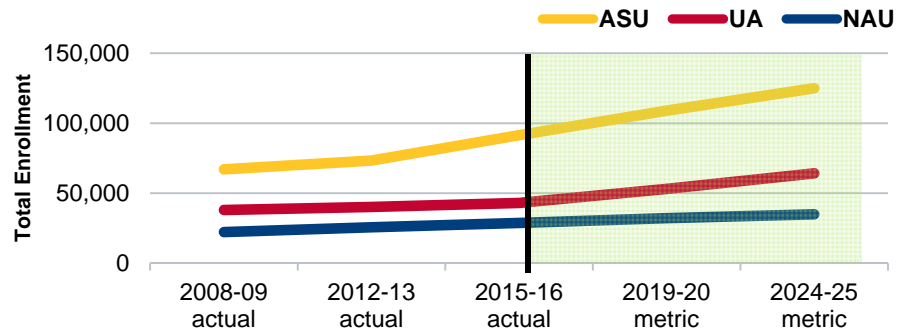
# ASU Teaching and Learning Realms



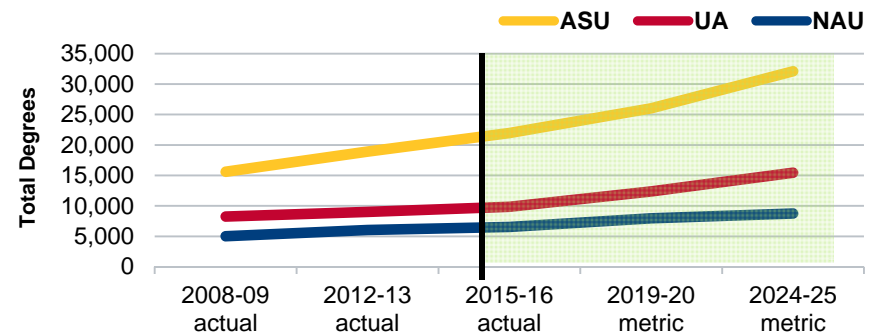
# **Scale of ASU's Assignment and Ambition**



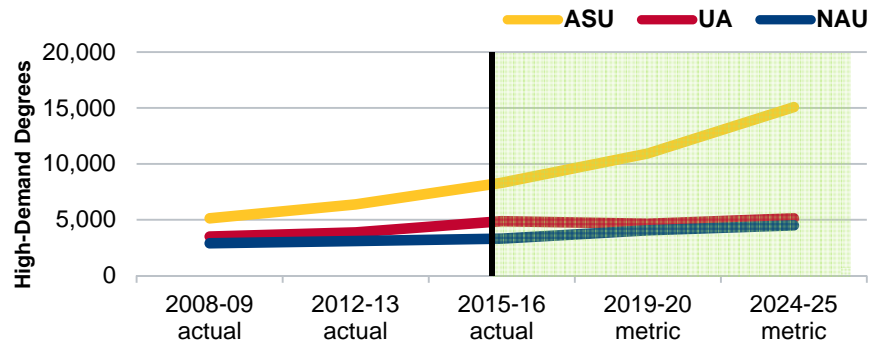
### Share of Total Enrollment



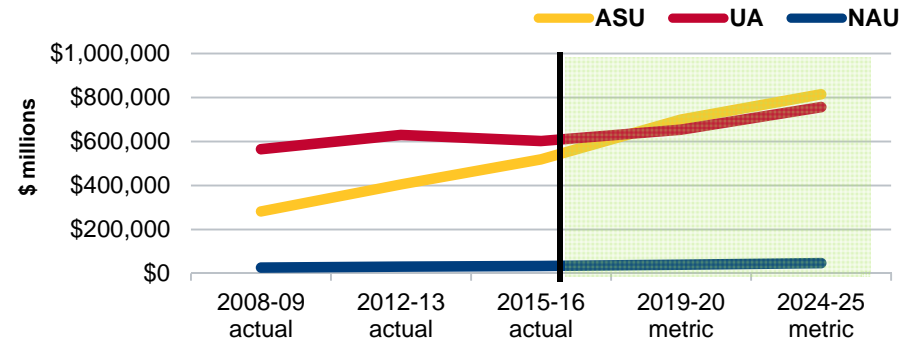
### Share of Total Degrees



### Share of High-Demand Degrees

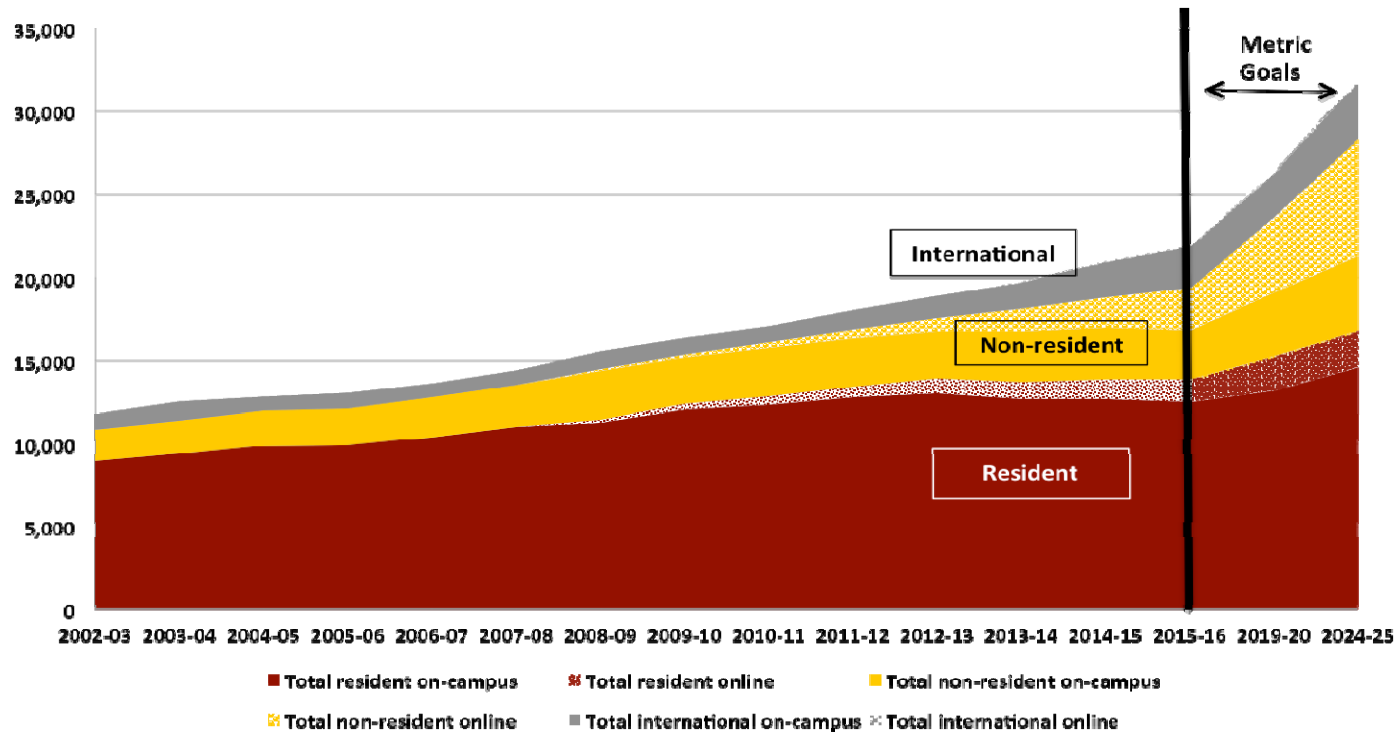


### Share of Research Expenditures

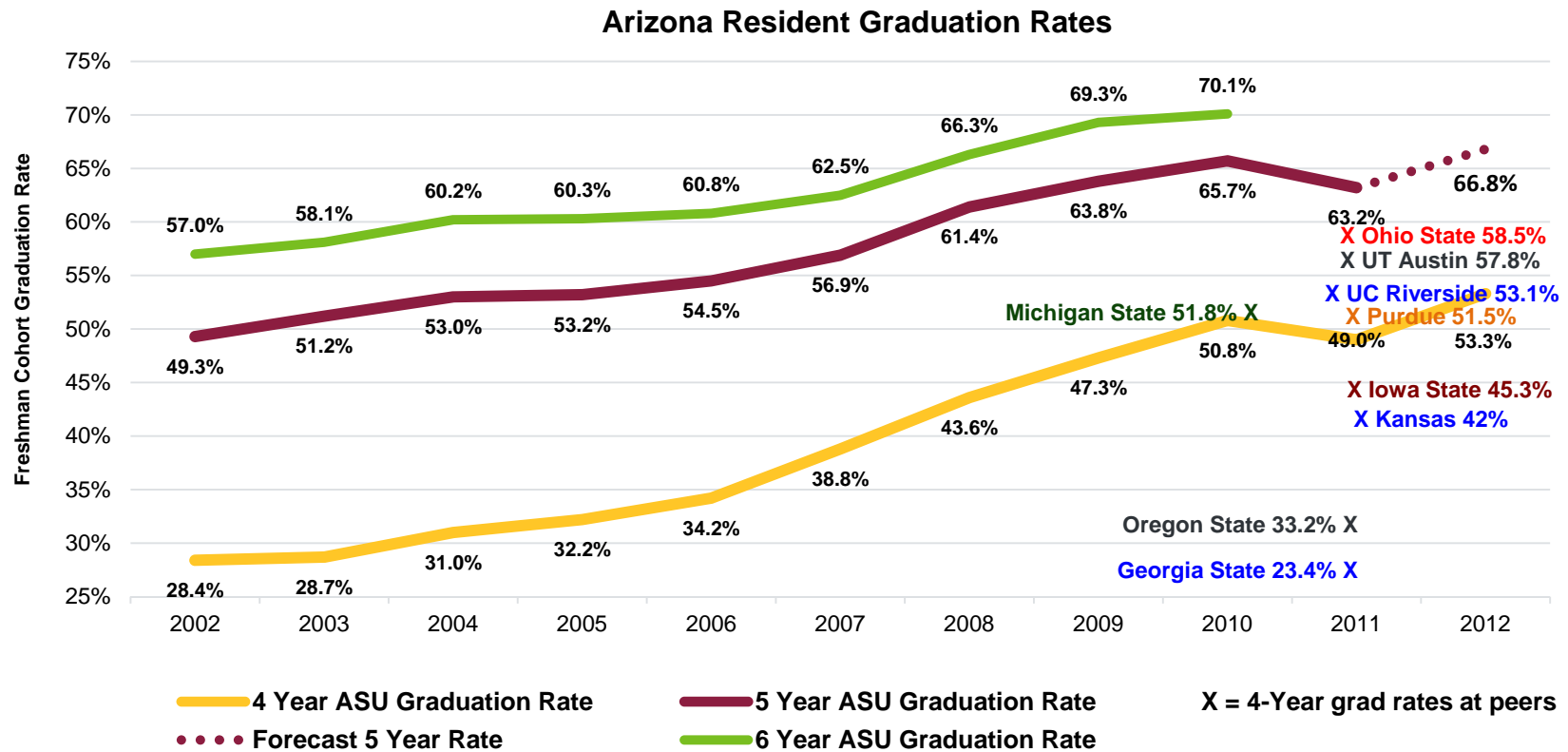


# Degrees

Total Undergraduate and Graduate Degrees  
Actual and Metric Goals

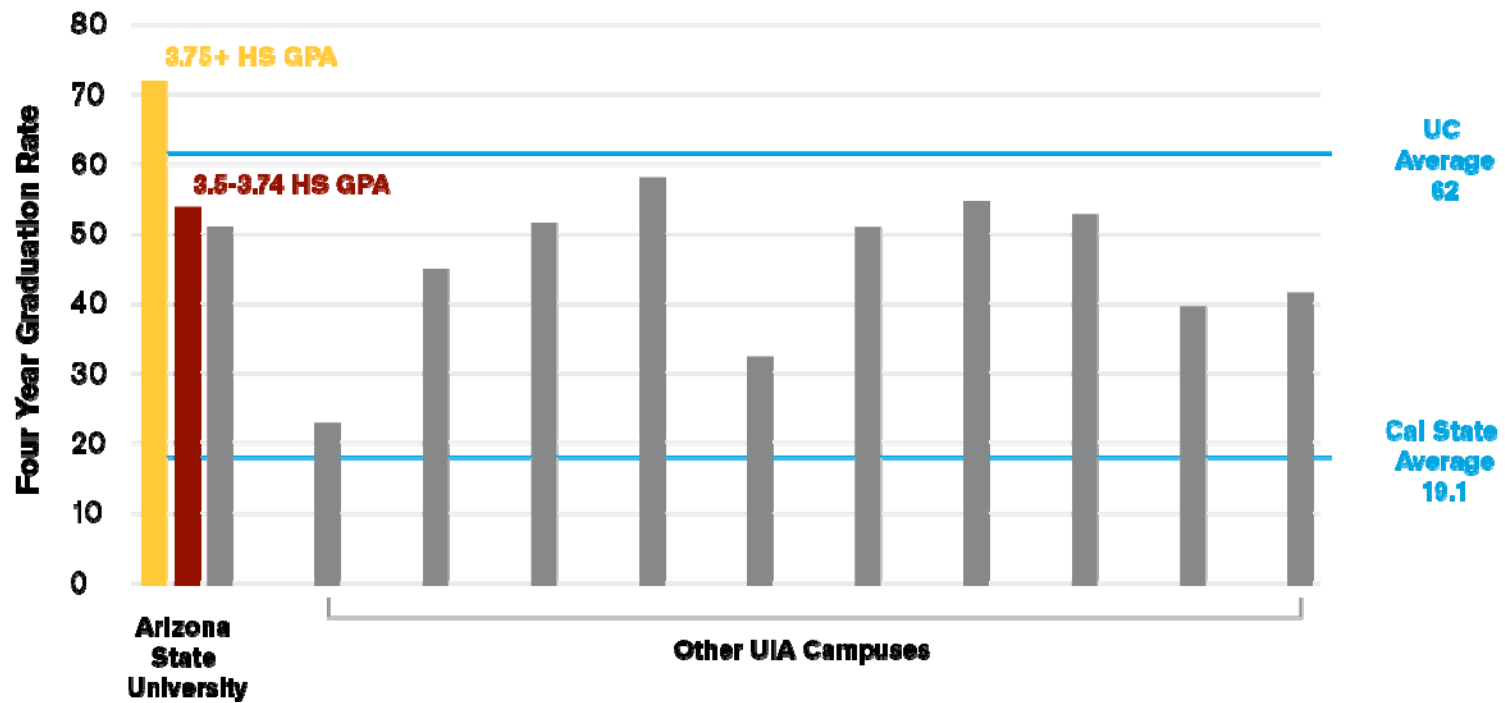


# Graduation Rates

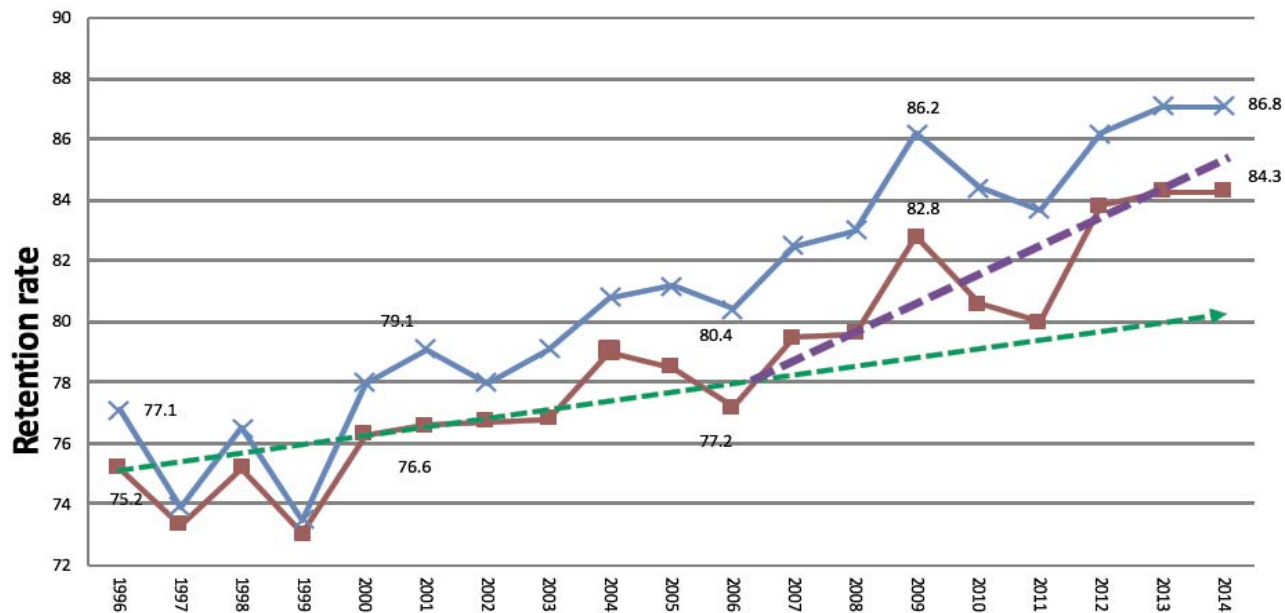


# Graduation Rates

Four-Year Graduation Rates at UIA Campuses, 2015



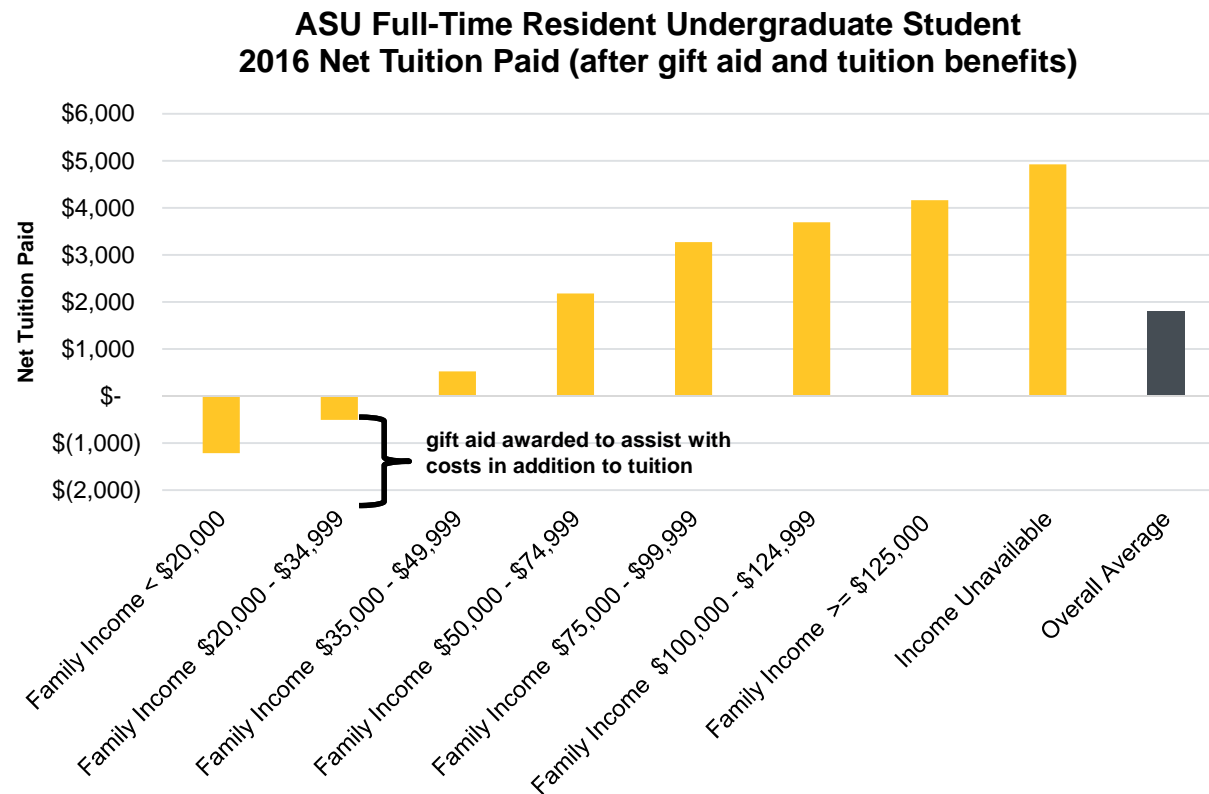
# Freshman Retention Rates



\* To keep the cohort consistent across the time, adjustments were made for FTFT online students and students required to take developmental math from community colleges in 2009 and 2010. Neither adjustment changes conclusions or significantly changes trends.

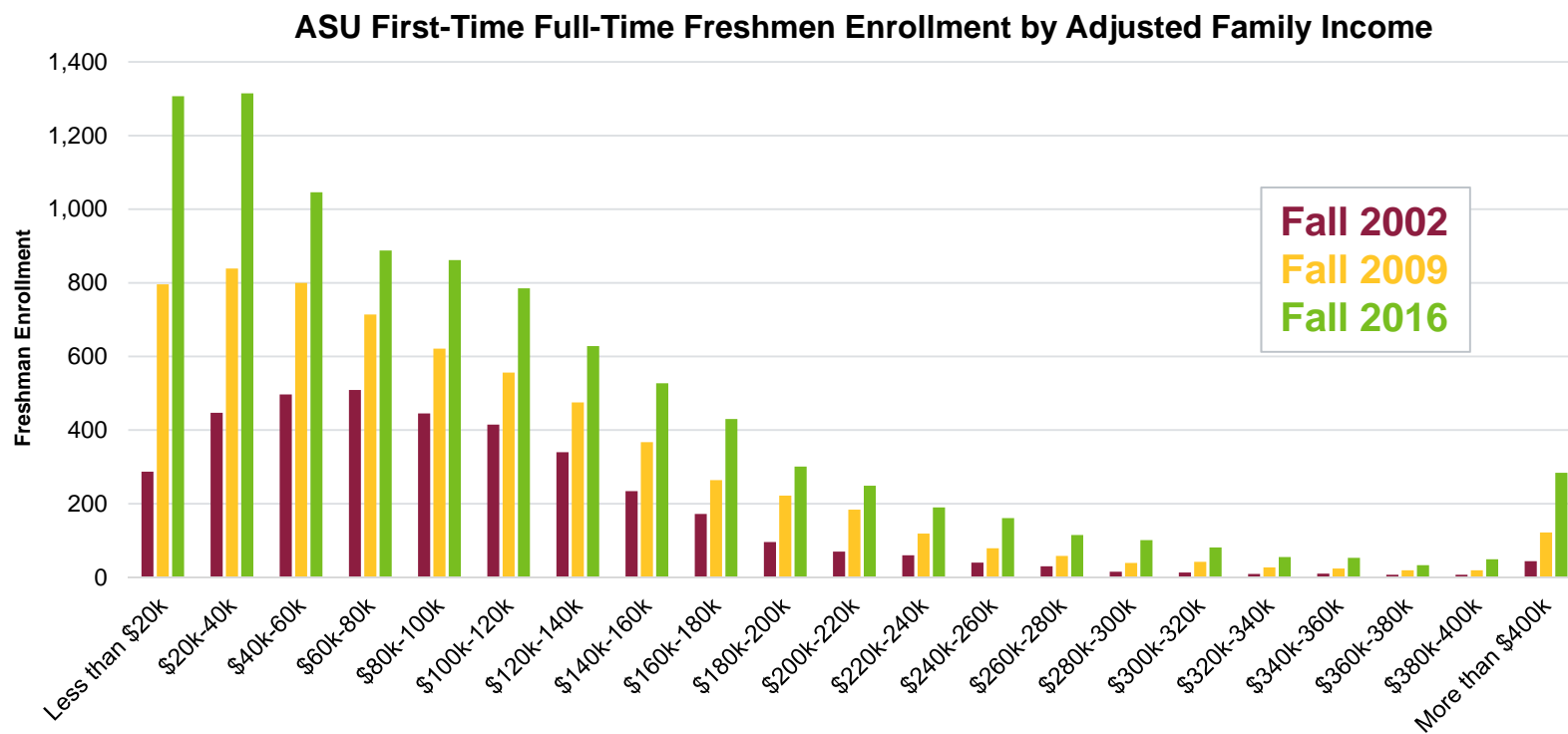
■ Total adj  
× AZ adj

# Tuition



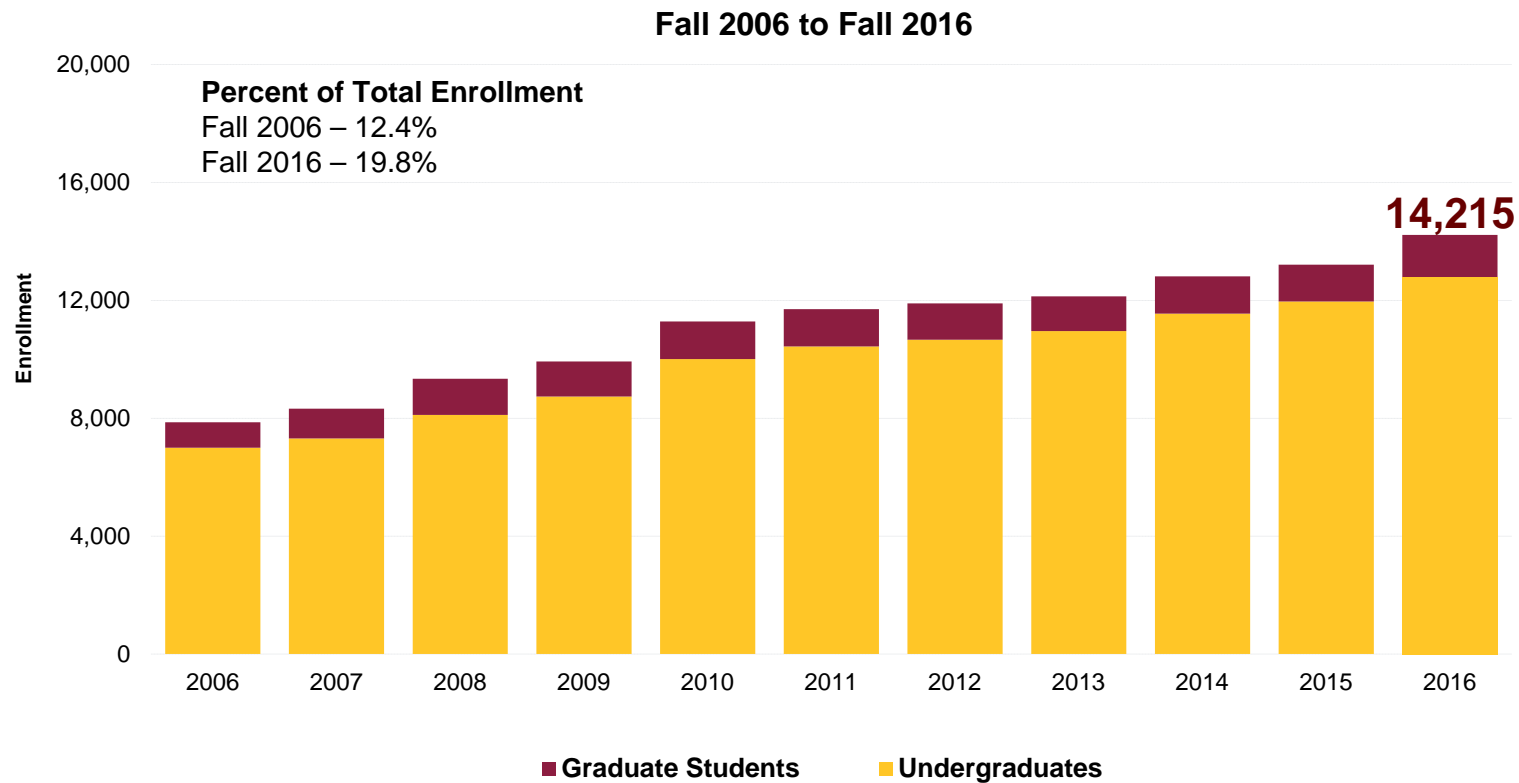
- ASU's commitment to financial aid continues to be crucial to affordability.
- Slow shifts to further emphasize need in resident aid policies can support growth in access as K-12 and community college pipelines improve.

# Family Income



Source: Analysis of FAFSA data. All data adjusted to 2016 dollars using CPI.  
Fall 2016 data preliminary as of 1/20/17. Analysis limited to dependent students.

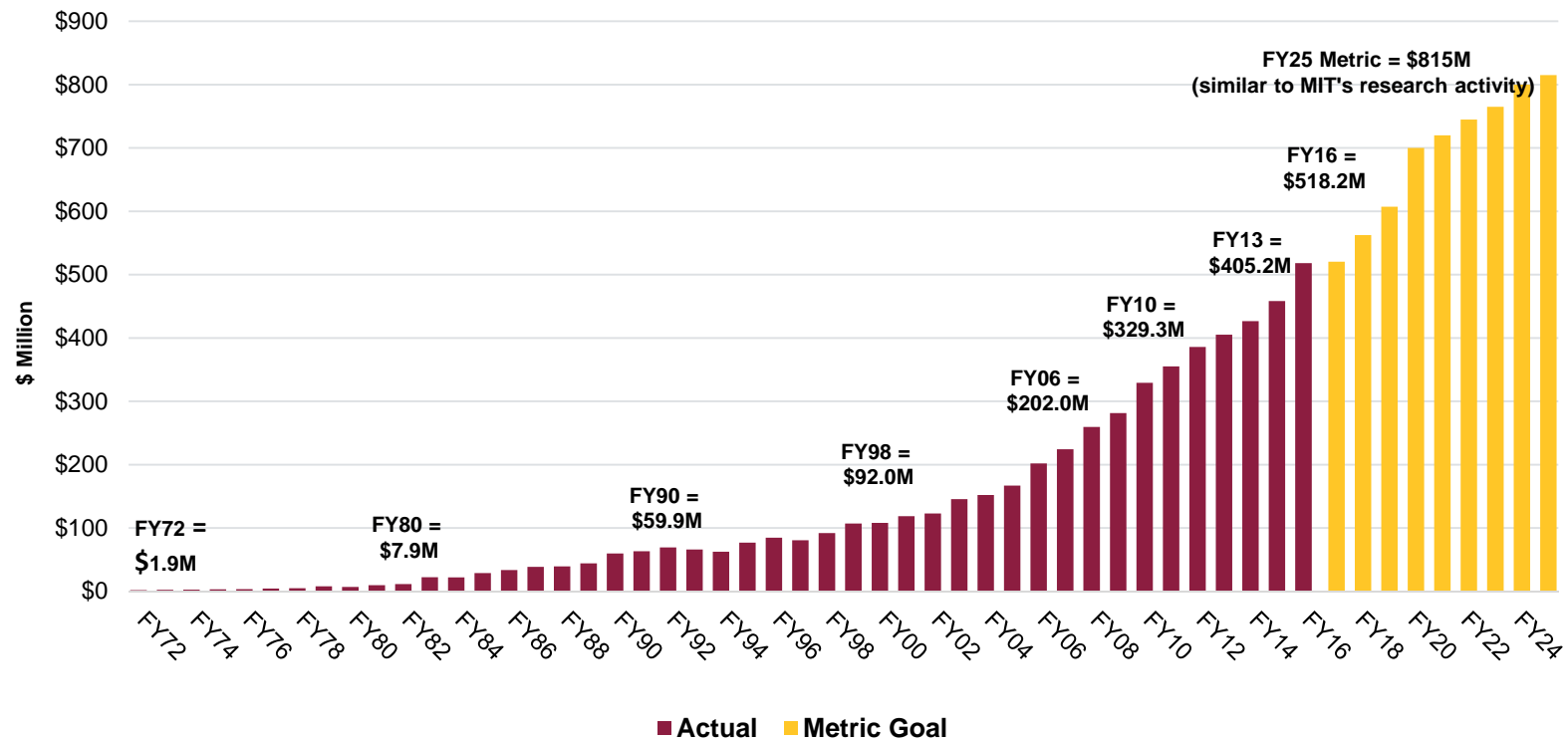
# Hispanic Total Enrollment





# Research Expenditures

Research Expenditures Have Doubled Every Six to Eight Years



# Promoting Student Access and Success

# Access: Innovations



## Starbucks

### College Achievement Plan

1st employer sponsored degree completion program



## Pat Tillman Veterans Center

One of the top military friendly schools and best for vets

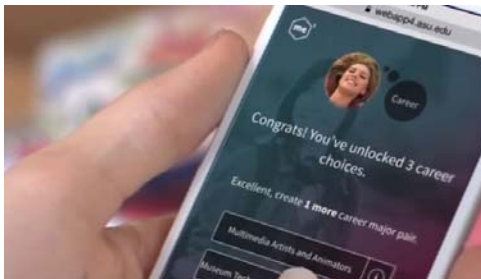


## Global Freshman Academy

1st MOOC is providing world-wide access in nine traditional freshmen courses for college credit to 241,000 students.

In three years, this is to grow to 20 courses and 750,000 learners.

# Access: Innovations



## me3

1st tool for high school students to facilitate search for a major and corresponding career, 58,000 users in 2016.



## Maricopa-ASU Pathways Program

15,327 new transfers in 2015-2016



## ASU Preparatory Academy

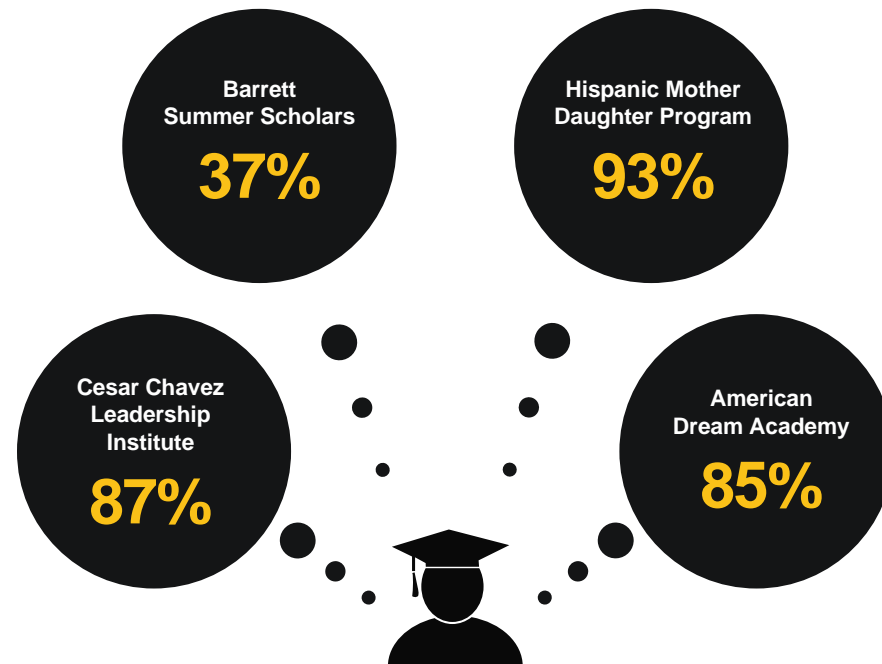
71% of graduates were admitted into 4-year universities and 100% went post-secondary.

# Access: Innovations

## Access ASU

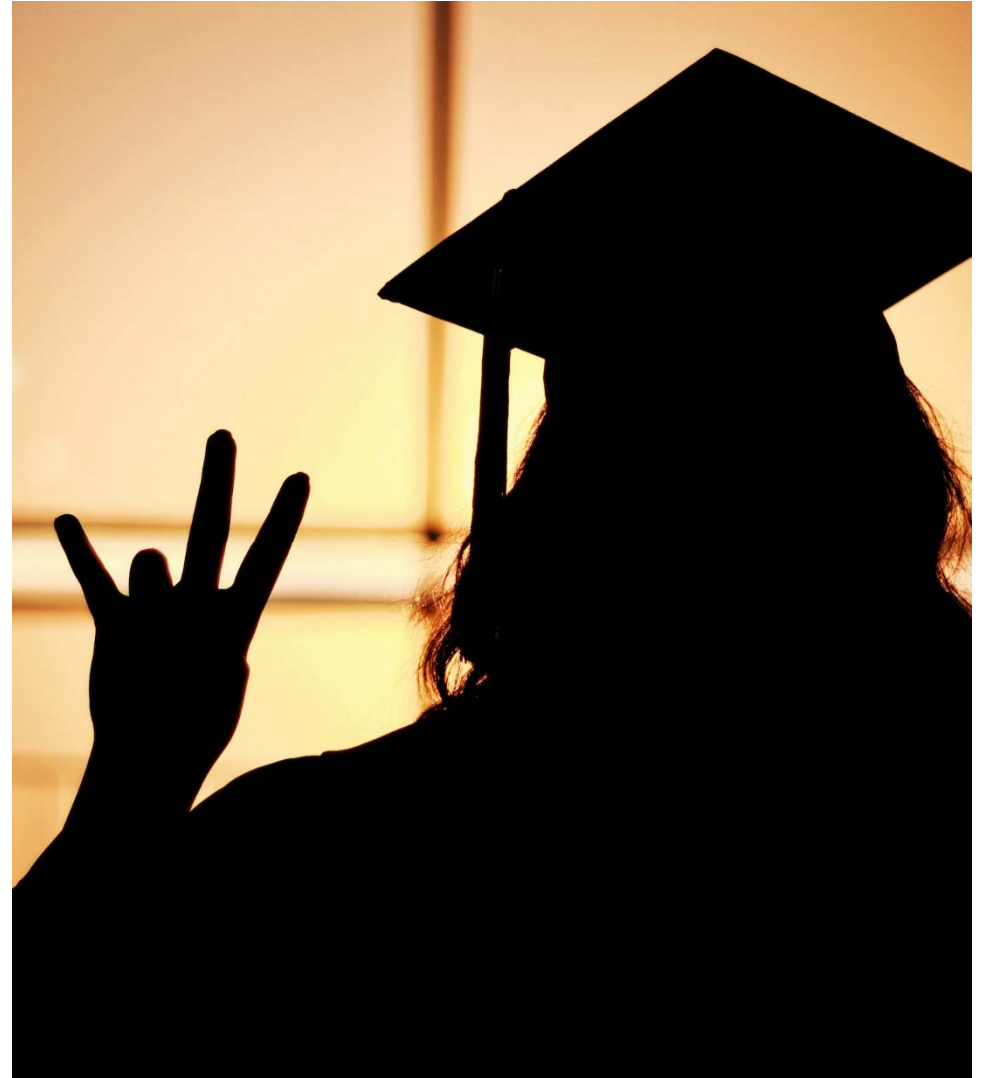
- Programs and services that support students, families, K-12 schools and the local community to ensure college readiness and success.
- American Dream Academy (parents and students K-12, 8 week academy)
- ASU Collegiate Scholars (high achieving high school students)
- Strategic partnerships with local high schools
- SPARKS: ASU Students Providing Awareness Resources & Knowledge to Start College

## Percent participation in Access ASU programs by Latino students and families



## Success: Innovations

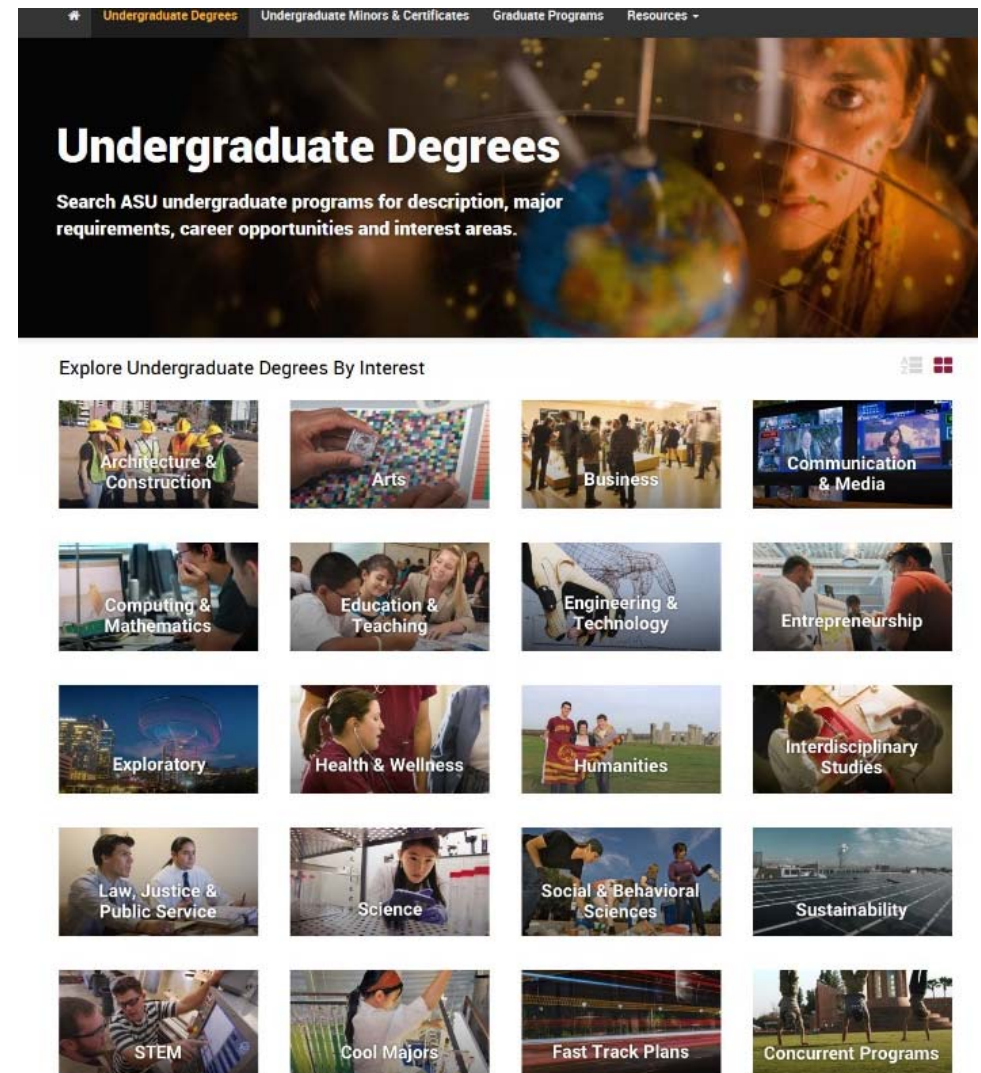
- Predictive analytics (Civitas and Salesforce)
- Financial literacy application (iGrad)
- Mindset application (GetSet)
- Adaptive and active learning
- Project-based curriculum (ProMod and LEAD)
- Digital portfolios (ePortfolios)
- Major maps/Degree search



# Success: Innovations

## Course Catalog and Degree Search

- In 2007, ASU was first to move off paper catalog and on to an online system.
- Online search tool serves both as the official record of academic programs and as a marketing tool for the university.
- Robust search tools allows students to find degree programs by interest area, keyword, career outcome, campus, delivery modality (online/immersion) etc.
- Fully integrated with course catalog, class search and degree audits reporting tools.
- Integrated curriculum pathways for community college students.



# Success: Innovations

## Degree Search: Compare Majors and Explore Major Maps

2 degrees found

Major (Concentration)	Degree	Required Courses	Location	Options	College/School	Compare up to 3	
Exploratory Health and Life Sciences		Major Map	Downtown Phoenix, Havasu, Polytechnic, Tempe	Online	College of Integrative Sciences and Arts	<input type="checkbox"/> compare <input type="checkbox"/> save	<a href="#">Apply Now</a>
Exploratory Humanities, Fine Arts and Design		Major Map	Downtown Phoenix, Havasu, Polytechnic, Tempe	Online	College of Integrative Sciences and Arts	<input type="checkbox"/> compare <input type="checkbox"/> save	<a href="#">Apply Now</a>



# Success: Innovations

## Adaptive Learning

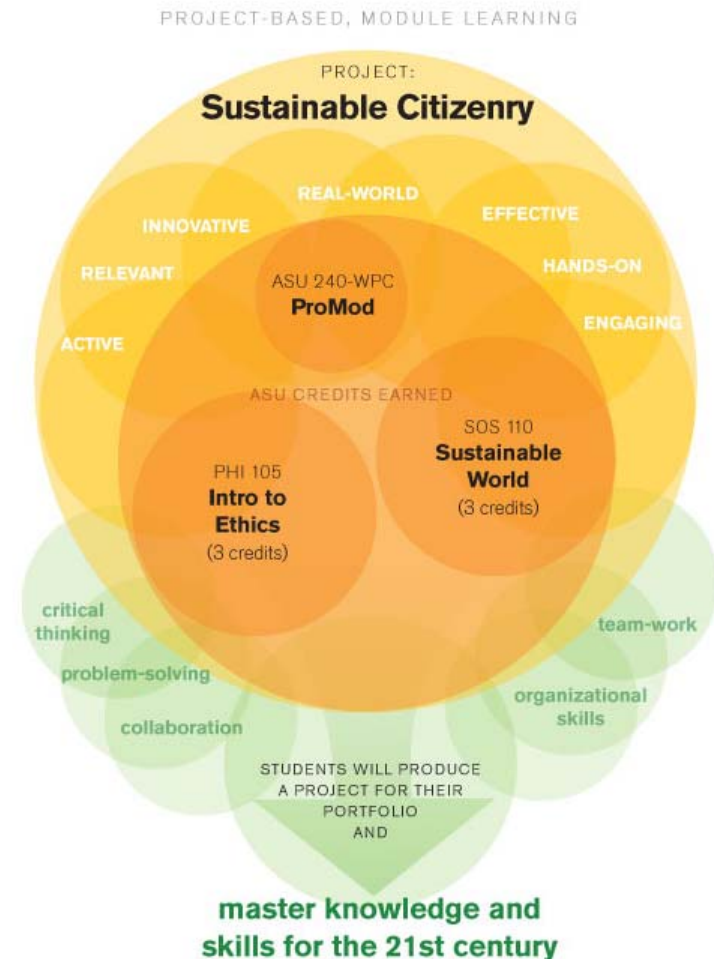
- Expanded to eight foundational general education courses in Fall 2017.
- Tens of thousands of students learn in these blended, adaptive-interactive, course environments.
- Student success in an introductory math course improved from ~65% to ~85%.
- Student success in an introductory biology course improved from ~75% to 90%.



# Success: Innovations

## ProMod: Projects-Based Learning

- Integrating multiple courses build 21st century thinking skills.
- Multiple courses or modules cohere around a central project for select majors.
- Students learn course content through project applications.
- Statistically significant positive results were found for critical thinking, effective collaboration, problem solving, and resource identification.

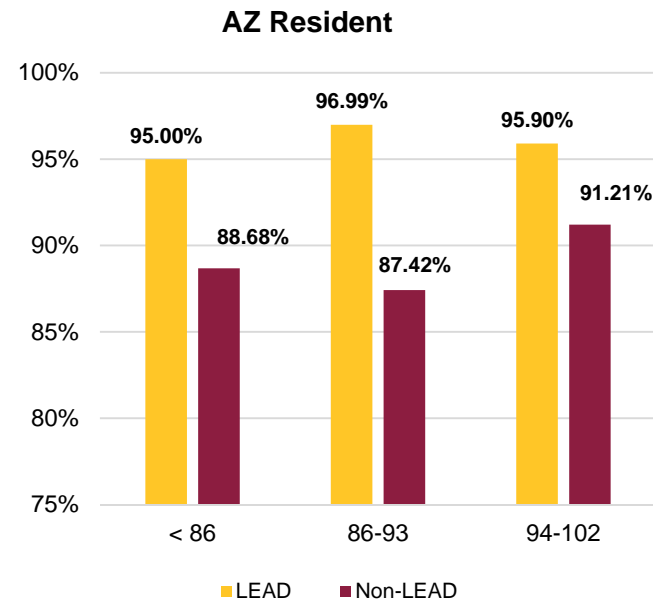


# Success: Innovations

## The LEAD Program

- Serves students with historically low persistence rates
- Creates a project-oriented setting with three integrated courses
- LEAD students earn higher GPAs and persist at higher rates relative to comparable peers
- LEAD students often perform as well or better than students not historically at-risk

## Fall 2016 - Spring 2017 FTF Retention by CI Group: LEAD vs. Non-LEAD



# Success: Innovations

## ePortfolios@asu.edu

- Within a year's time, 32,225 students created 36,848 portfolios.
- Students tell their stories, integrating personal and professional interests.
- May be used to assess quality of learning outcomes and student intellectual and personal growth.
- May become a way of framing general education outcomes.

The screenshot displays a web browser interface for an ASU ePortfolio. The top navigation bar includes the ASU logo and the title "Leadership in Business Certificate". Below this is a large banner image featuring a bright sunburst over a blue sky with clouds. The banner also contains the ASU W.P. CAREY SCHOOL of BUSINESS logo and the text "ARIZONA STATE UNIVERSITY". A secondary navigation bar lists "About Me", "Experience #1", "Experience #2", "Experience #3", and "Experience #4". The main content area has a "Welcome" section on the left and a central message: "Welcome to the Leadership in Business Certificate! Please bookmark the [ASU ePortfolio resources](#) for additional training and support". Below this, there is a section for "ASU | T. Denny Sanford School of Social and Family Dynamics" with a large image of students walking and a bicycle. A navigation bar for this section lists "30-Second Bio", "Work Philosophy", "Employment", "Community Service", "Projects", "Leadership Experience", "Organizational Memberships", "Internships", "Teamwork Experience", and "Global Experience". At the bottom, there is a "Share This:" section with social media icons. The "30-Second Biography" section is highlighted, showing a student's photo and text: "The type of career that most interests me right now is business marketing and sales. I am drawn to working in this field because I enjoy the many aspects of marketing. I know that to be hired to do this type of work, I must be able to demonstrate I am skilled in the areas of communication, sales, and experience."

ASU | Leadership in Business Certificate

ASU W.P. CAREY SCHOOL of BUSINESS ARIZONA STATE UNIVERSITY

About Me Experience #1 Experience #2 Experience #3 Experience #4

Welcome

Welcome to the Leadership in Business Certificate!

Please bookmark the [ASU ePortfolio resources](#) for additional training and support

ASU | T. Denny Sanford School of Social and Family Dynamics

30-Second Bio Work Philosophy Employment Community Service Projects

Leadership Experience Organizational Memberships Internships Teamwork Experience

Global Experience

Share This: [Social Media Icons]

**30-Second Biography**

The type of career that most interests me right now is business marketing and sales.

I am drawn to working in this field because I enjoy the many aspects of marketing.

I know that to be hired to do this type of work, I must be able to demonstrate I am skilled in the areas of communication, sales, and experience.

# Success: Innovations

## Civitas Predictive Analytics

- Enhanced with an integrated advisor portal in Salesforce.
- Provides daily early alerts of obstacles to individual success.
- Provides case management and communication system for service providers to act on alerts.
- Enables students to overcome obstacles before they become insurmountable.

The screenshot displays the ASU Advisor Portal interface within a Salesforce environment. At the top, the ASU logo and a search bar are visible. Below the header, a navigation bar includes 'Advisor Portal' and a 'Feedback' button. The main content area features a dropdown menu for 'Stacey Lippert' and an 'Outreach Summary' table. This table lists subjects like 'Not Enrolled', 'Academic Status Report', and 'eAdvisor Off Track' with their respective counts and follow-up dates. Below the summary, there are tabs for 'My Proactive Cases', 'My Watchlist Cases', and 'My Students'. A 'Mass Transfer' and 'Mass Email' button are present. A table shows a list of students with columns for Name, EMPLID, Case (Details), Status, Followup Date, Proactive, and Reactive. The table indicates 25 of 37 records are shown. At the bottom, there are links for 'Macros' and 'History'.

Subject	Total	Followup Date
Not Enrolled	1	January 30, 2017
Not Enrolled	1	February 16, 2017
Academic Status Report	3	
eAdvisor Off Track	19	
Not Enrolled	5	

Name	EMPLID	Case (Details)	Status	Followup Date	Proactive	Reactive
Dawn		My Watchlist	Outreach Required	9/8/2016	4	5
William		eAdvisor Off Track	Left voicemail		2	0
Dagla		eAdvisor Off Track	Outreach Required		2	0
Aaron		eAdvisor Off Track	Outreach Required		1	0
Moha		eAdvisor Off Track	Outreach Required		1	0
Conor		eAdvisor Off Track	Outreach Required		1	0
Seth I		eAdvisor Off Track	Outreach Required		2	0
Kelse		eAdvisor Off Track	Outreach Required		1	0
Ndia-t		eAdvisor Off Track	Outreach Required		1	0
Danie		eAdvisor Off Track	Outreach Required		1	0
Mary		eAdvisor Off Track	Email Sent		1	0
Faisa		eAdvisor Off Track	Left voicemail		2	0
Pengf		eAdvisor Off Track	Outreach Required		1	0

# Thank you

