perkEDU™

Get Yours

The Student Experience: *The College's Real Success*

About PRESENTERS

Dr. Shalamon Duke

Dr. Duke is the Dean of Student Services at West LA College. He has ten years administrative experience at CA community colleges in Student Services and Academic Affairs. His research interest surrounds retention, persistence, and graduation rates of underserved populations.

Dr. Ken Hartman

Dr. Hartman is a senior management e-learning consultant. Having spent the past 30 years as a university professor, senior academic administrator, and consultant at several leading universities. Dr. Hartman most recently served as president of Drexel University Online. He currently serves as a Senior Advisor to JetSpring regarding emerging technologies in Education and as a Senior Fellow at Eduventures, Inc.

Mr. Eric Kades

Mr. Kades is a lifelong entrepreneur and currently serves as Founder/CEO of JetSpring, which provides admissions and student support services for over 35 colleges in the United States. Some of his clients include the University of Southern New Hampshire, Midway College, Loyola University, and the University of Denver. Prior to forming JetSpring he launched JetDial, the leading call center software solution used by Senatorial Campaigns, Congressional Campaigns, Labor Unions (AFL-CIO ,SEIU) and Obama for America in 2008 and 2012. JetDial software supports thousands of users on a daily basis.

West LA College

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West Los Angeles College is an accredited California Community College offering paths to university transfer, career education and courses for personal or professional growth. It occupies 70 park-like acres overlooking Culver City, Marina Del Rey and Greater West Los Angeles.

On a clear day, from the highest points on campus, you can see the Pacific Ocean. With an active student population of nearly 12,000 regular and extension students, the 110 full-time faculty, more than 300 hourly faculty and 112 classified staff create an educational environment unique in Southern California.

jetspring™

JetSpring is a staffed and highly customizable Live Chat solution exclusively serving educational institutions with thoroughly trained US-based college graduates serving as agents. JetSpring is an innovator in bringing new communication technologies to recruiting and retaining students.

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1500 Rosecrans Avenue, Suite 500
Manhattan Beach, CA 90266

perkEDU ™

Get Yours

perkEDU was built to increase student retention utilizing some of the same methodologies used by consumer "point" and "loyalty programs." It's a collaboration between West LA College and JetSpring's technology team.

In 2012, Dr. Shalamon Duke asked JetSpring if, using their education and technology experience, they could create mobile technology that would help increase student support and incentivize students for positive outcomes. perkEDU is the result of that challenge. perkEDU will start its initial pilot with150 of West LA College's students in October 2013.

Where Do We Start?

1. Review recommendations
2. Understand limitations
3. Focus on possibilities
4. Engage industry experts
5. Discuss with stakeholders
6. Pilot October 2013

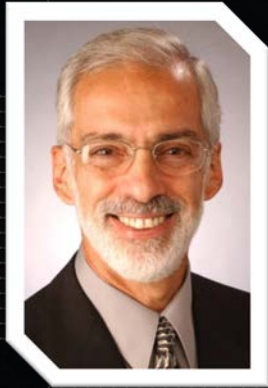# How Do We

ADDRESS THE MANDATES?

STUDENT
SUCCESS
TASK FORCE

Presented by
Chancellor Jack Scott

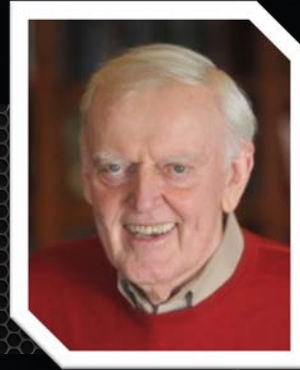2011 CCLC Annual Convention
and Partner Conference

The RESEARCH

Vincent Tinto

Conducts research in higher education, particularly student retention and the impact of learning communities on growth and attainment. Retention is sometimes referred to as persistence and is associated with graduation rates, stop out, and drop outs.

Alexander Astin

The most basic tenet of Astin's Theory of Involvement is that students learn more the more they are involved in both the academic and social aspects of the collegiate experience. He notes that an involved student is one who devotes considerable energy to academics.
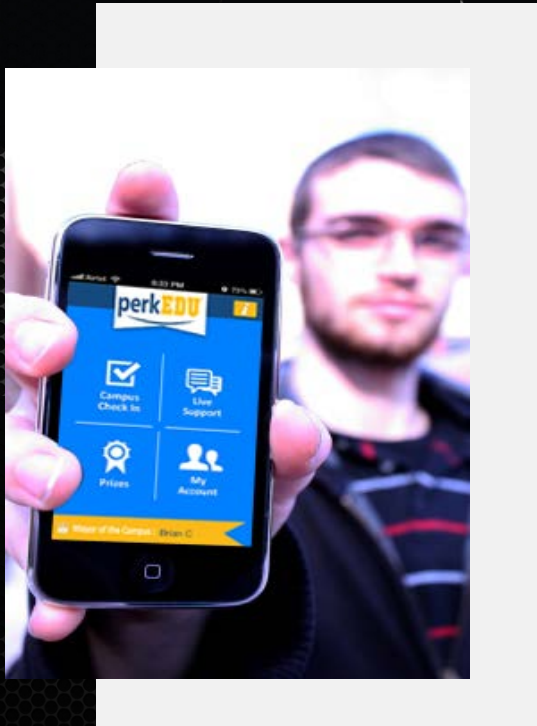
Pascarella and Terenzini

The researchers outline and discuss the implications of three such forces: the changing undergraduate student population, the increasing importance of community colleges, and the rise of information technology.

Can We Use **TECHNOLOGY**

The NOW Generation

The generation that is starting to graduate from high school and enter this world has become a generation based on instant gratification and smart phone-based communication.

perkEDU™

Get Yours

The Mobile DEVICE

Smartphone ownership by demographic group—gender, age, race/ethnicity
% within each group who own a smartphone

		Own a smartphone
All adults (n=2,252)		56%
Gender		
a	Men (n=1,029)	59[b]
b	Women (n=1,223)	53
Age		
a	18-24 (n=243)	79[cdef]
b	25-34 (n=284)	81[cdef]
c	35-44 (n=292)	69[def]
d	45-54 (n=377)	55[ef]
e	55-64 (n=426)	39[f]
f	65+ (n=570)	18
Race/ethnicity		
a	White, Non-Hispanic (n=1,571)	53
b	Black, Non-Hispanic (n=252)	64[a]
c	Hispanic (n=249)	60

Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

Note: Percentages marked with a superscript letter (e.g., [a]) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).
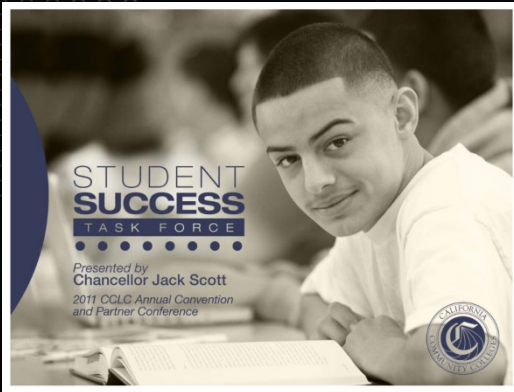
- **31%** own an iPhone; while **43%** own an Android device.
  Source: Pew Foundation

- Americans ages **18-29** send and receive an average of nearly **88** text messages per day, compared to **17** phone calls.
  Source: CNN.com

- More than **2 Trillion** SMS messages were sent in the US in 2011
  Source: Forrester Research

SS Taskforce RECOMMENDATIONS

Strengthen Support for Entering Students

Policy Statement: *Community colleges will provide stronger support for students entering college to identify and meet their goals.*

Restructure the way student support services are delivered to improve the assistance that students receive at the beginning of their educational experience.

One of the basic tenets of the Master Plan for Higher Education is that all Californians who have the capacity and motivation to benefit from higher education should have a place in the California Community Colleges. Given the scarcity of resources currently available to the colleges, the reality is, the state has failed to live up to that commitment.

Incentivize Successful Student Behaviors

Policy Statement: *Community colleges will incentivize those student behaviors that are associated with their eventual success.*

Stronger support will be facilitated by centralized, integrated and student-friendly technology to better guide students in their educational planning process. The efforts of counseling faculty and other college staff will be more effectively targeted.

HOW IT WORKS

- Frequent Communication
- Increased Student Engagement
- Incentivized Positive Reinforcement
- Motivational Push Messaging
- Student Follow Up

HIGHER GRADUATION RATES
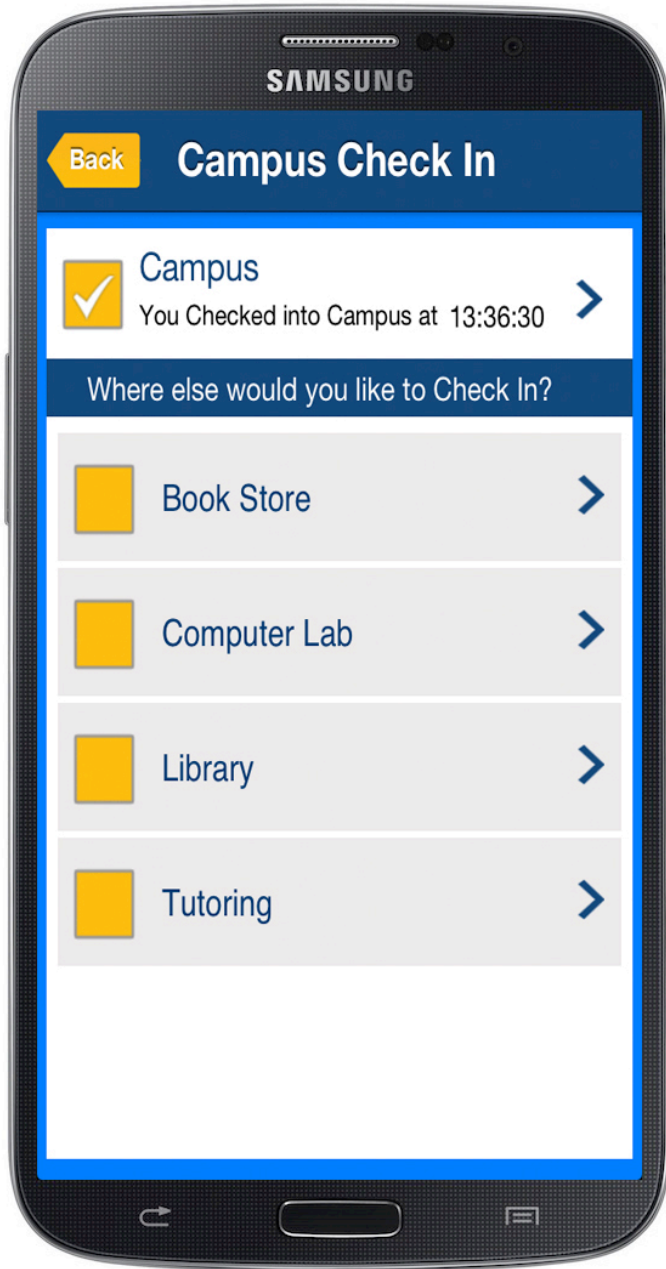
HOW IT WORKS

Campus Check In:

• **Entering Campus**

• **Counseling Office**

• **Tutoring**

• **Faculty Office Hours**

• **Special Program Offices (EOPS, DSPS, etc.)**

• **Classroom (Future)**

• **Athletic Events**

• **Library**

Back **Campus Check In**

☑ **Campus**
You Checked into Campus at 13:36:30 ❯

Where else would you like to Check In?

▢ Book Store ❯

▢ Computer Lab ❯

▢ Library ❯

▢ Tutoring ❯

HOW IT WORKS

Live Support:

Text-based live one-to-one communication

Frequently Asked Questions

Financial Aid Questions

Assistance with Counselor appointments
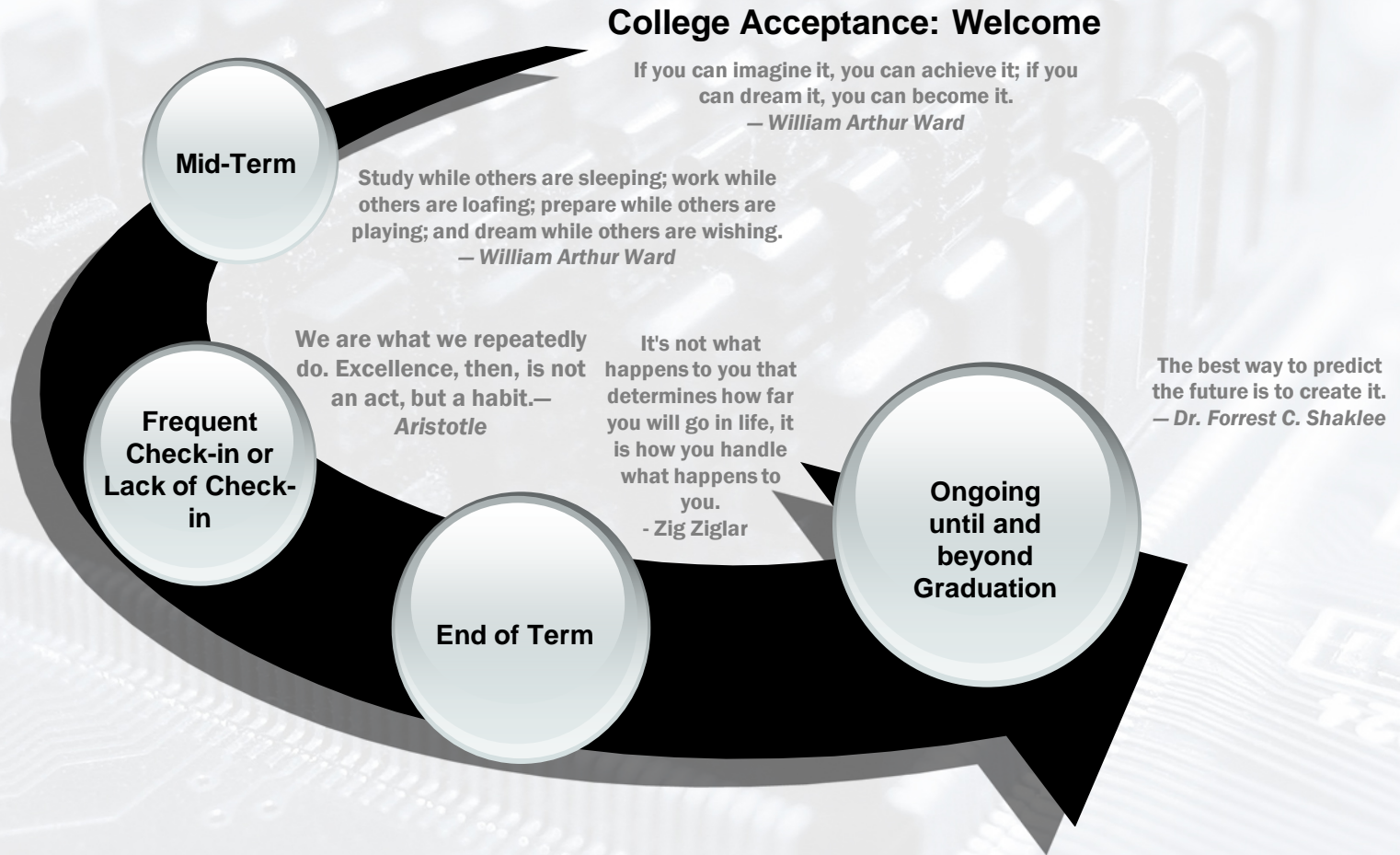
Assistance with buying books

HOW IT WORKS

Push Messaging:

- Motivational Messages – right quote at the right time

- Motivational Movie Clips

- Reminder Notices - important semester dates

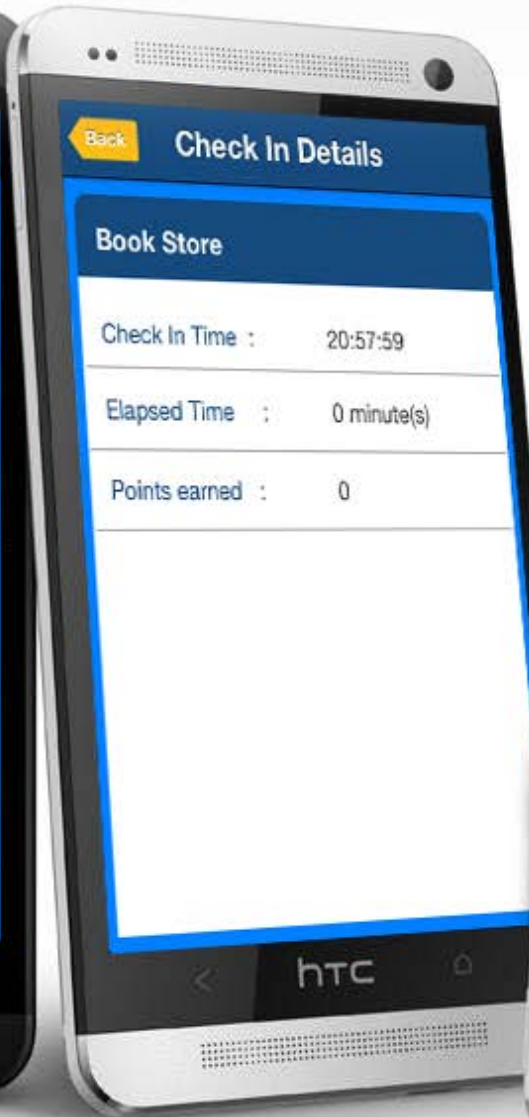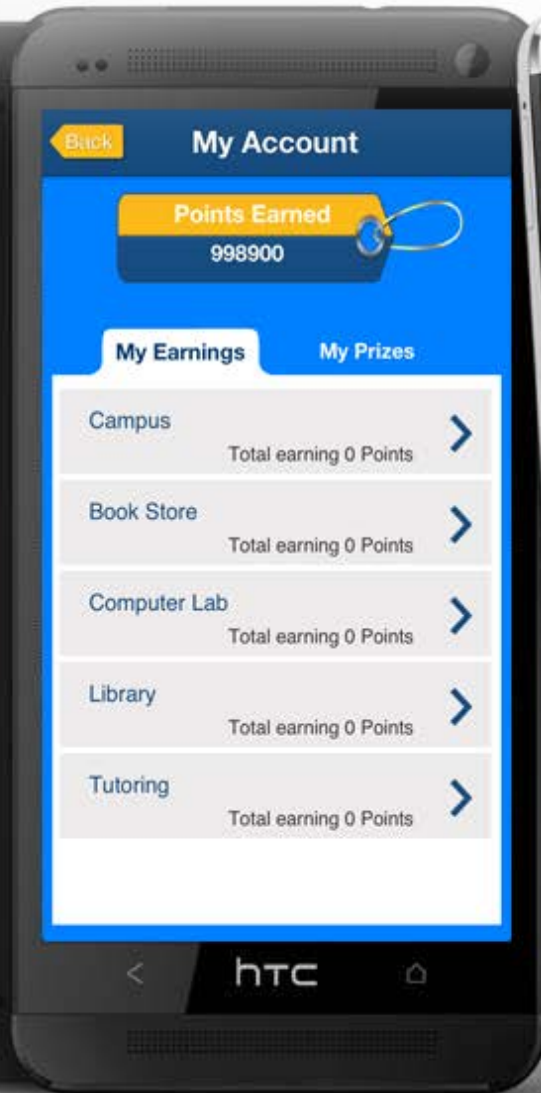- Ask students if they need help with anything – child care, transportation, jobs, disability support

HOW IT WORKS

The Student Lifecycle

College Acceptance: Welcome

If you can imagine it, you can achieve it; if you can dream it, you can become it.
— William Arthur Ward

Mid-Term

Study while others are sleeping; work while others are loafing; prepare while others are playing; and dream while others are wishing.
— William Arthur Ward

We are what we repeatedly do. Excellence, then, is not an act, but a habit.—
Aristotle

It's not what happens to you that determines how far you will go in life, it is how you handle what happens to you.
- Zig Ziglar

The best way to predict the future is to create it.
— Dr. Forrest C. Shaklee

Frequent Check-in or Lack of Check-in

End of Term

Ongoing until and beyond Graduation

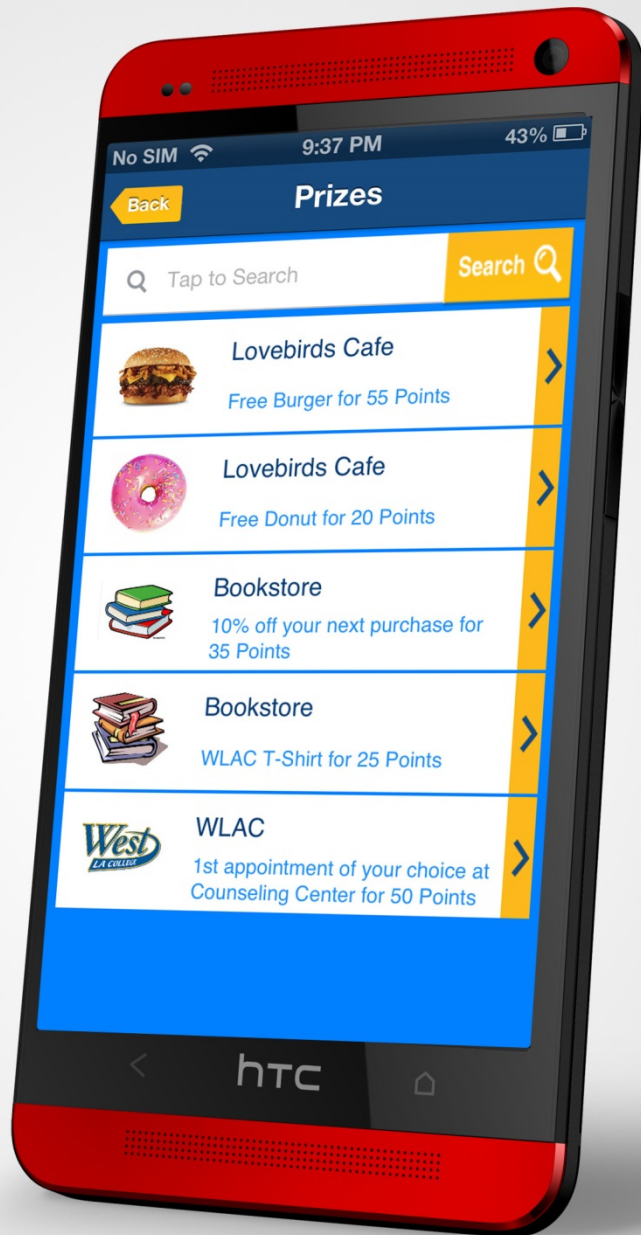# HOW IT WORKS

HOW IT WORKS

Redemption Program:

- Incentivize students to make progress toward their educational goal
- Give students points for spending time on campus
- Use the data of who is not on campus to provide support
- Use mobile app technology to intervene (Individual Push Messages)

Example Incentives:

- Lunch with the President
- Front of the Line for Counseling
- Mayor of the "Campus"
- Signed Sports Memorabilia from West Teams
- Free T-Shirt
- Discount on Books
- Free School Supplies
- Free Coffee
- Free Sandwich
- Free Smoothie
- Free Bagel

HOW IT WORKS

Exciting New Technology:

- **Precision micro-location technology**

- **Apple's new iBeacons feature for iOS 7 implements a Bluetooth Low Energy (BLE) profile for micro-location, enabling a series of new geofencing capabilities**

- **Pinpoint check in location**

- **Push college advertisements at select location**

iBeacons
Ranging

Immediate

Near

Far

iOS 7

The Data

Capturing Data

Who's checking in on a regular basis?

Who's not?

Which locations are they checking into?

How much time are they spending in these locations?

What rewards are they redeeming most?

Utilizing Data

Focus on the students who aren't using the service.

Reach out to them.

Ask if they need help and find out what they need help with.

Make recommendations to students.

Which rewards are motivating them?

What about FERPA?

Students will be opting in to download perkEDU via Android and Apple App Stores

College will not be giving any information about students

perkEDU is a voluntary retention program

The Overall GOAL?

- Retention
- Persistence
- Student Engagement
- Reinforcing Positive Behaviors
- Improve Graduation Rates

The Pilot

perkEDU™

Get Yours

- **No cost to West LA College**

- **Aligned with the Student Success Act of 2012**

- **Meets the recommendations from the California Community Colleges Student Success Task Force**

- **Targets 150 incoming freshman**

- **Analyze and report outcomes for future planning**

Questions

and Discussions