



METROPOLITAN
STATE UNIVERSITYSM
OF DENVER

Classroom to Career Hub

Adrienne Martinez, Associate Vice President
Nahum Kisner, Executive Director

Budget Recommendation Committee

C2 Hub | Budget Recommendation Committee

Agenda:

- I. Overview of the C2 Hub
- II. Student Support & Retention
 - Exploratory Advising
 - Scholar Support
 - Pathways to Possible
- III. Industry Partnerships Team
 - Employer partnerships leading to prospective student engagement and recruitment
 - Talent Accelerator Program
 - Leveraging employer benefits

Classroom to Career Hub: *Overview*



The C2 Hub represents a comprehensive approach to career development for MSU Denver students by integrating career activities more intentionally throughout the full Roadrunner experience



Creates a more permeable boundary between industry and higher education



Keenly focused on Colorado economy



Career development is an issue of equity and justice

Classroom to Career Hub: *Overview*

Institutional Context

The Classroom to Career Hub represents an institutional reorganization to align **existing** programs and staff with the MSU Denver vision of being an impactful institution supporting career pathways for ALL Roadrunners.

As MSU Denver embarks on operationalizing the 2030 Strategic Plan, the following investments will advance an infrastructure that is poised to reach enrollment, retention, and career outcomes for MSU Denver students.

External Context

- Heightened scrutiny on the value of postsecondary education
- On-the-job learning, growth, and development opportunities expanding via apprenticeships and early talent recruitment

Classroom to Career Hub: *Overview*

2018-19

- Conceptualization of Classroom to Career Hub with C2 Hub Development Team
- Reorganization of the Applied Learning Center & Career Services
- [CO Talent Pipeline Report](#) integrated into C2 Hub program plan
- Faculty Learning Community launched

2020-21

- Strengthened employer partnerships
- Developed foundation for [Pathways to Possible](#)
- Expanded virtual resources: Vault, VMock, Career Link
- Faculty Engagement: experiential learning for all, promoting and bolstering career development in the curriculum and in partnership with faculty

2019-20

- Continued reorganization to integrate Student Support & Retention into C2 Hub
- [Peer Mentoring](#) & [Scholar Support](#) embed career readiness into program design
- Initial impact of the pandemic disrupting employment for many students and their families
- Impact of social and civic unrest; renewed commitment to diversifying talent pipeline for many employers

2021-22

- Continued to strengthen infrastructure to operationalize [Strategic Plan 2030](#)
- [Talent Accelerator Program](#) led by Industry Partnerships Team launched
- Grant-funded professional mentorship program, [COMPASS](#) launched
- Continued effort to centralize in the Tivoli
- Building on a foundation of Diversity, Equity, & Inclusion with DEI campus recruitment manager

Classroom to Career Hub: *Overview*

Classroom to Career Hub

Student Success & Career Engagement

Engage students in meaningful and relevant academic advising, career exploration, development, and support.

Focus on outreach strategies and campus partnerships.

Faculty Engagement

Work with faculty to better understand how MSU Denver currently integrates career development into the curricula.

Leverage faculty partnerships and expertise. Ensure policies and practices are as cohesive as possible and support applied learning activities.

Industry Partnerships

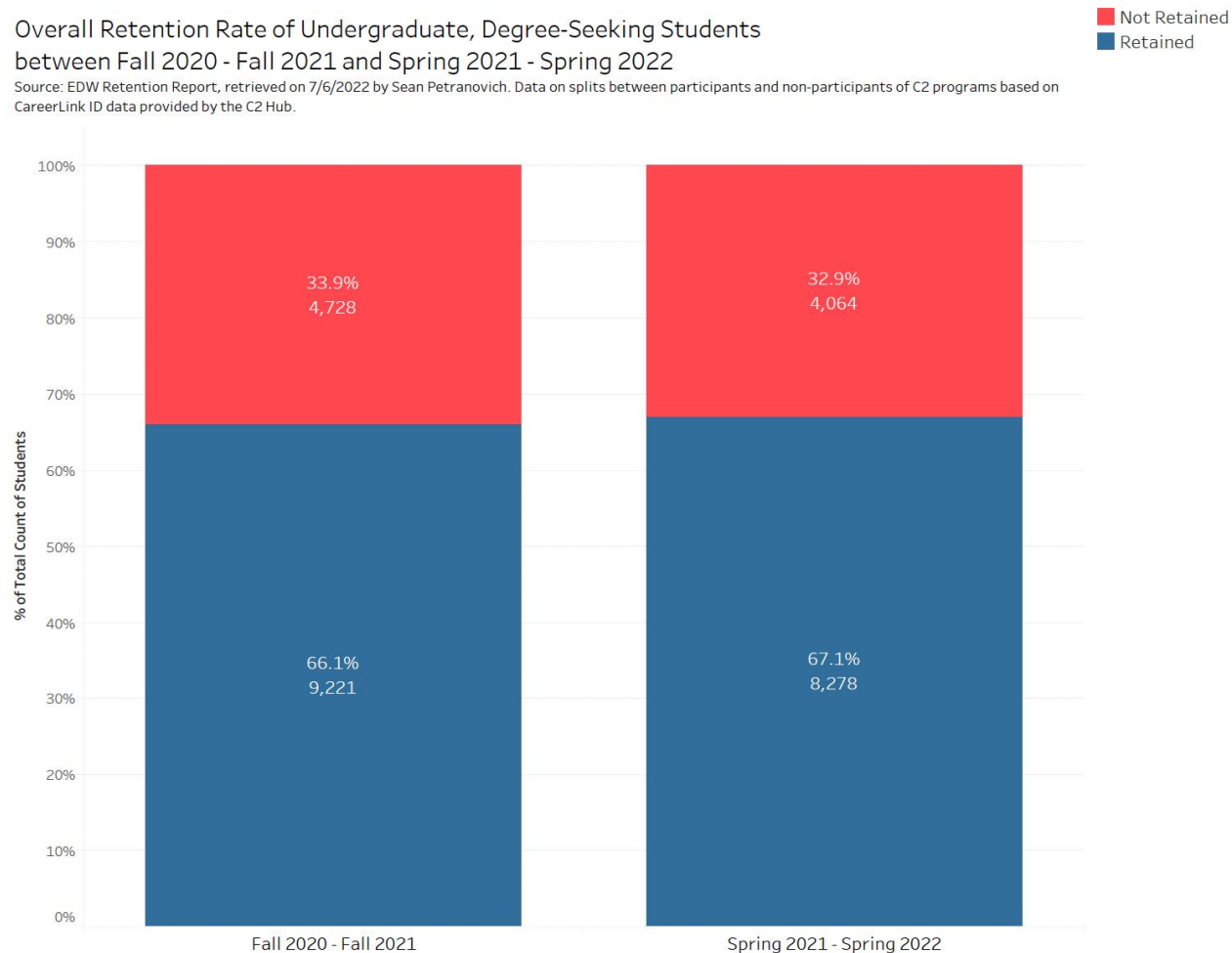
Create robust partnerships with current and prospective employers.

Strengthen and streamline employer portal and engagement opportunities.

Classroom to Career Hub: *Snapshot of Retention x Career Development activities*

Overall Retention Rate of Undergraduate, Degree-Seeking Students between Fall 2020 - Fall 2021 and Spring 2021 - Spring 2022

Source: EDW Retention Report, retrieved on 7/6/2022 by Sean Petranovich. Data on splits between participants and non-participants of C2 programs based on CareerLink ID data provided by the C2 Hub.

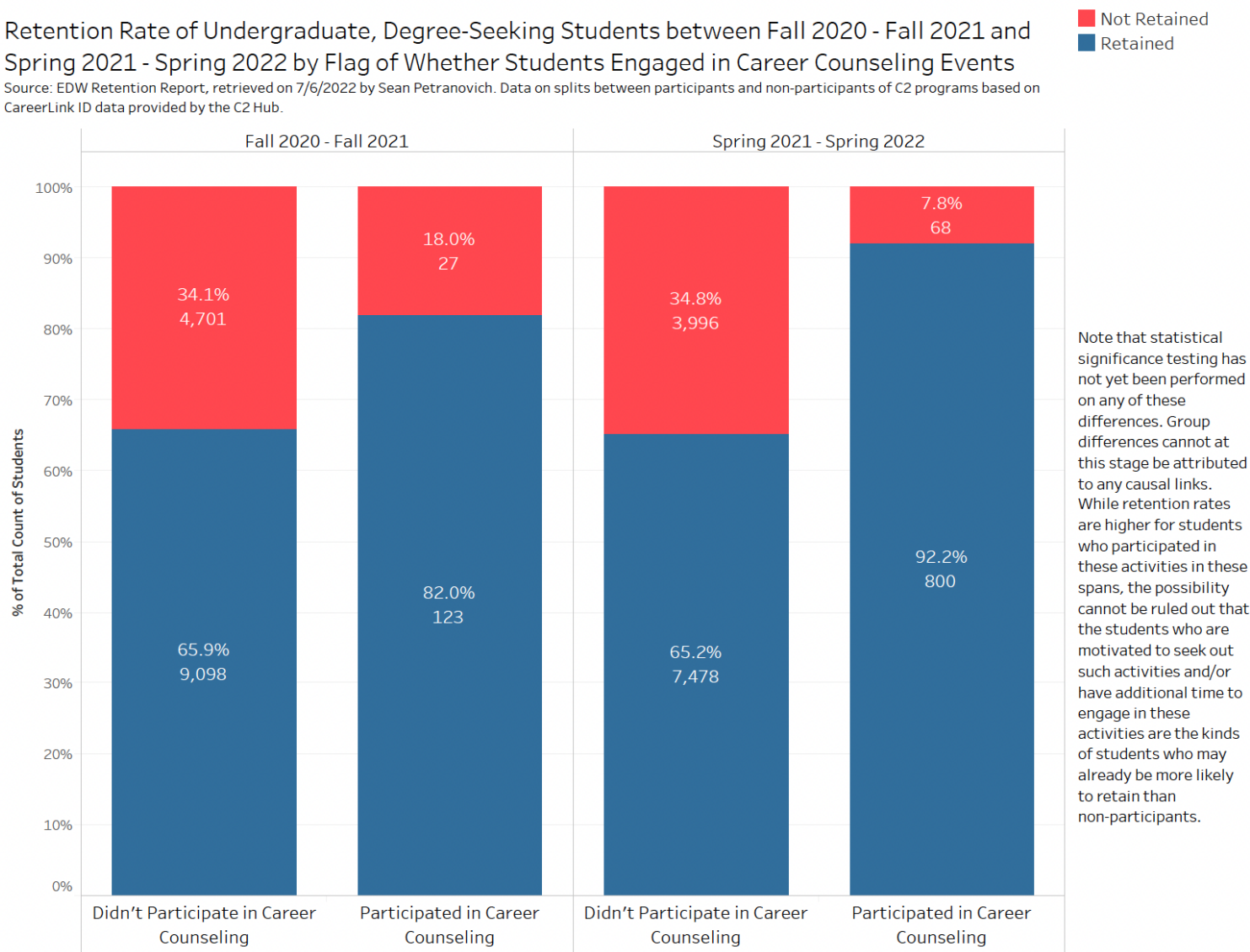


Classroom to Career Hub:

Snapshot of Retention x Career Development activities

Retention Rate of Undergraduate, Degree-Seeking Students between Fall 2020 - Fall 2021 and Spring 2021 - Spring 2022 by Flag of Whether Students Engaged in Career Counseling Events

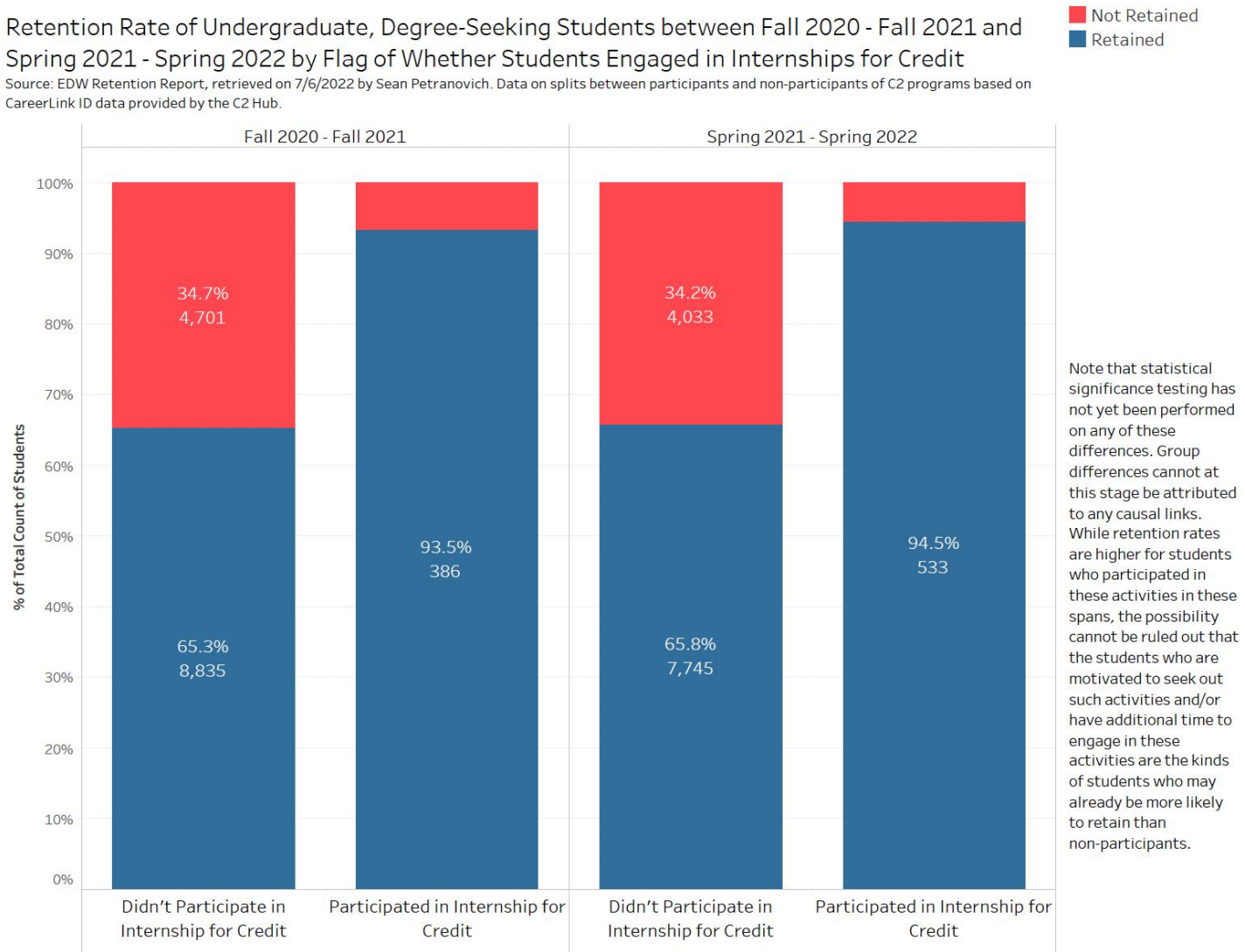
Source: EDW Retention Report, retrieved on 7/6/2022 by Sean Petranovich. Data on splits between participants and non-participants of C2 programs based on CareerLink ID data provided by the C2 Hub.



Classroom to Career Hub: *Snapshot of Retention x Career Development activities*

Retention Rate of Undergraduate, Degree-Seeking Students between Fall 2020 - Fall 2021 and Spring 2021 - Spring 2022 by Flag of Whether Students Engaged in Internships for Credit

Source: EDW Retention Report, retrieved on 7/6/2022 by Sean Petranovich. Data on splits between participants and non-participants of C2 programs based on CareerLink ID data provided by the C2 Hub.

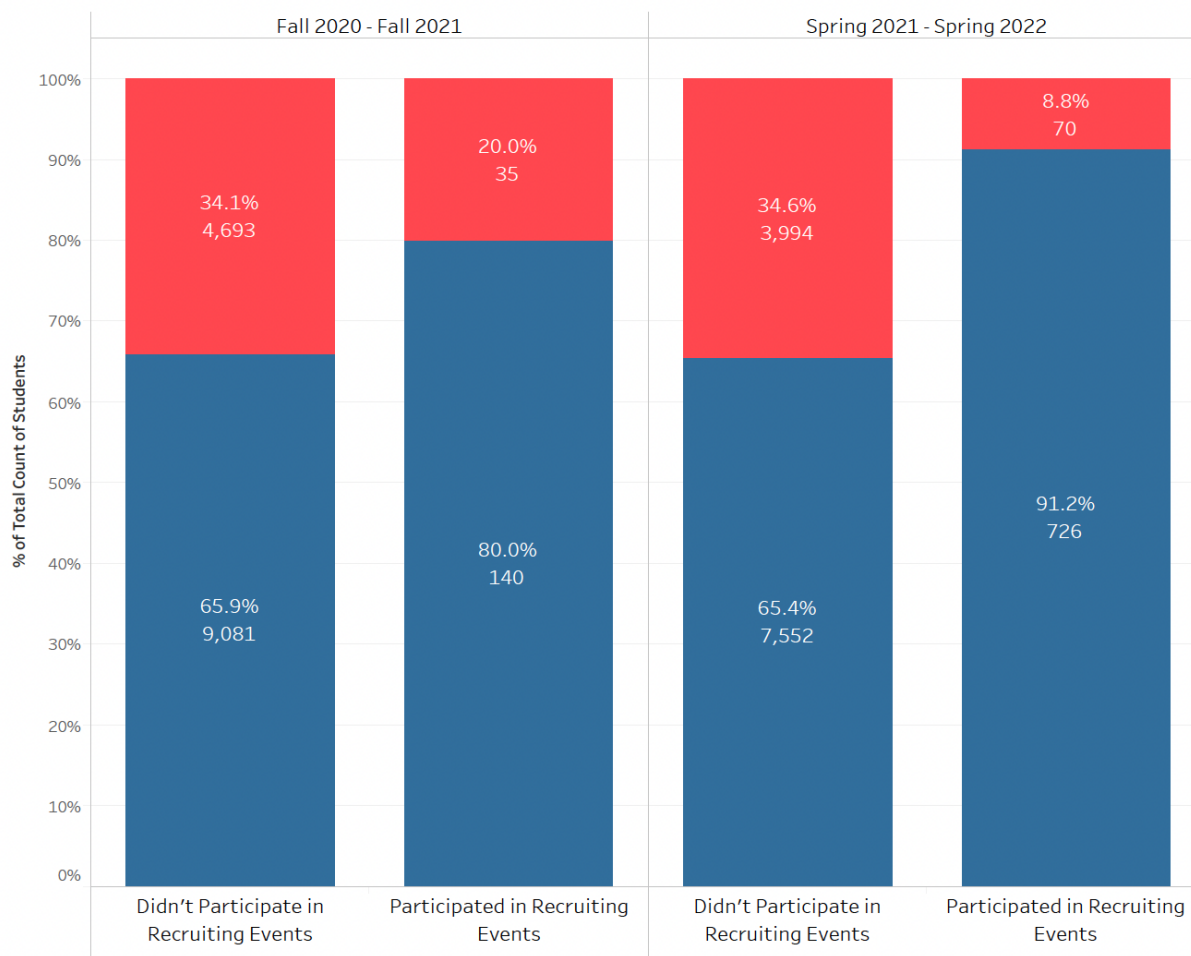


Classroom to Career Hub: *Snapshot of Retention x Career Development activities*

Retention Rate of Undergraduate, Degree-Seeking Students between Fall 2020 - Fall 2021 and Spring 2021 - Spring 2022 by Flag of Whether Students Engaged in Career Recruiting Events

Source: EDW Retention Report, retrieved on 7/6/2022 by Sean Petranovich. Data on splits between participants and non-participants of C2 programs based on CareerLink ID data provided by the C2 Hub.

Not Retained
Retained



Note that statistical significance testing has not yet been performed on any of these differences. Group differences cannot at this stage be attributed to any causal links. While retention rates are higher for students who participated in these activities in these spans, the possibility cannot be ruled out that the students who are motivated to seek out such activities and/or have additional time to engage in these activities are the kinds of students who may already be more likely to retain than non-participants.

Student Success Programs

Exploratory Advising is the home for students who are exploring their interests and academic options before they declare a major. The exploratory team, in partnership with our academic departments and Career Engagement team, provides students with resources for major exploration including academic planning, career exploration-driven workshops and intentional connection to academic departments and faculty.

2021-2022 Outcomes

- 2046 student appointments
- 65% retention rate for Exploratory students that meet with an Exploratory Advisor (Fall to spring and Fall to Fall)

Student Success Programs



Scholarship Support and Retention

- 12 scholarships with wrap-around support and success coaching; 721 students served
- 80% retention rate
- Career development integrated into program delivery

Student Success Programs

Pathways to Possible



Pathways to Possible (P2P) is an intentional and strategic educational pathway that motivates and leads students of color, low-income and rural students from ninth grade through college graduation and into the Colorado workforce.

P2P seeks to create deep connections and engagement opportunities between MSU Denver and specific high schools and community partner programs in Metro Denver and rural Colorado

Funding Source: Pathways to Possible is funded by [Colorado's Response, Innovation and Student Equity Fund](#), a state initiative that [allotted millions of federal CARES Act dollars](#) to address K-12 and higher-education equity issues caused and exacerbated by the Covid-19 pandemic.



Pathways to Possible: Program Strategy



Doug McPherson
September 02, 2021

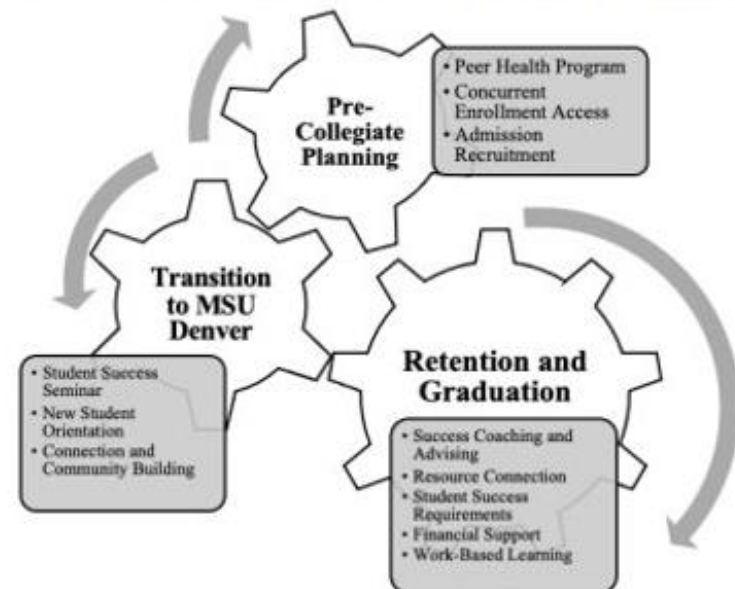
Community News

High school students facing barriers to college find 'Pathway to Possible'

New MSU Denver program helps recruit students from rural and underserved communities, provides support needed to succeed in college and their careers.

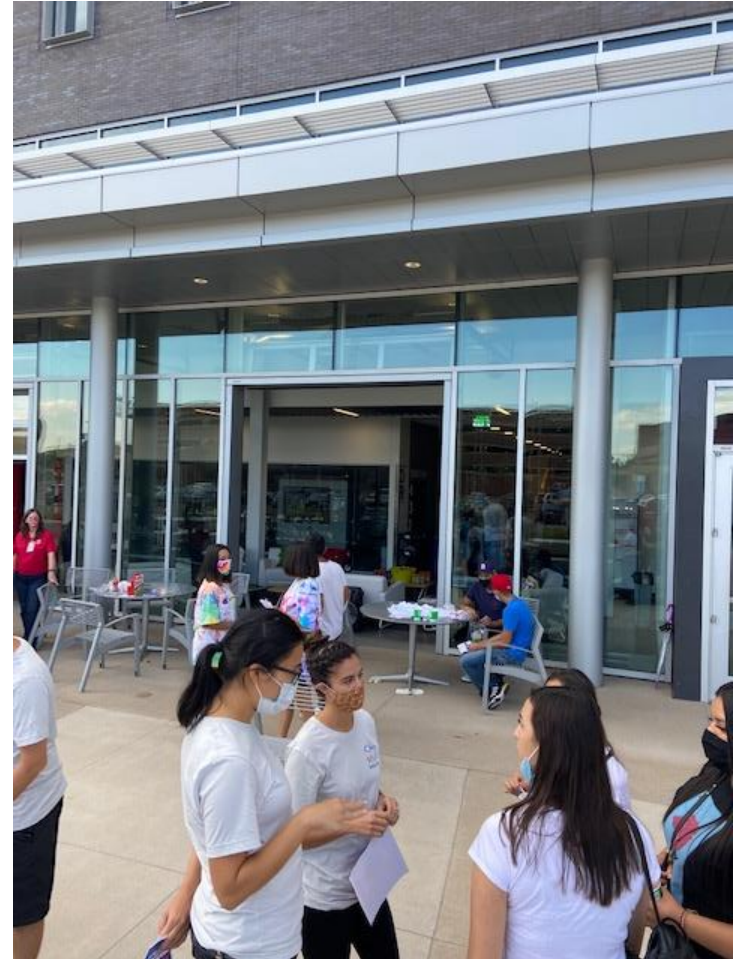
PROGRAM STRATEGY

P2P programming focuses on engaging and supporting underserved students in three distinct phases. (1) Pre-collegiate planning and activities (Access) (2) College matriculation (Transition) and (3) Retention and Graduation (Engagement, Degree Progress).



Pathways to Possible Program Benefits

- Annual stipend
- Scholarships for summer student success course
- Leadership development
- Success coaches
- Campus employment
- Connection to faculty
- Intentional career development support
- Community building



Pathways to Possible 2021-2022 Highlights

- 126 students (cohort 1)
- 86% full time status vs 71.7*
- 2.52 GPA vs 1.98*
- 12.6 credits per semester vs 10.9 *
- 44% of scholars completed more than 20 credits after Fall 2021
- **89.7%** Fall 2021-Spring 2022 retention vs 71.7%*

**comparison group-any enrolled student in Fall 2021 who identifies a student of color, or is Pell Eligible*



Pathways to Possible Return on Investment



Cohort 1

- 63% of cohort 1 is registered for fall 2022
 - First Year retention rate Fall 2020-Fall 2021=44.7%)
- 898 credits cumulatively (summer 2022 and Fall 2022)

Cohort 2

- 420 applied
 - 260 currently accepted
 - 27% increase in admissions applications from partner high schools
- 132 currently registered for summer success seminar (up from 32 last year)

Pathways to Possible Return on Investment Cont...

Financial Model

Variables

- Number of students recruited
- Retention rate of program compared to university retention rate
- Number of credits enrolled each semester

Funds Support

- Stipends
- Scholarship
- Programming
- Staff

Pathways to Possible Return on Investment: Financial Model

\$ 276.00	Starting year tuition per credit hour	285	New Students
3.0%	Tuition Annual Increase	12.00	Average Credit Hours
3.0%	Program Expenditures Increase		
80.0%	Program Retention Rate	\$ 770.09	Starting year mandatory fees for avg credit hours
65.0%	MSU Retention Rate	3.0%	Mandatory Fees Annual Increase
		50%	Model 1 - Admission yield counted toward new enrollment
		70%	Model 2 - Admission yield counted toward new enrollment

Model 2: 70.0% Admissions Yield count towards new enrollment

Year	Total New and Returning students + 80.0% retention	Overall Students retained (65.0% comparison retention)	Average Credit Hours	Tuition per Credit Hour	tuition	Mandatory Fees (12 credit hours)	Retention Tuition Generated	New Students	New Student Tuition Generated	Total Tuition Revenue	Mandatory Fees	Total Tuition Revenue	Program Expenditures	ROI \$	ROI %
2	309	58	12.00	\$ 276	\$ 3,312	\$ 770	\$192,096	200	\$662,400	\$854,496	\$154,018	\$1,008,514	\$984,891	\$23,623	2.4%
3	475	89	12.00	\$ 284	\$ 3,411	\$ 793	\$303,611	200	\$682,272	\$985,883	\$158,639	\$1,144,522	\$1,014,438	\$130,084	12.8%
4	608	114	12.00	\$ 293	\$ 3,514	\$ 817	\$400,562	200	\$702,740	\$1,103,302	\$163,398	\$1,266,700	\$1,044,871	\$221,829	21.2%
5	714	134	12.00	\$ 302	\$ 3,619	\$ 841	\$484,961	200	\$723,822	\$1,208,783	\$168,300	\$1,377,083	\$1,076,217	\$300,866	28.0%
6	799	150	12.00	\$ 311	\$ 3,728	\$ 867	\$559,153	200	\$745,537	\$1,304,690	\$173,349	\$1,478,038	\$1,108,503	\$369,535	33.3%

Pathways to Possible Strategic Plan Alignment

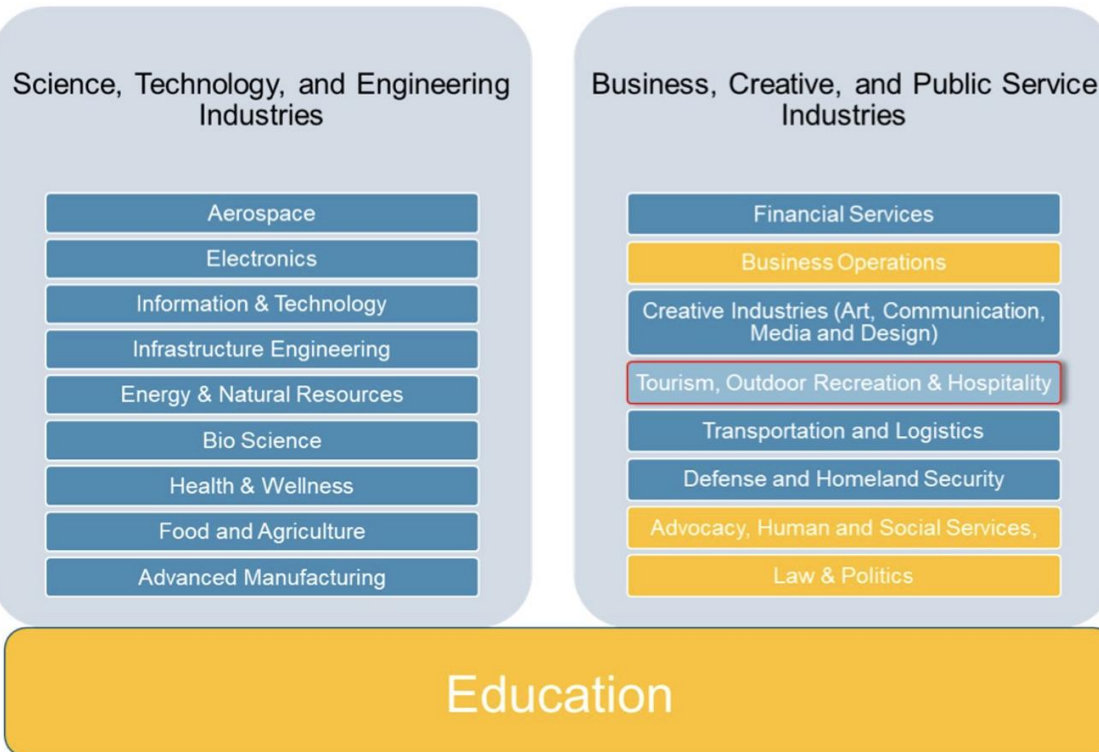
MSU DENVER 2030 STRATEGIC PLAN AND COLORADO MASTER PLAN ALIGNMENT

The Pathways to Possible vision, student learning outcomes and programming align to the Colorado Master Plan and MSU Denver's 2030 Strategic Vision. Improving Student Success and Student Access, Service and Achievement are the foundation for the success and scale of the Pathways to Possible program.

Plan Goal	Pillar Alignment	Possible Impact	Possible Impact	Possible Impact	Possible Impact
Improve Student Success	Pillar I: Student Access, Service and Achievement (Goal 1 and 2)	Increase retention and graduation rate of first year students	Pathways to Possible students average more credit hours per semester compared to non-program participants <ul style="list-style-type: none">12.5 vs 10.9	Decrease average time to degree completion via (1) Support and encouraging Concurrent Enrollment participation (2) Increasing awareness and participation of Prior Learning Assessments (PLA)	Partnerships with Denver Metro and Rural Colorado K-12 to build admissions pipeline and community support

Industry Partnerships: *Overview*

Original 18 INDUSTRY CLUSTERS



<https://choosecolorado.com/key-industries/>

Not a Top 14 industry but
high MSU Denver priority

Industry Partnerships: *Overview*

- Increased employer interest to invest in diversifying talent pipeline at K-12 level
- Apprenticeships and work-based learning integrated into experience and expectations for recent graduates (Denver Public Schools; Aurora Public Schools)
- Talent Accelerator and Career Pathways Programs
- Cybersecurity Certifications Club (funded by and designed in collaboration with Comcast)



Workforce Development Collaboration

United Airlines

MSU Denver

Denver Public Schools

Emily Griffith Technical College

JUNE 2022

Employer Partnership (EXAMPLE)

Goal

Create a new short-term and long-term talent pipeline for key roles in United Airlines.

Benefit

United: Sustainable acquisition and retention of diverse talent who will have broad experience and career potential globally.

Students: have a roadmap for continued support, early exposure to UAL work environment, engagement and job opportunities upon graduation and beyond.

Program Scope & Deliverables (EXAMPLE)

- Focus on key entry level UAL jobs / careers
 - Ramp service
 - Facilities maintenance technicians
 - Systems operations control managers
 - IT/Tech
- Ability to have a pipeline of ready-now talent
- Create opportunities for UAL leaders to be mentors/coaches
- Easy! delivered in a simplified way that is easy for the organization to engage
- Offers employees a variety of ways to participate in the program that fit with schedules
- Provides students with flexible options for education delivery
- By the time students are hired into UAL, they feel that they are already part of the family

Priorities: Tier 1

Fund all temporarily funded positions and programs:

Programs:

- Earn & Learn
- Faculty Engagement program budget
- COMPASS Professional Mentorship Program

Positions:

- Stop Out Coordinator
- Earn & Learn Coordinator
- Internship Process Manager
- Career Equity Specialist
- Data & Student Outcomes position
- Industry Navigators (2 – Public Service & Bioscience)
- Off-Campus Student Employment Coordinator

Priorities: Tier 2

New positions/programs to scale:

Programs:

- Graduate School Exploration Funding
- Industry Engagement and Innovation:

Positions:

- Stop Out Coordinator
- Student Employment Coordinator
- Graduate Student Career Support
- Peer Mentor Specialist
- Career Engagement Office Manager

Budget & Org Charts (C2Hub Fee)

[C2 Hub Fee Budget:](#) \$8 scaled

[Current Org Chart](#)

[Proposed Org Chart](#)