



**STRATEGIC PLANNING PROCESS  
WORK TEAM MEETING SUMMARY**

**Demographic & Labor Market Forces Work Group**

<b>Meeting Date: 3-1-13</b>		<b>Start Time: 2:30 p.m.</b>	<b>End Time: 4:30 p.m.</b>
<b>Members:</b>			
<input type="checkbox"/> Ron Burse	<input type="checkbox"/> Leo Calderon	X Amy Danzo	X Joan Ferrante
X Sandi Gillilan	X Janet Harrah	<input type="checkbox"/> Dennis Honabach	<input type="checkbox"/> Gail Messmer
X Dannie Moore	X Erin Mulligan	X Paul Orscheln	<input type="checkbox"/> Randy Pennington
X Kristine Pfendt	X Shirl Short	X Lori Southwood	<input type="checkbox"/> Diane Sticklen-Jordan
<b>Meeting Location : AC 615</b>			
<b>Invited</b>			
<b>Guests:</b>			

Items for discussion/decisions *(attach supporting documents as necessary)*

Item	Presenter
1. Review of the agenda	Lori Southwood
2. Subgroup presentations on revised draft summaries	Subgroup chairs
Group 1: Defining NKU Students and Market Q&A from full work group	Paul Orscheln Work Group
Group 2: Readiness of the Current Student Pool and Validity of Student Readiness Metrics Q&A from full work group	Dennis Hornbach  Work Group
Group 3: What is the market demand for NKU graduates and how do they succeed? Q&A from full work group	Janet Harrah Work Group
3. Group discussion of the revised drafts in and flow of summaries	Work Group
4. Other area of consideration for the Strategic Planning Committee	Work Group
5. Review of timeline and next steps	Lori Southwood
6. Meeting Recap/Review	Lori Southwood

**Action Items** *(attach supporting documents as necessary)*

Item	Outcome	Responsible Person	Due Date
Final revisions of subgroup reports submitted to Janet Harrah	Action needed	Subgroups	Mar. 6
Draft of final report sent to work group members for review	Action needed	Janet Harrah	Mar. 13
Suggested edits to Final report	Action needed	Work Group	Mar. 15
Submission of Final Report	Action needed	Janet Harrah	Mar. 18
Presentation of Final Report to Strategic Planning Committee	Action needed	Work Group Leaders	Mar. 20

**Notes:**

The subgroups presented the revised versions of their draft summaries.

**Group 1: Defining Our Students and Our Market** -- Paul Orscheln presented conclusions for his group summary and addressed the acronym issue. The typical NKU student is an undergraduate from Northern Kentucky or metropolitan Cincinnati, a 22-year-old, Caucasian, commutes to campus, receives financial aid. The pool of tri-state (KY, OH, IN) high school graduates will decline over the next 3-5 years, including a decrease in African American students. The latter could impact NKU's ability to meet diversity goals. New markets for recruiting traditional undergraduate students should be considered such as the Indianapolis metropolitan area, the adult and online populations to offset the decline in high school graduates. Hispanic high school graduates in our primary market are expected to increase over the next 15 years, suggesting a need to attract these students more. Local community college partnerships will continue be important to the transfer market. The potential for an increase the veteran student pool needs to be explored more fully as will new markets for international and graduate students.

Amy Danzo presented key findings from several articles relating Prior Learning Assessments (PLA) and graduation/retention rates. For example, those receiving financial aid who earned PLA credit had higher rate of bachelor degree completion those who did not receive PLA credit (72% vs. 16%). Students who received PLA credit in all age groups had higher



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rates of degree completion with those 55 and older having the highest graduation rates (54 percent of PLA students vs. 11 percent for non-PLA students). The youngest group with PLA credit (ages 25-34) with PLA credit had graduation rates more than twice those of non-PLA students in the same group (38% of PLA students vs. 15% of non-PLA students). Amy also shared a 9-page proposal to increase PLA availability at NKU that was presented recently to the Deans' Council.

**Discussion:** It was noted that Ohio State University has its own proficiency tests designed by faculty giving faculty more control of what is assessed. The Nursing program at NKU has a test for Advanced Nursing Studies, essentially for LPNs that may replace first-level courses. Fees for the CLEP (College-Level Examination Program) and DDST (formerly DANTES Subject Standardized Tests) testing are nominal. Students may retake the tests multiple times, but a waiting period is required between tests. Students are limited to testing out of 45 credit hours.

**Group 2: An Assessment of Current College Readiness and Graduation Indicators: Are They Adequate?** -- Kris Pfendt presented the key findings of the group that suggest current indicators for measuring college readiness and graduation rates aren't broad enough, so the university should consider traditional and non-traditional indicators of college readiness and graduation rate in the new strategic plan to better measure student success.

Traditional indicators of college readiness determined by the Kentucky Council on Post-Secondary Education are scores on the ACT, SAT, COMPASS, and KYOTE. However, the scores are only part of determining student readiness for college success. Studies suggest that non-traditional indicators such as a student's abilities in self-awareness, self-monitoring, self-control, study skills and work habits, financial and time management, seeking help, social problem solving, and resiliency. Leadership skills also are important, especially as they relate to effecting change, goal setting, collaborating and teamwork, managing projects, measuring results, and communicating well.

Traditional indicators of graduation rate are currently defined by the number of students who enter as first-time, full-time freshman who graduate from the same university. This indicator does not include the number of students who transfer to NKU and graduate or the number of students who enter NKU as freshman, transfer to another university, and graduate from that university. The non-traditional indicator would look at the overall graduation rate for the entire NKU student population including transfers.

**Discussion:** Members of the group asked if there was a way to capture data regarding graduation rates of students who transferred to other schools. Data is available through the Voluntary Assessment of Graduation, but the voluntary response by students is small at this point. It was also mentioned that the Kentucky Council on Post-Secondary Education is looking into some these non-traditional measures. It was pointed out that NKU is probably much better than we look under the current indicators. Underlying factors that may prompt a student to transfer include parents making their student prove themselves at NKU before allowing him or her to go elsewhere or parents requiring students who haven't done well elsewhere to transfer to NKU where they can live at home. It was noted that we don't collect data on students who begin at NKU but don't intend to stay and why they choose to do that. Several other questions were asked in the discussion:

- Are more students transferring seamlessly from Gateway?
- How well does NKU fit with what students want and how well do we communicate with them what we offer?
- How do well do students identify with NKU? It was once observed that on any given day you can walk across campus and see student wearing apparel from other schools. What are we as an institution doing about that? The switch to D-1 may help.
- Is any other work group looking at graduation rates?
- Are we looking at adult learners and do we have the plan we want to reach them?

**Group 3: What is the Market Demand for NKU Graduates and How Do They Succeed?** Janet Harrah said she has been incorporating information that was brought up in the last meeting and had just received some of that day.

**Wrap up:** The work group discussed the format the final report should take. All final subgroup summaries should be sent to Janet by March 6. We will not meet on March 8 to allow Janet sufficient time to draft the final report. The draft of the final report will be distributed via email to the work group on March 13 for review by the members by the next meeting on March 15. On March 15, the work group will suggest final edits before the final report is submitted on March 18. The final report will be presented to the Strategic Planning Committee on Wednesday, March 20 between 1 and 2:30 p.m. in SU 302. Each work group will have 10 minutes to present.

**Next Meeting:**

<b>Date: March 15, 2013</b>	<b>Location: TBA</b>
<b>Beginning Time: 1:00 p.m.</b>	<b>Ending Time: 2:30 p.m.</b>