Nudges: Using Non-cognitive Assessment for Student Success
How do we use what we know about students, to help them succeed?
Introduction

- Title III – Aspire Project
- Homegrown Advising tool - Advisor Link
  - Predictive analysis
  - Non Cognitive factors
- Robust reporting
  - Use student information to identify and link students to resources
Risk Assessment

- Biographical
- Special populations
- Student Behavior
- Non cognitive assessment (New students)
- Combine into a Risk Indicator
Predictive analysis

- Calculated risk
  - Low risk
  - Moderate risk
  - High risk

- Non Cognitive indicators
# Non Cognitive Survey

<table>
<thead>
<tr>
<th>Quest No</th>
<th>Question</th>
<th>Response</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How sure are you of your declared program/major at MWCC?</td>
<td>Completely sure</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Do you plan to work while attending MWCC?</td>
<td>21-30 hours/week</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Do you have reliable transportation to and from classes?</td>
<td>Yes</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Do you have regular (daily) access to a reliable computer with reliable internet access?</td>
<td>Yes</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Are you responsible for the care of children and/or other dependents?</td>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Do you have a financial plan to pay for present and future semesters?</td>
<td>Yes. I have a clear plan.</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>How would you characterize your ability to manage stress?</td>
<td>Excellent</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>From the following list, what do you most want to accomplish at MWCC?</td>
<td>Earn academic credits toward a degree</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>How well do you expect to perform in writing-intensive courses (English Composition for example) while at MWCC?</td>
<td>Average</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>How well do you expect to perform in math courses while at MWCC?</td>
<td>Excellent</td>
<td>0</td>
</tr>
</tbody>
</table>

Survey Total 0-3 pts| Score 0 | Survey Total 4-8 pts| Score 1 | Survey Total 9-13 pts| Score 2 | Survey Total 14+ pts| Score 3 |
Using the Information

- Targeted outreach to students:
  - Student success initiatives
  - Career exploration
  - Stress management
  - Transfer counseling
  - Financial literacy
  - Campus resources (CCAMPIS)
Outcomes

• Predictive analysis
  – Consistent with national tools

• Proactive outreach to students
  – Increased contact with advising

• Quantify changing makeup of students
Risk Assessment

All Students in the fall
- High Risk
- Medium Risk
- Low Risk

<table>
<thead>
<tr>
<th>Year</th>
<th>High Risk</th>
<th>Medium Risk</th>
<th>Low Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>201409</td>
<td>10.5%</td>
<td></td>
<td>45.0%</td>
</tr>
<tr>
<td>201309</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201209</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201109</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>201009</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200909</td>
<td>6.3%</td>
<td></td>
<td>57.3%</td>
</tr>
</tbody>
</table>
Weaknesses

• Highly dependent on biographical information
  – Not based on student agency
• Non cognitive assessment
  – Snapshot in time
• Use information to help students
Moving forward

• Link the non cognitive assessment with registration
• Student actions weighted more heavily
• Quickly identify students for outreach
Student Actions

– First term GPA below 2.3
– Term GPA drop from term to term
– Change major this term
– Change major more than once
– Canceled for non payment
– Late start (< 2 weeks)
– VERY late start (after 1st day)
Additional Actions

– Outstanding balance >$500
– Readmitted students
– Part time student
– Shift from full to part time
– Shift from in person to online
I know of no more encouraging fact than the unquestionable ability of man to elevate his life by a conscious endeavor.

- Thoreau
Questions?

- Debra Boucher
- Assistant Dean of Academic Affairs & Student Success
- dboucher@mwcc.mass.edu