

CALL TO ORDER

President Moore called College Council to session at 2:07 p.m.

ATTENDEES

Council Members Present:

Mary-Rita Moore, Christopher Clem, Dayanne Figueroa, Dr. Michael Flaherty, Mike Garrity, Audrey Jonas, Kevin Li, James Malarski, Elise Rapala, Susan Rohde, Dr. Purva Rushi, Shelley Tiwari

Absent: Erica Baffa, Hilary Meyer

Others Present: Christina Skasa, Brenda Jones Watkins, Jodi Koslow Martin, Joe Klinger, Ken Smith, Kurian Tharakunnel, Derrell Carter, Denise Jones, James Johnson, Jean M. Dugo, Aliga Jamscian, Tim Nystrom, Christina Bavone, Sandra Berryhill, Nelly Marcial

INTRODUCTION

President Moore introduced Dr. Purva Rushi, the new Executive Director, Strategic Planning and Accreditation and will serve on Council as the Facilitator. Dr. Rushi shared her employment history experience.

APPROVAL OF MINUTES

Christopher Clem made a motion to approve the minutes of the June 17 and July 22, College Council meetings, seconded by Mike Garrity. The motion carried unanimously by voice vote.

HOT TOPICS

None.

OPERATIONAL ASSEMBLY

Mike Garrity reported that the group did not meet over the summer. The first meeting of FY20 is Monday, September 9 at 2:30 pm, the agenda will be made available to committee members next week.

ACADEMIC SENATE

Dr. Flaherty reported Academic Senate did not meet over the summer. The first meeting of FY20 is Tuesday, September 10 at 2:30 pm in B-204/210. He anticipates changes to the Campus Quality Committee, he plans to discuss with Dr. Susan Campos and Pamela Harmon.

STUDENT SUCCESS

Shelley Tiwari invited Kevin Li to share elements on the Arts & Sciences Behavioral Nudge Retention Program pilot. Nudge is a concept in Behavioral Science, Political Theory, and Behavioral Economics which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision making of individuals. A nudge is any aspect of the choice architecture that alters people's behavior in a predictable way. Nudges are not mandates. Behavioral interventions have been successful in improving graduation rates among first-

generation and underrepresented students in the US. These interventions include initiatives to reduce “summer melt”, increase FAFSA completions, simplify student choices via more prescriptive curriculum (guided pathways), to strategies that help students reframe challenges and respond in productive ways.

Triton’s pilot program - TRUDY, your TRiton stUDY buddy began August 26, engaging 1,000 Arts and Sciences first-generation or returning adults during the fall semester. Students will receive text messages that are scientifically calibrated/personalized based on the identity and motivational goals of the students. The messages will offer study tips, motivation, and important campus information. The support is part automated, part human. Some of the messages will be questions, and the more the student responds, the more personalized the support will become. Students can opt-out of the text messages at any time.

Christopher Clem asked how the sample students were selected. A mass email was sent to the 1,000 students in the pilot group to give them a heads up that they will be receiving text messages from TRUDY. Audrey Jonas asked if the college can personalize questions. Yes, the way the system works is the more the student engages with TRUDY, the more questions can be formatted for each student. Susan Rohde asked how often they will get text messages. This depends on the student’s engagement.

President Moore asked what the first text message was and if any staff members were part of the pilot group. Dean Li said the first message was an introduction text and then based on the student responses, they will receive additional messages. Currently, the pilot group is limited to students. Dean Li will consider adding staff members in the next phase.

Christopher Clem asked if Dean Li has thought beyond the behavioral nudging, can TRUDY be applied toward our Guided Pathways work? For example, can we craft reminder texts to sign up for the next semester? Kevin said yes, he is working on the second year plan. He recently attended a Carnegie Mellon University workshop on Behavior Nudge Retention Programs. From that partnership the college will get two interns next year to support the development of messages to grow the program.

Shelley Tiwari serving as Steering Committee Chair, gave a brief update on Guided Pathways, and is currently in the early stages of the planning. An email message went out to Faculty requesting self-nominations or nominations for faculty representation on the Steering Committee. As soon as there is more information to share Shelley plans to use time at future College Council meetings to give updates on the progress.

President Moore mentioned that Dr. Campos presented information on Guided Pathways to the Council at the July retreat. The entire College will have an opportunity to contribute to the development of Guided Pathways.

OLD BUSINESS

COLLEGE COUNCIL GOALS

Edited draft goals were distributed to Council at the meeting and President Moore invited Dr. Rushi to lead the discussion on the goals. Based on Dr. Rushi's review and feedback she received from Council members, she saw a pattern regarding major categories - Strategic Plan, Accreditation, Student Success and Communication. With that feedback she created the following:

Draft FY20 Goals

1. **Strategic Plan**
Council will integrate the new Mission and Vision into all campus communications.
2. **Accreditation**
Council will prepare the campus community for the HLC focused visit on assessment of student learning in April, 2020.
3. **Student Success**
Council will engage in Guided Pathways planning.
4. **Communication**
Council will establish guidelines for Council representatives' communications

Dr. Rushi suggested that the Council adopt these four categories, which will remain constant each fiscal year and only updating the goals under the category each year. Dr. Rushi opened discussion on the new structure.

Council members agreed these are the main college-wide initiatives that College Council focuses on each year and may help Council keep focus on priorities. However, some members expressed concern on the fourth category Communication. Members felt it may not need to be on the list. Christopher Clem also noted at the July retreat, Council discussed that Title V would be listed in the goals. President Moore reminded Council that College Council serves as the internal monitoring team for Title V, so that will still be under Council review on a quarterly basis.

President Moore thanked Council for the feedback on the categories and opened the discussion on the goals. Council members agreed that the development of the outcomes at the retreat is still represented in these goals. Some goals will need to be developed, for example Guided Pathways planning, we can't develop those goals until the plan is in place. Christopher Clem mentioned at the retreat we discussed developing smart goals for FY20. The new version has broad goals and seems like it will be difficult to measure at the end of the year. Will College Council need to be part of sub-committees to achieve all these goals? He feels that this is a major shift and was it intentional? President Moore stated that Dr. Rushi met with Shelly Tiwari and Hilary Meyer to create the new broad categories and goals. Dr. Rushi said yes, it was the intention to create broad categories and goals at this time, the request was to create general categories to be used each year.

President Moore thanked Council for the substantial feedback. Dr. Rushi will take the feedback from today and will consider modifications for the next meeting. The discussion will continue on the Blackboard shell.

NEW BUSINESS

None

NEXT MEETING

The next meeting of College Council is September 16, 2019, 2:00 p.m. – 4:00 p.m. in B-204/210.

OTHER

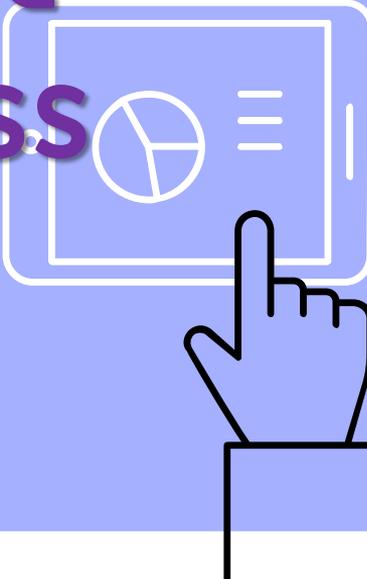
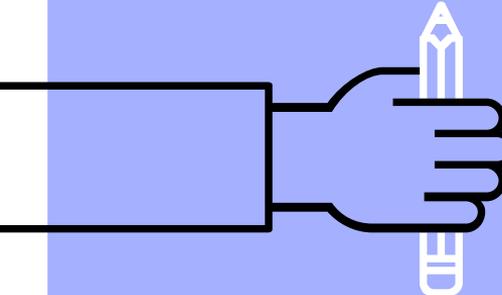
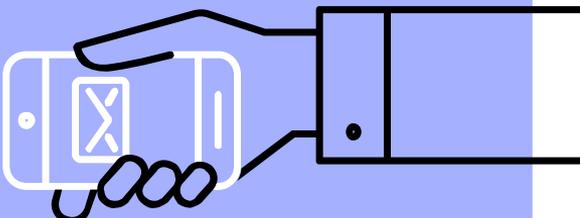
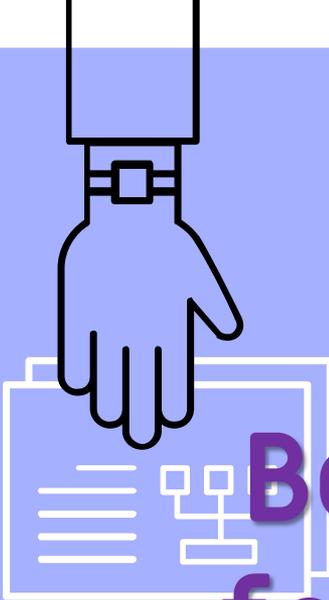
Council Membership - President Moore met with the new Triton College Student Association (TCSA) president Laura Martin Del Campo and they are working to identify who will be joining Council as the student representative.

Welcome - President Moore asked Dr. Jodi Koslow Martin to introduce Ken Smith, the new Director of Admissions. In his role, Ken will oversee all of Admissions, Welcome Center and the Call Center.

ADJOURNMENT

Dr. Michael Flaherty made a motion, seconded by Mike Garrity, to adjourn the meeting. College Council was adjourned at 2:58 p.m.

/jf



Leveraging Behavioral Science for Student Success

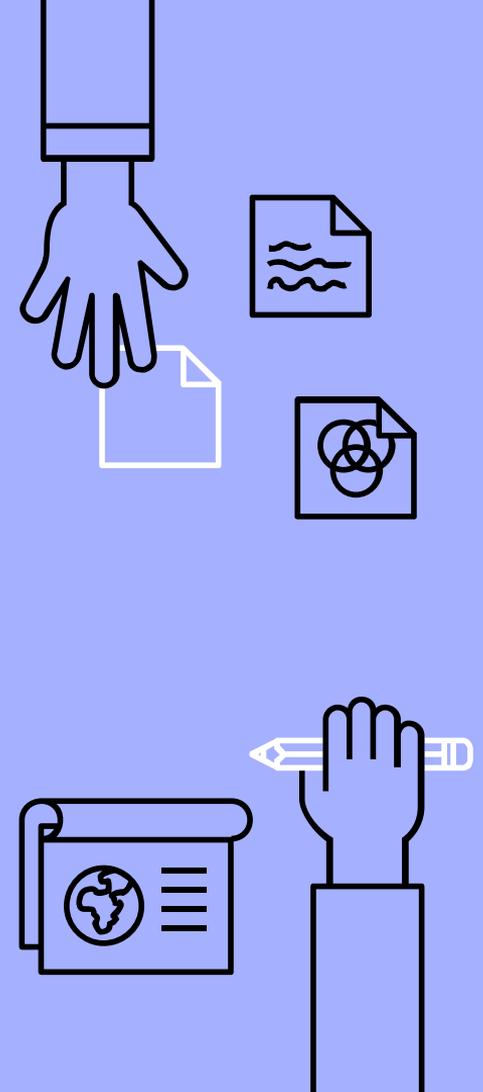
Kevin Li, Dean of Arts and Sciences
Presentation at College Council
8/26/2019

What is behavioral nudge?

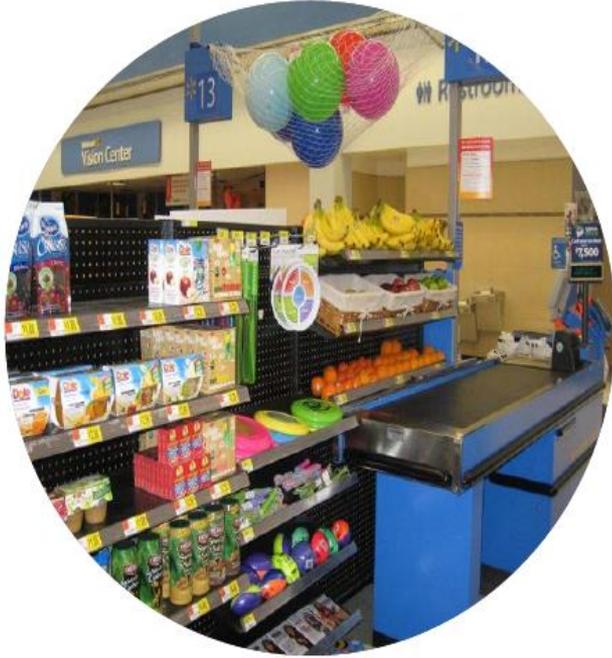
Nudge is a concept in behavioral science, political theory, psychology, and behavioral economics which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision making of individuals. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.

The concept has influenced British and American politicians. Several nudge units exist around the world at the national level (UK, Germany, Japan and others) as well as at the international level (e.g. OECD, World Bank, UN). Corporations, as well, are increasingly developing nudge units to facilitate/shape certain customer experiences.

Behavioral interventions have been successful in improving graduation rates among first-generation and underrepresented students in the US. These interventions include initiatives to reduce “summer melt”, increase FAFSA completions, to strategies that help students reframe challenges and respond in productive ways.



▶ APPLYING BEHAVIORAL SCIENCE TO CHANGE BEHAVIOR



Nudges in the Environment



Nudges in How We Communicate

► WE MEET STUDENTS WHERE THEY ARE

I feel like I don't belong.

I don't know how to manage my time.

I feel overwhelmed.

I'm too afraid to ask for help.

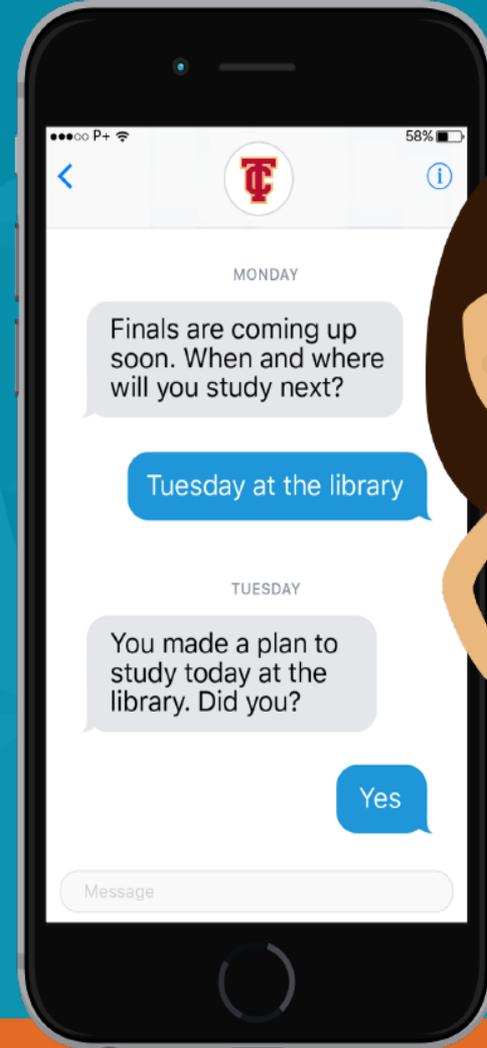
Everyone else has it figured out but me.

I don't have a support system.



Meet TRUDY, your TRiton stUDY buddy!

*She knows how hectic
college and life can be, and
she's here to help.*





How does it work?

Soon you will start getting text messages designed to support you to your degree. The support is part automated, part human. Some of the messages will be questions, and the more you respond, the more personalized they become. Save her number in your phone!



What are the messages about?

Messages from TRUDY will nudge you to stick to your study goals, stay motivated, connect with helpful resources on campus, and improve on or adopt new academic habits.



Why should I use this service?

TRUDY helps students stay on track to graduation! Studies show that students who get these messages are more likely to persist in college than students who don't.



Will it cost me \$?

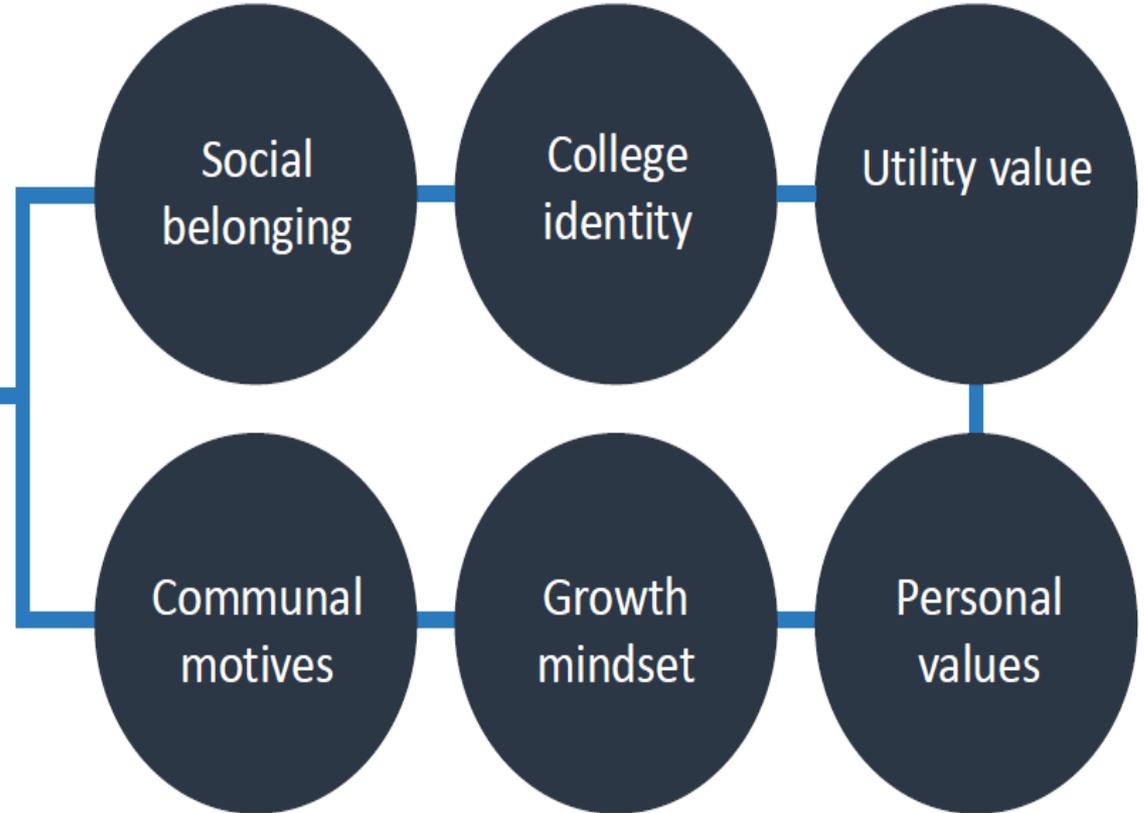
The service is free. Standard SMS fees may apply.

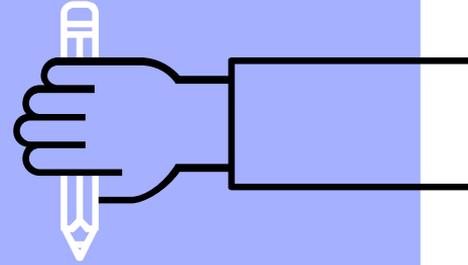


What if I don't want it?

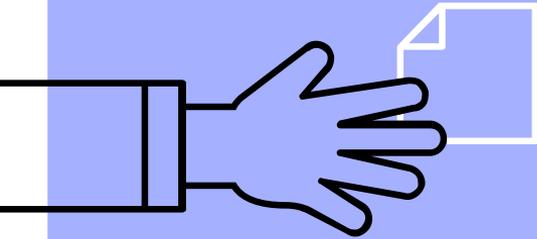
No problem! You can end the texts by replying "STOP" to any message.

▶ BEHAVIORAL SCIENCE + MOBILE TECHNOLOGY





1. First Generation Students



Growth Mindset

Research shows that your brain improves with practice. What's one school thing you used to be bad at but became better at over time?

If-Then Goals/Implementation Intentions

Finals start soon. When and where will you study next?

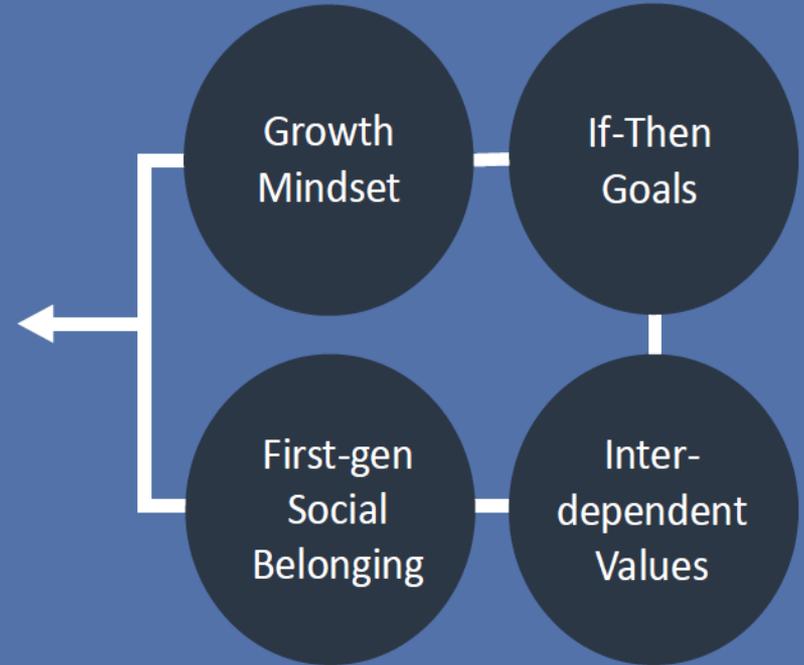
First-Gen Social Belonging

Students from all walks of life find success at Triton. How well do you relate to other Triton students?

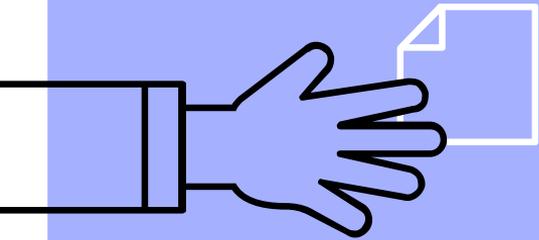
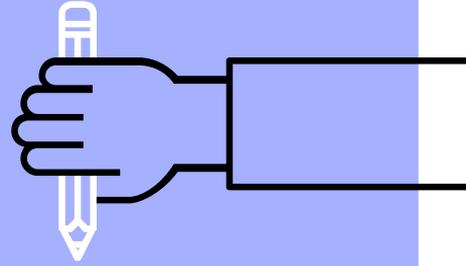
Interdependent Values

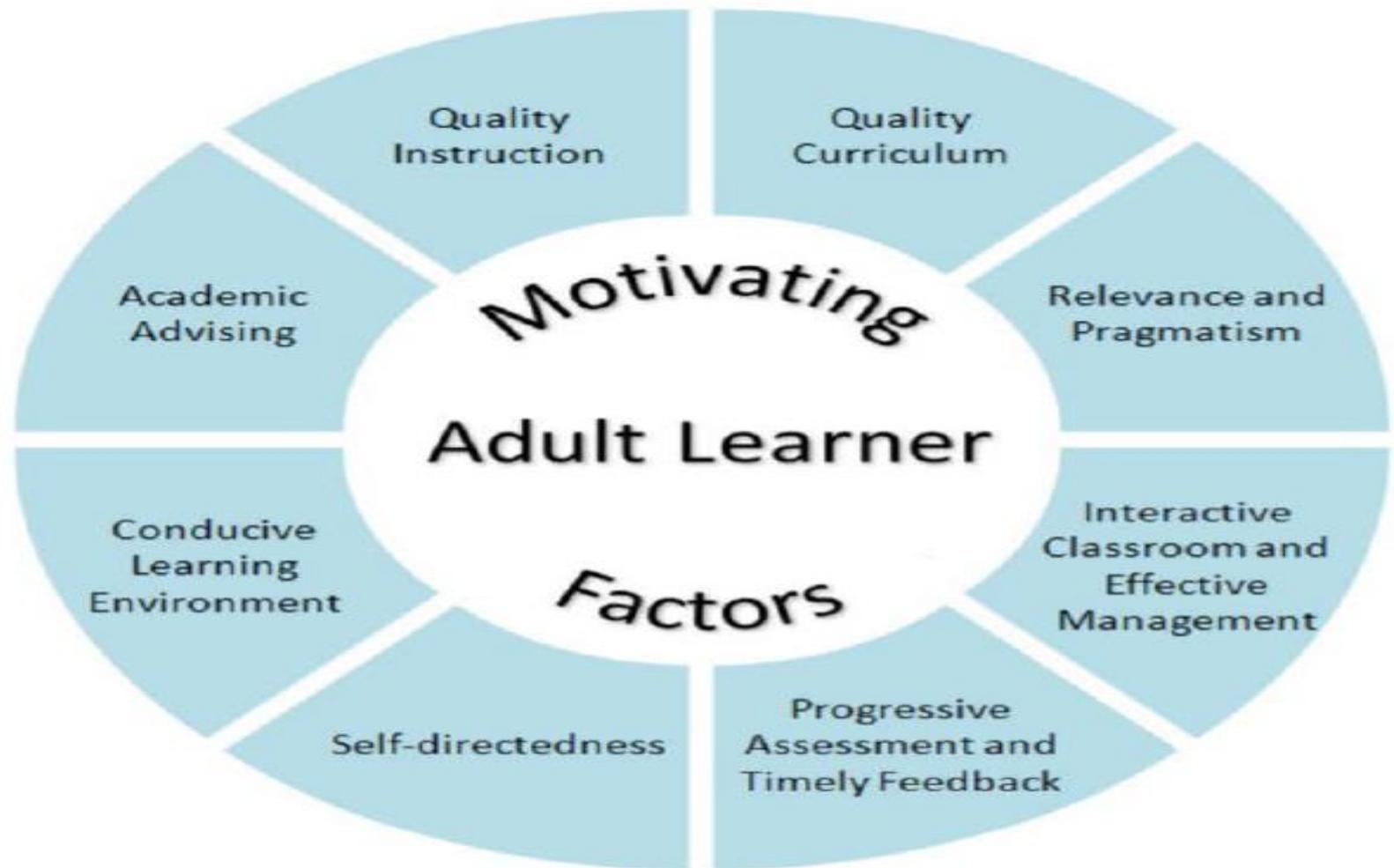
Over half of all first gen students hope to use their education to be a role model. Do you want to be a role model for someone?

FIRST-GEN INTERVENTIONS

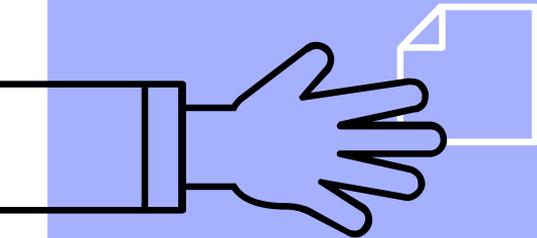
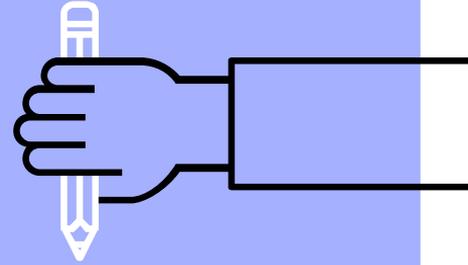


2. Adult Learners

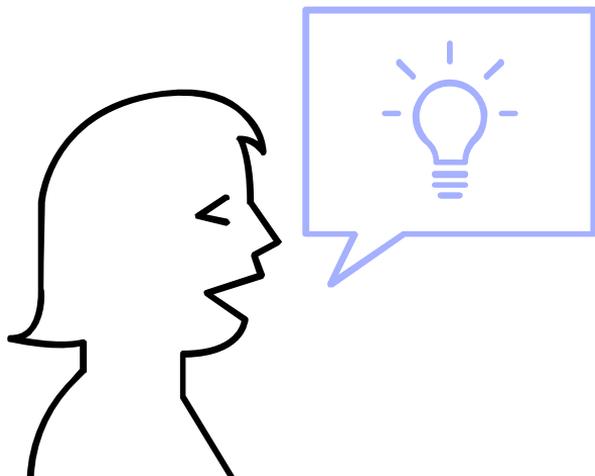




3. Impacts/Outcomes



Past Outcomes from Persistence +



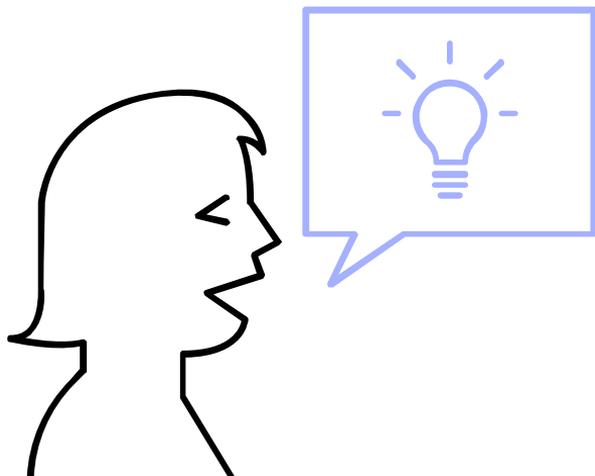
Nudging STEM Students

Across 4 community colleges in Ohio

10%

higher in retention rate for students
who received nudges, in
comparison to those who did not

Past Outcomes from Persistence +



Nudging Online Students

A randomized trial at large, online university

11%

higher term completion

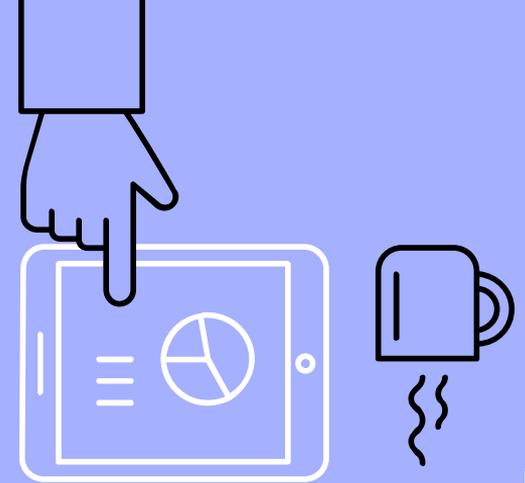
13%

higher registration for next term

A quasi-experimental research study at Triton College

	Control (No nudges)	Intervention (Receiving nudges)
First-generation	500	500
Older adults	500	500

- Compare the persistence rates between the intervention and control groups; assess the gain in re-enrollments
- Allow us to determine the actual impacts, thus justifying the institutional investment



A Special Shout-out to

The A&S B.N. Retention Program Advisory Committee:

- ▷ Hannah Ballas
- ▷ Sandra Berryhill
- ▷ Michael Garrity
- ▷ Lauren Kosrow
- ▷ Jacqueline Lynch
- ▷ Hilary Meyers
- ▷ Lewis Rule
- ▷ Derek Salinas-Lazarski
- ▷ Ric Segovia
- ▷ Kurian Tharakunnel
- ▷ Shelley Tiwari
- ▷ Tracy Wright
- ▷ Pat Zinga



THANKS!

Any questions?

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