



2017 KANSAS BOARD OF REGENTS DATA QUALITY AND PLANNING CONFERENCE

JUNE 8, 2017 9:30 AM – 10:20 AM

SUMMER U INITIATIVE IN KANSAS CITY, KANSAS PUBLIC SCHOOLS (USD 500)



Summer U Initiative

Findings and Next Steps

Prepared by:

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Kansas City Area Education Research Consortium



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Overview

1. Where we've been
2. What we've learned
3. What's next.....



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WHERE WE'VE BEEN: IMPLEMENTATION 2014-2016



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Summer U Collaboration



Summer U Partners:

- Kansas City, Kansas Public Schools
- Donnelly College
- KU Educational Talent Search
- KU Center for Educational Opportunity Programs
- **New for 2016:** Mid-America Regional Council and additional postsecondary partner - KCKCC





Summer U Strategies

- **Nudge students** via text messages on specific tasks to enrollment: orientation, registration, placement tests, financial aid & bill
- **Provide peer mentor outreach** via telephone calls
- **Provide customized** counseling with professional postsecondary advisors





Summer U Schedule

Date	Activity
April - May	<ul style="list-style-type: none">• Senior Survey
May	<ul style="list-style-type: none">• Summer U Kickoff
May - July	<ul style="list-style-type: none">• Text Messages• Counseling Appointments





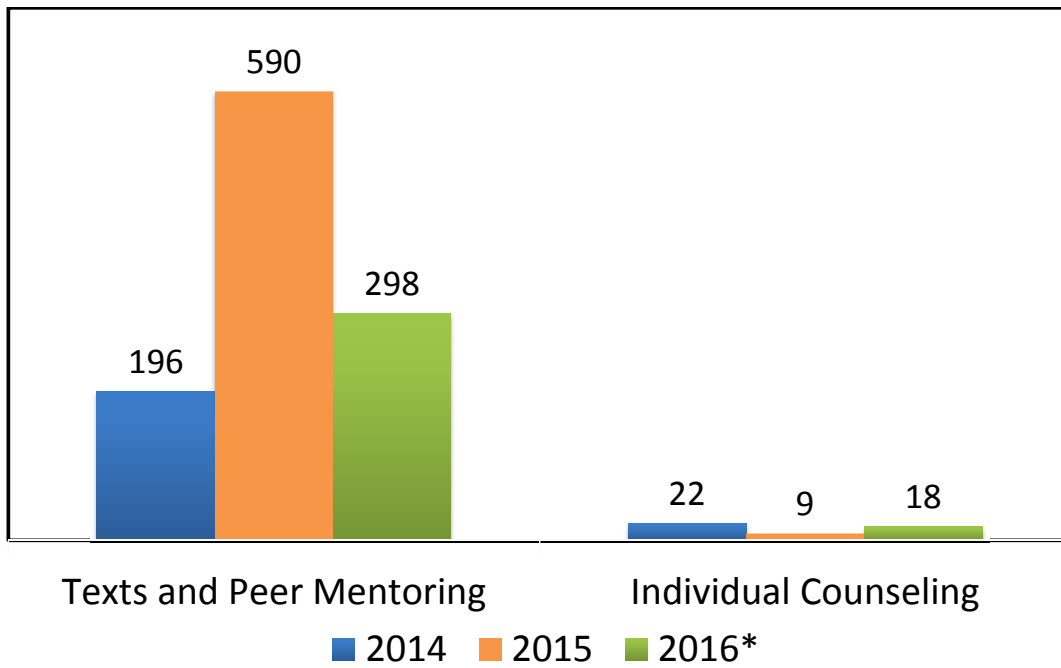
Summer U Changes Over Time

- **Texting:** One-way texting (2014, 2015) vs. two-way texting (2016)
- **Focus of texting messages**
 - 2014: GPA
 - 2015: College plans and FAFSA
 - 2016: Personalized based on Bridgit Survey
- **Data Management:** MS Access (2014, 2015) vs. Bridgit (2016)
- **Partners**





Summer U Participants: 2014-2016



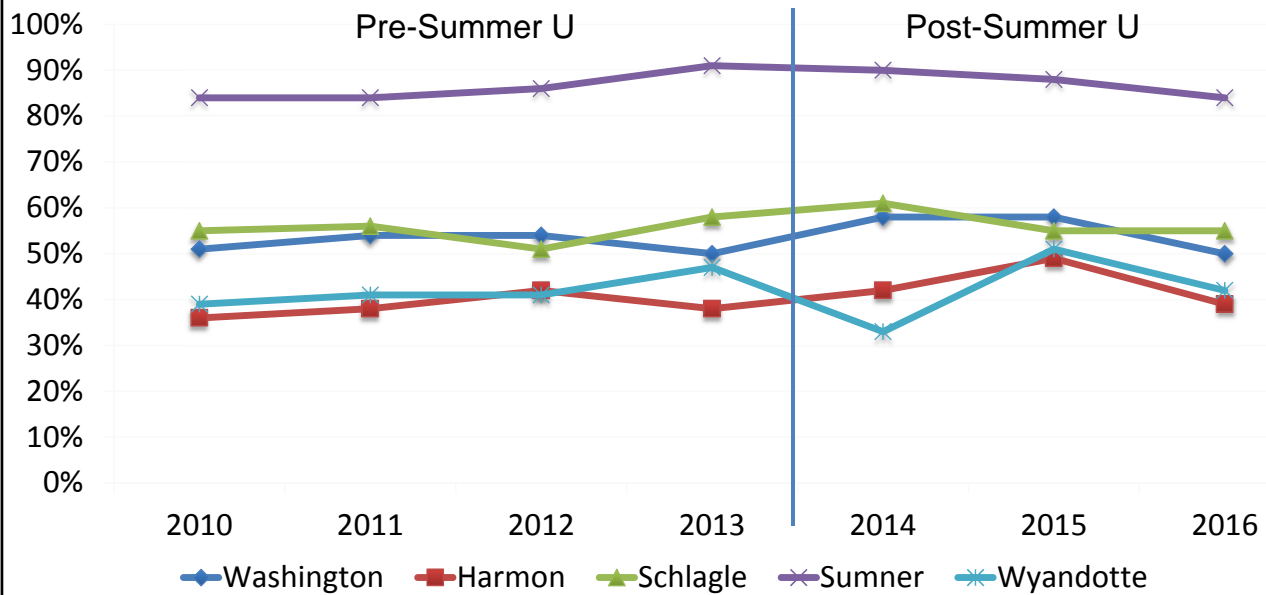
*2016 used Bridgit 2-way texting and email





KCK Postsecondary Enrollment Trends

Percentage of KCK Students who Immediately Enrolled in College



*Note: Enrollment is calculated using initial enrollment the fall semester immediately following high school graduation.



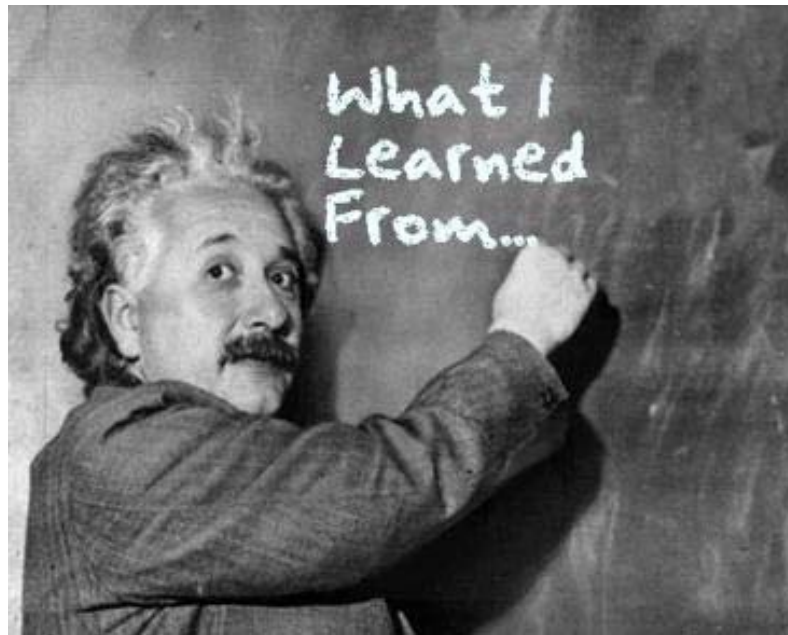
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WHAT WE'VE LEARNED (SO FAR.....)

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Finding 1: The Majority of KCK Graduates Enroll at KCKCC

Results indicate that each year approximately 20-25% of KCK graduates enroll at Kansas City Kansas Community College the fall semester immediately following graduation.

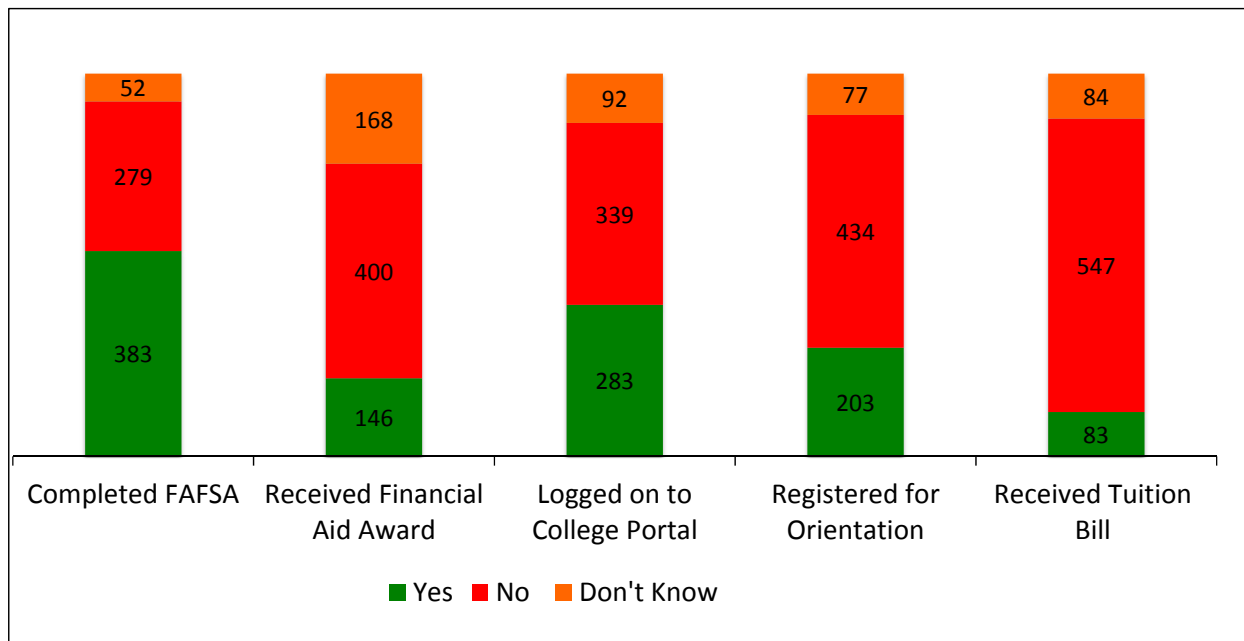
College	Graduating Class of		
	2014	2015	2016
Kansas City Kansas Community College	216 (25%)	251 (26%)	191 (20%)
Johnson County Community College	43 (5%)	56 (6%)	39 (4%)
Donnelly College	54 (6%)	17 (2%)	29 (3%)
University of Kansas	60 (7%)	46 (5%)	29 (3%)
Kansas State University	39 (5%)	36 (4%)	30 (3%)
University of Missouri-Kansas City	23 (3%)	38 (4%)	33 (3%)





Finding 2: Graduating Seniors Have Not Completed Pre-College Tasks

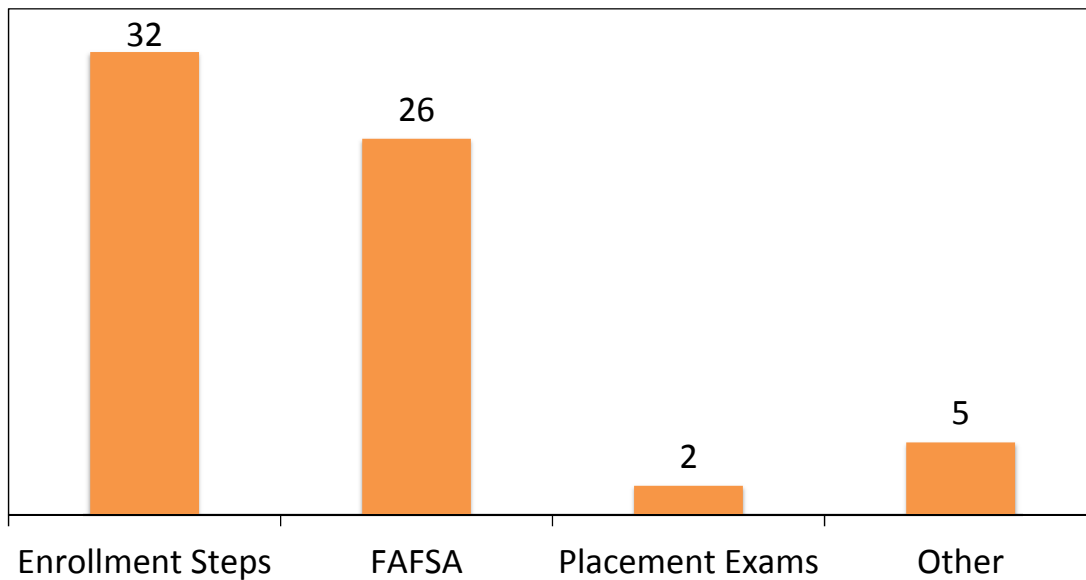
Results indicate that over half of KCKPS seniors still needed to complete pre-college tasks. For example, over 80% of students had not received their financial aid award. Results reflect senior responses on Bridgit Survey at the end of April, 2016.





Finding 3: Students Want Individual Help on Enrollment and FAFSA

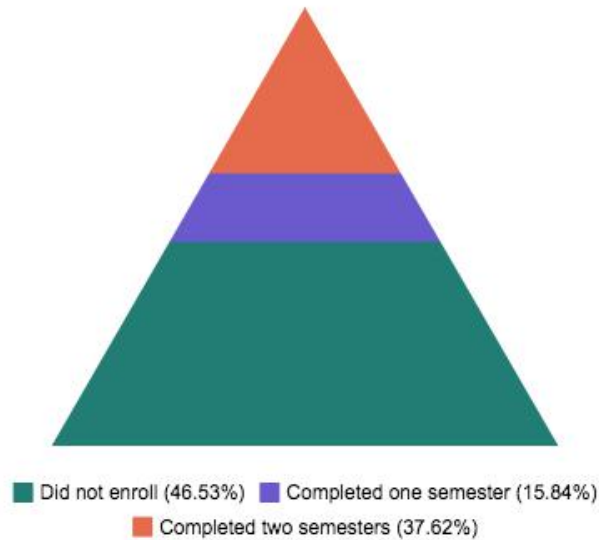
Counseling logs indicate that students needed help on enrollment steps and FAFSA.





Finding 4: Summer U May Have an Influence on Students with “No Plan”

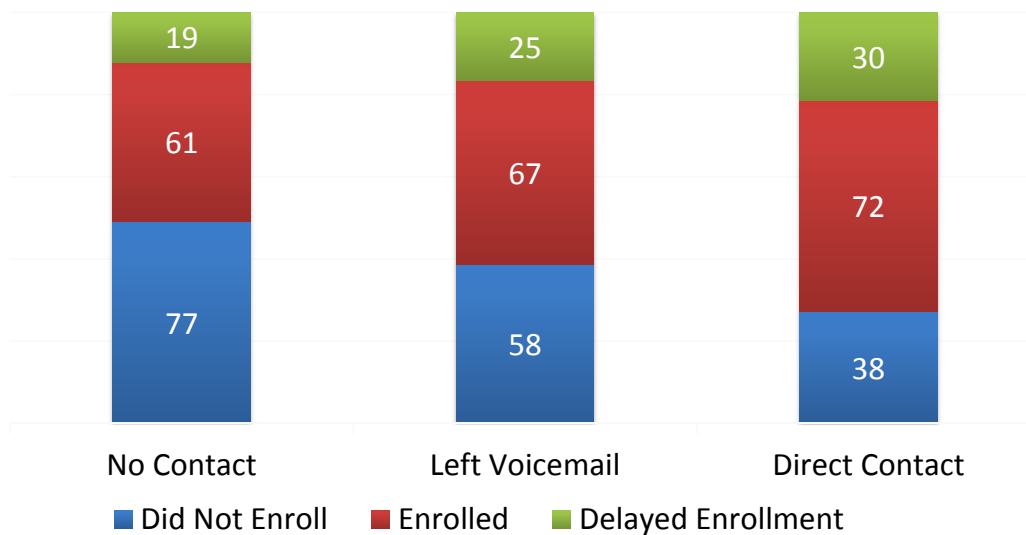
Summer U postsecondary results for students who indicated they had "no plans" for college





Finding 5: Mixed Results on the Impact of the Peer Mentor Outreach Calls

Results revealed that a similar number of students enrolled in college the fall semester immediately following high school graduation for each of the three groups. There were slightly fewer students who did not enroll in the direct contact group.





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Summer U Changes for 2017

- A **comparison study** will be conducted to examine two text messaging platforms – Bridgit and Signal Vine
 - 3 of the high schools will use Signal Vine
 - 2 of the high schools will use Bridgit
- **Advisors and other support staff** will receive training on documenting individual student progress



2017 Summer Implementation Plan



Students receive *scheduled* messages according to a pre-planned set of text messages. College advisors follow up with phone calls to students without plans.

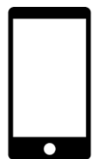
Students can text Summer U advisors *any time* for help.



Advisor responds! Office hours will be offered for students to call or drop into Summer U office.



In the works



Decision about future texting platform



Expand number of participants



Longitudinal evaluation study of on Summer U's impact



Connection with PS supports (TRIO)?



Expand number of PS partners



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