

# **Getting Strategic about Outcomes:**

*Stand out from the pack by making successful student outcomes part of your strategic planning*

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Principal

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[www.gdais.com](http://www.gdais.com)



**GDA Integrated Services**  
*is a market research, consulting, strategic planning and services firm that specializes in customized, integrated marketing solutions designed to help colleges and universities gain visibility, recruit students and raise money.*

# Capabilities include:

- Strategic Planning
- Market Research
- Positioning/Branding
- Student Recruitment Consulting
- Public Relations & Strategic Visibility Consulting
- Financial Aid Consulting
- Student Search Programs
- Predictive Modeling
- Tele-recruiting
- Print Communications
- Customized Web & E-Communications
- Social Media Consulting
- Video Production

# **GDAIS Research surveys:**

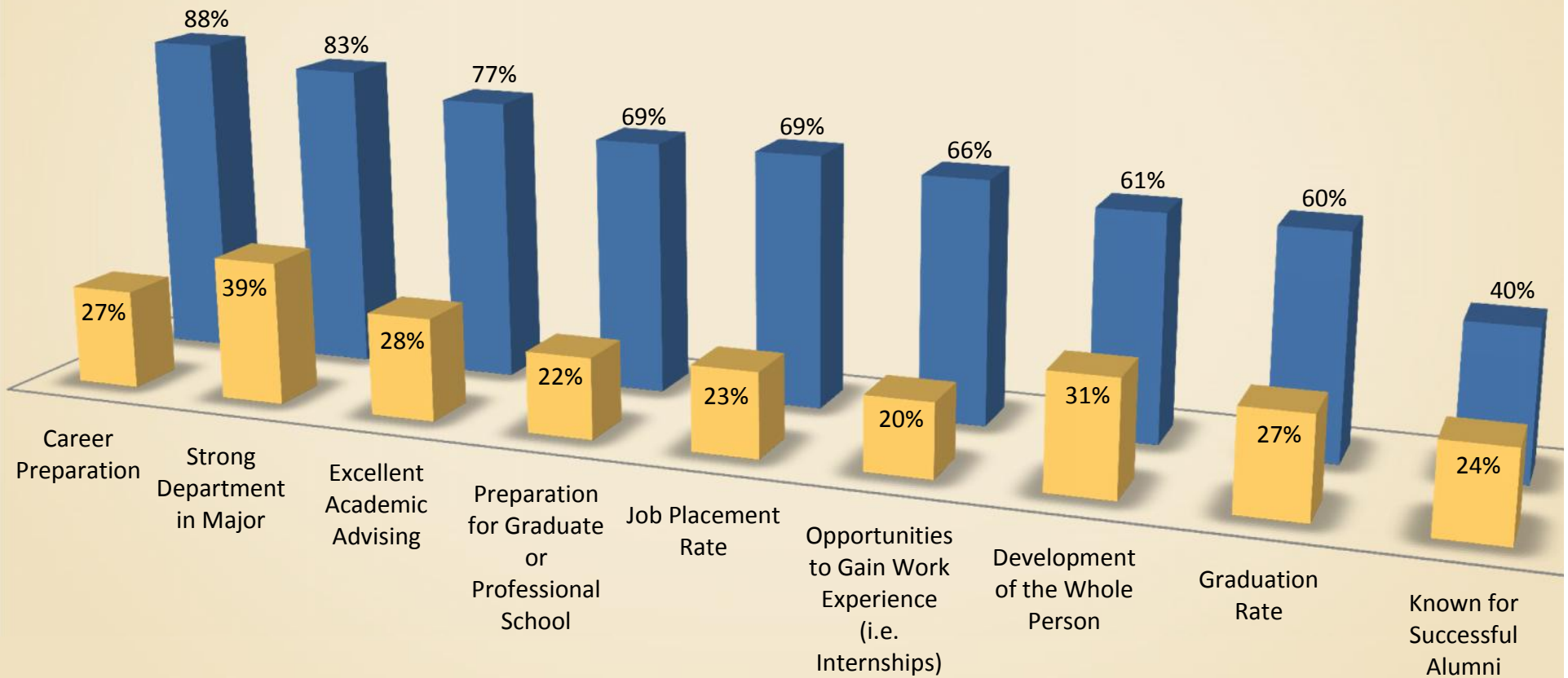
- 30,000 to 40,000 college-bound high school seniors
- 10,000 to 20,000 current college students
- 5,000 to 10,000 parents
- 10,000 to 15,000 alumni
- 1,000 to 2,000 guidance counselors
- 2,000 to 5,000 employers

# **Demonstrable Student Outcomes Are in Demand**

- **Career preparation: 88%**  
ranked “essential” or “very important”
- **Excellent academic advising: 77%**  
ranked “essential” or “very important”
- **“Very stressed” or “stressed”: 42%**  
how students in the college search  
reported feeling when they considered  
the value of a college degree

## How Successfully Are Colleges Delivering on Outcomes?

- Satisfaction-to-date of current students ("very satisfied")
- "Essential" or "Very Important" to college-bound students



# Wheelock College

- Founded in 1888, strong service and education mission
- Fenway neighborhood in Boston (campuses in Singapore and Worcester, MA)
- 870 undergrad, 460 grad
- Programs: teaching, social work, child life professionals

# Wheelock College

- Created VP of Student Success and Engagement
- 2 + 2 Shared Advising Model:  
Academic Success Plan
- Center for Career & Professional Development (CCPD)  
*“CCPD On The Move”*
- Field Experiences program expanded



# Wheelock College

- Initiative was presidential imperative, all data-driven
- Added professional counseling staff to existing faculty advising, hired incrementally (target 100:1 student:advisor)
- Holistic process, constantly developing/refining

# **Lewis & Clark College**

- Liberal Arts College (2,000 students)
- Law School, Grad School of Education and Counseling (1,400)
- Suburban Portland, OR
- Students from nearly every state, 76 countries

# Lewis & Clark College

- Dean of Students created office of student engagement (multicultural/ inclusion, academic support, student activities, student leadership & service)
- Pioneer Passport to Leadership program
- Center for Entrepreneurship
- New Career Center, new building, advisory committee

# Lewis & Clark College

## Lessons Learned

- Build a building along with new programs
- Secure separate donor funding for programs and facilities
- Involve faculty earlier

# Morningside College

- Private, Liberal Arts College
- Founded in 1894
- Located in Sioux City, Iowa
- 1,280 full-time undergraduate students
- Endowment just over \$43 million



# Morningside Mentorship

Exceptional advising. Extraordinary success.

“With the Morningside Mentorship, we offer a learning experience focused on each student’s strengths, goals and interests. That is what we mean by a new type of advising.”

Lillian J. Lopez  
Vice President for Advising  
Krone Advising Center

# Krone Advising Center





# Krone Advising Center



# Promotion

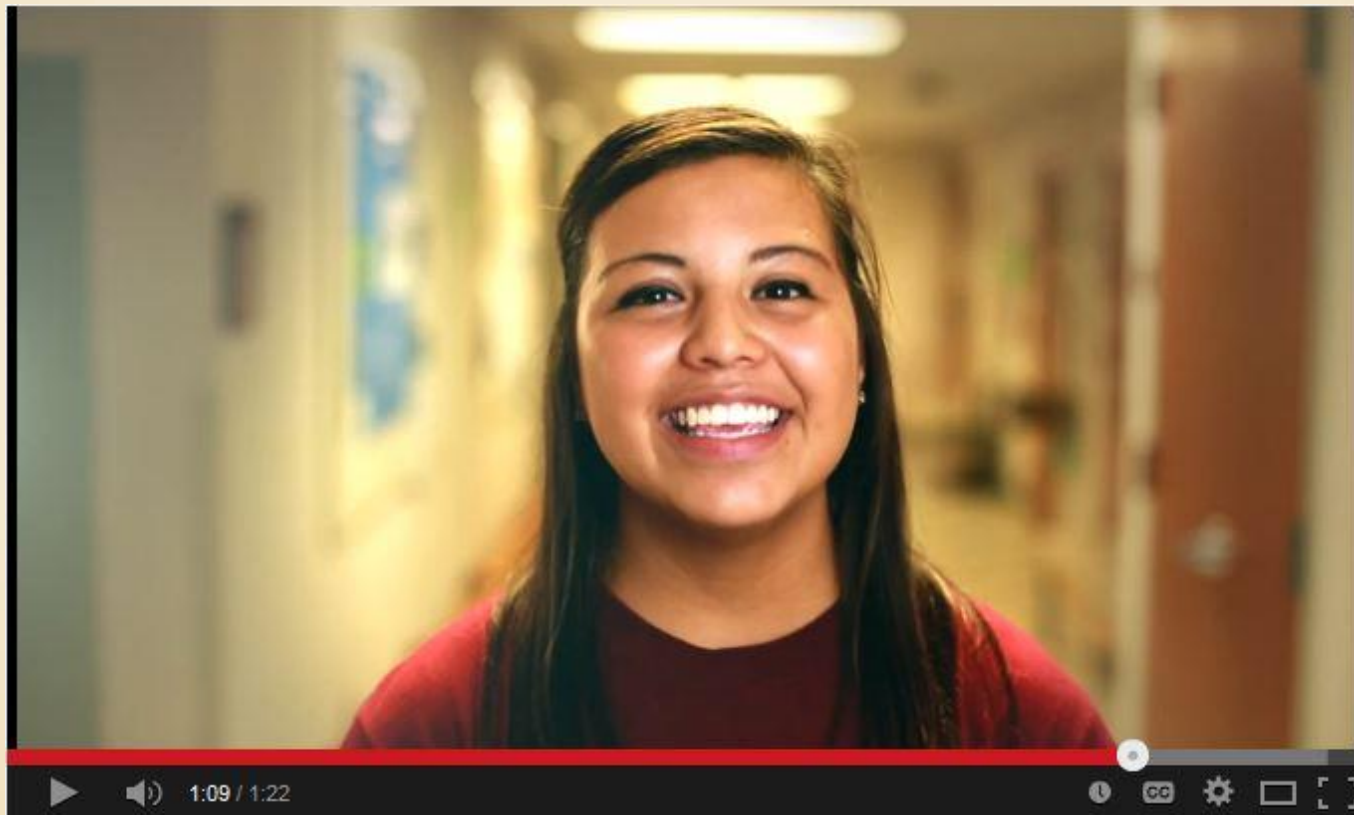
- Interactive Brochure
- Emails
- Microsite
- Video
- Signs and Posters on campus
- Social Media

# Email Header



**Morningside Mentorship**  
Exceptional advising. Extraordinary success.

# Video



# Augustana College

- Private, Liberal Arts College
- Founded in 1860
- Located in Rock Island, Illinois
- 2,500 undergraduate students
- Fall 2014: 738 enrolled first-year students
- Endowment is almost \$116 million

# Augustana College

CORE

CAREERS | OPPORTUNITIES | RESEARCH | EXPLORATION

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CAREER DEVELOPMENT

# CORE...

- Is a purposeful reorientation to the student experience
- Connects a student's experiences, knowledge and passion
- Represents the residential liberal arts experience in a modern, student-centered way
- Prepares students for jobs and graduate school

# The Approach

- Encouraging students to own and navigate their college experience from day one
- Connecting in- and out-of-classroom learning
- Serving as on-campus mentors and connecting students to off-campus mentors
- Providing customizable resources, services and opportunities.



# Location and Size Matters

- CORE has prime real estate
  - At the heart of campus
  - Adjacent to the new Center for Student Life (a hub of activity)
- CORE has 13 Career Development staff for 2,500 students

# The Services

- Advising
- Career Development
- Community Outreach
- Internships
- Research
- Study Away
- Vocational Discernment

# Distinctions

- Viking Score
- Staffing Levels
- Approach for advising
- Augie Choice
- Research to solve community concerns

# Your **VIKING SCORE** Worksheet



Use the Viking Score to track your level of professional preparation for life after graduation. Put a check mark next to each task that you complete and then calculate your Viking Score. The more points you accumulate, the more you have accomplished to prepare yourself.

A suggested minimum number of points to accumulate by the end of each year is listed below; however, you are encouraged to go beyond the minimum tasks.

**Note:** The other side of this worksheet lists the available workshops you may choose from each year as well as an explanation of the Viking Score Awards Program.

Questions? Stop by Career Development on the first floor of the Olin Center, email [careerdevelopment@augustana.edu](mailto:careerdevelopment@augustana.edu) or call (309) 794-7339.

**CORE**  
CAREERS | OPPORTUNITIES | RESEARCH | EXPLORATION  
CAREER DEVELOPMENT

## LEVEL ONE — typical for first-year students (2 points each)

- Meet with Career Development staff to discuss résumé format and career goals.....
- Attend any two workshops within Groups A and B.....
- Complete one professional skills or personal traits assessment.....
- Launch LinkedIn account.....
- Complete vocational exploration worksheet and discuss with Career Development staff .....

YOUR SCORE	YEAR-END POTENTIAL
	<b>10</b>

## LEVEL TWO — typical for sophomores (4 points each)

- Meet with Career Development staff to discuss career plan of action.....
- Attend any two workshops within Groups B and C.....
- Complete job shadow experience.....
- Attend career/graduate school fair.....
- Complete professional development assessment.....

YOUR SCORE	YEAR-END POTENTIAL
	<b>30</b>

## LEVEL THREE — typical for juniors (6 points each)

- Create LinkedIn profile with professional headshot.....
- Attend any three workshops within Groups C and D.....
- Complete first internship or career-related job.....
- Attend at least one job/grad school fair.....
- Create a post-graduate plan of action and discuss with Career Development staff.....

YOUR SCORE	YEAR-END POTENTIAL
	<b>60</b>

## LEVEL FOUR — typical for seniors (8 points each)

- Complete second internship or career-related job.....
- Attend any four workshops within Groups C and D.....
- Update résumé and post-graduate plan of action with Career Development staff.....
- Create a portfolio of work for graduate schools/employers.....
- Launch personal brand website.....

YOUR SCORE	YEAR-END POTENTIAL
	<b>100</b>

## WHAT'S YOUR VIKING SCORE?

Student Name \_\_\_\_\_

TOTAL NUMBER OF POSSIBLE POINTS BY GRADUATION: 100

# Key Accomplishments

Career Development had more than 2,200 student interactions

- 1,000+ student visits to CORE
- 200+ students attended workshops
- 150+ attended special events
- 400+ attended job/grad school fairs
- 200+ attended student group/Greek Life presentations
- 200+ were in classes during our presentations
- 80+ worked in EDGE Center

# Recommendations

- Think Big
- Involve all constituencies early on
- Carefully consider Career Development leadership role
- Take a transformative approach
- Track and share outcomes
- Engage students from day one

# Thank You

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