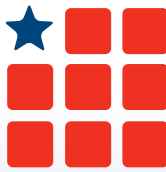


**COLLEGE** *for* **AMERICA**

AT SOUTHERN NEW HAMPSHIRE UNIVERSITY

# COLLEGE *for* AMERICA

AT SOUTHERN NEW HAMPSHIRE UNIVERSITY



Changing the Workforce.  
Changing the Conversation.  
And Changing America's Mind.

ADDRESSING THE COLLEGE CREDIBILITY CRISIS



# How Are We Innovating?

- **Cost/Price**
- **New model of learning**
- **Employer plays key role**
- **Leverages social networks**
- **Scales by reaching underserved markets**
- **Focus on lower-income working adults**
- **Truly Student-Centered**

Performance

Disruptive  
technologies

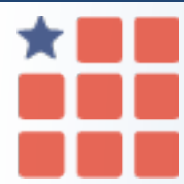
Sustaining innovations

Performance that customers  
can utilize or support



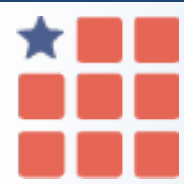
# The Typical College Experience

- Most institutions not designed around the needs of working adults
- Students must adjust to institution (place, time, pace)
- Traditional learning model (classes, grades, tests); sometimes too little feedback, too late
- Price can be high, especially with extra fees, books, etc.
- Financial aid runs out quickly
- Failure/withdraw rates are high, especially in developmental
- Can be impersonal, doesn't offer needed one-one coaching or peer support



# College for America: Student-Centered

- Students can enroll anytime, work anywhere, and set their own pace
- Program aimed at “unconfident learners” with complicated life (who may have given up on college).
- They receive crucial support and coaching to set goals.
- Workplace programs provide cohesion and support.
- Learning model is focused and relevant, values prior learning and experience
- Low cost (<\$2500/yr), covered by financial aid and/or company reimbursement.



# Competency Learning Model

## Traditional Approach

- Passing is the goal
- Transcript is a “black box” -- doesn’t address learning
- Time is fixed; learning is variable
- 3-level courses are the defining unit
- Mismatch between college and workplace expectations

## Our Approach

- Mastery is the goal
- What students know and can do is transparent
- Students learn at own pace; learning is defined
- Granular competencies are the defining unit
- Competencies reflect needs of 21<sup>st</sup> century workplace



# Competency Learning Model

## What are Competencies?

- “Can do” statements about what students know and can do:
  - Can generate a variety of approaches to addressing a problem
  - Can evaluate information and its sources critically
  - Can negotiate with others to resolve conflicts and settle disputes
  - Can apply basic economic theory and principles of finance to analyze basic consumer decisions
  - Can locate and use information in basic business documents, such as manuals and reports



# Competency Learning Model

## How Do Students Provide Evidence of Competency?

- Students demonstrate mastery by completing Tasks -- authentic and engaging projects that enable them to learn by doing
- Tasks range in difficulty and complexity
- As in the real world, students may need to use multiple competencies to accomplish a Task, e.g., writing a business memo can involve:
  - Communication Skills
  - Critical Thinking
  - Quantitative Skills
  - Ability to use and locate information
  - Awareness of audience
    - *And more!*





# Building a Network for Success

<b>SNHU Coach</b>	Primary point of program support Plans with students (towards self planning): <ul style="list-style-type: none"><li>• Goals</li><li>• Setting and keeping pace</li><li>• Network development</li></ul>
<b>Reviewer</b>	Provides task evaluation and feedback
<b>Accountability Partner (outside of network)</b>	“Gym Buddy”
<b>Peers</b> <ul style="list-style-type: none"><li>• Work (e.g., ConAgra)</li><li>• Task (same task; mastered task; level 3 rock stars)</li><li>• Community (lives in town/city)</li></ul>	<ul style="list-style-type: none"><li>• Task support</li><li>• Camaraderie</li><li>• Motivation</li><li>• Emotional support</li></ul>
<b>Mentors</b> <ul style="list-style-type: none"><li>• SNHU alumni</li><li>• Company</li><li>• Community</li></ul>	<ul style="list-style-type: none"><li>• Professional advice</li><li>• Big picture</li><li>• Recognition</li></ul>



# Student Dashboard: Plan, Work, Connect

Focuses students on priority assignment

All activity updates are shown here

**COLLEGE FOR AMERICA**

STUDENT NAME | HOME | MESSAGES | HELP

PLAN | WORK | CONNECT

### DASHBOARD

**NEXT UP** [View All](#)

SEP 12 **The Literature of Transformation**  
Task added by Student Name on September 1

**RECENT ACTIVITY**

SEP 3 **Establishing a Plan**  
Task saved by Student Name

SEP 2 **Privacy Settings**  
Settings updated by Student Name

SEP 1 **The Literature of Transformation**  
Task added by Student Name

AUG 25 **Mastering the Paragraph**  
Task completed by Student Name

AUG 18 **Practical Math**  
Task added by System

AUG 18 **Corporate Responsibility**  
Task added by System

**MY PROGRESS**

23% 35%

**MY CALENDAR**

**NETWORK** [View All](#)

COACH VINCE LOMBARDI

MENTOR TONY ROBBINS

ACCOUNTABILITY PARTNER NANCY PELOSI

**RECENT POSTS** [View All](#)

ART IN CONTEXT(S)  
Links b/w film and art history – Douglas Gordan?  
September 10, 2012 Janet Leigh

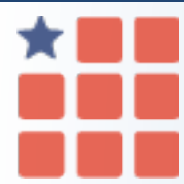
PROGRESS MAP

University  
123 Main Street, USA  
800.555.1212

About the Program  
Contact Information  
University Home

Students schedule all tasks on their calendar to set their pace

Shows who from their personal network is online



# Technology: Social Collaboration

- Connect and Converse
  - Impromptu 1:1 Video Chat
  - Video Study Groups
  - Virtual Town Hall Meetings
  - Affinity Groups
- Create and Share Content
  - Collaborate on Documents in Real-Time
- Access Anywhere, Anytime
  - Access on any device – iPhone, Android, Blackberry, Tablets, Windows, Mac





# Technology: Innovate, Reduce Cost

- Streamline All Processes
  - Fewer Systems Integration = Fewer Points of Failure
  - Automation
  - Early Detection Systems
  - 360 Degree Student View
  - Paperless



# Partner Strategy

## For January:

10 Partners : 100 Students

## For September:

20+ Partners: 500+ Students

**Targets:** Health Care,  
Insurance, Food Service,  
Hospitality and Retail

## Current Partners:

ConAgra Foods

Cumberland Gulf

Sodexo

Anthem BC/BS

RiverWoods

City of Memphis

Urban League of E. Mass.

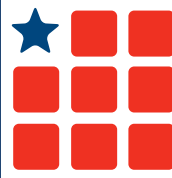


Urban League of  
Eastern Massachusetts



## What Have We Learned?

- **Cost** is “top of mind” for all employers and employees
- Competency-based model is viewed as delivering “**what is missing**” in higher education
- Willingness to solve problems creatively around delivery and persistence
- Employer involvement is strong motivator for student
- Employers are supportive in variety of ways: mentors, recognition programs, computer labs and recruitment



“Colleges as we know them are not right for everyone, but everyone is right for college”