

# *CALL*

## Continuum For All Louisiana Learners

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### **Education...Go for more!**

Using Data to Create Programs and  
to Deliver Support Services for Adult Students

Aslanian Conference Presentation • November 30, 2007



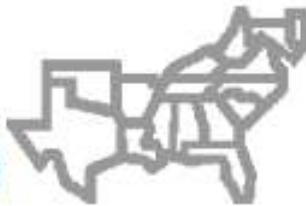
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**Education...Go for more!**

## Innovative Partnership

**SREB**



**CERT**  
CONSORTIUM FOR  
EDUCATION,  
RESEARCH AND  
TECHNOLOGY  
OF NORTH  
LOUISIANA



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## **An Innovative Partnership**

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➤ **Institutions**

**Bossier Parish Community College (BPCC)  
Northwestern State University (NSU)**

➤ **Coordinating Partner**

**Consortium for Education, Research, and  
Technology of North Louisiana (CERT)**

➤ **Agency/Organization**

**Board of Regents (BOR)**

**Southern Regional Education Board (SREB)**

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**Answering Louisiana's  
Educational Attainment  
Challenge**



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## Three Core Strategies

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➤ **Market Research**

FREE

Professional

➤ **Program and Support Services Development**

Accelerated and Online Programs

Adult Learner Focused Support Services

➤ **Adult Learning Campaigns**

Integrated Media

Internally and Externally Funded

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# *CALL* addresses educational attainment challenges

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## Targets 3 distinct groups of adults

- high school graduates with no previous college experience
- **who attended college but stopped short of earning a degree, and**
- **have a college degree and want additional credentials for career advancement.**

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# Market Research

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# *Why These Groups and How To Serve Them?*

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## **Data Driven Decisions**

- FREE market data guided CALL steering committee to potential students
- **Professional Market Research** guided program development and campaign efforts

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# Louisiana Adult Learning Task Force Conclusions

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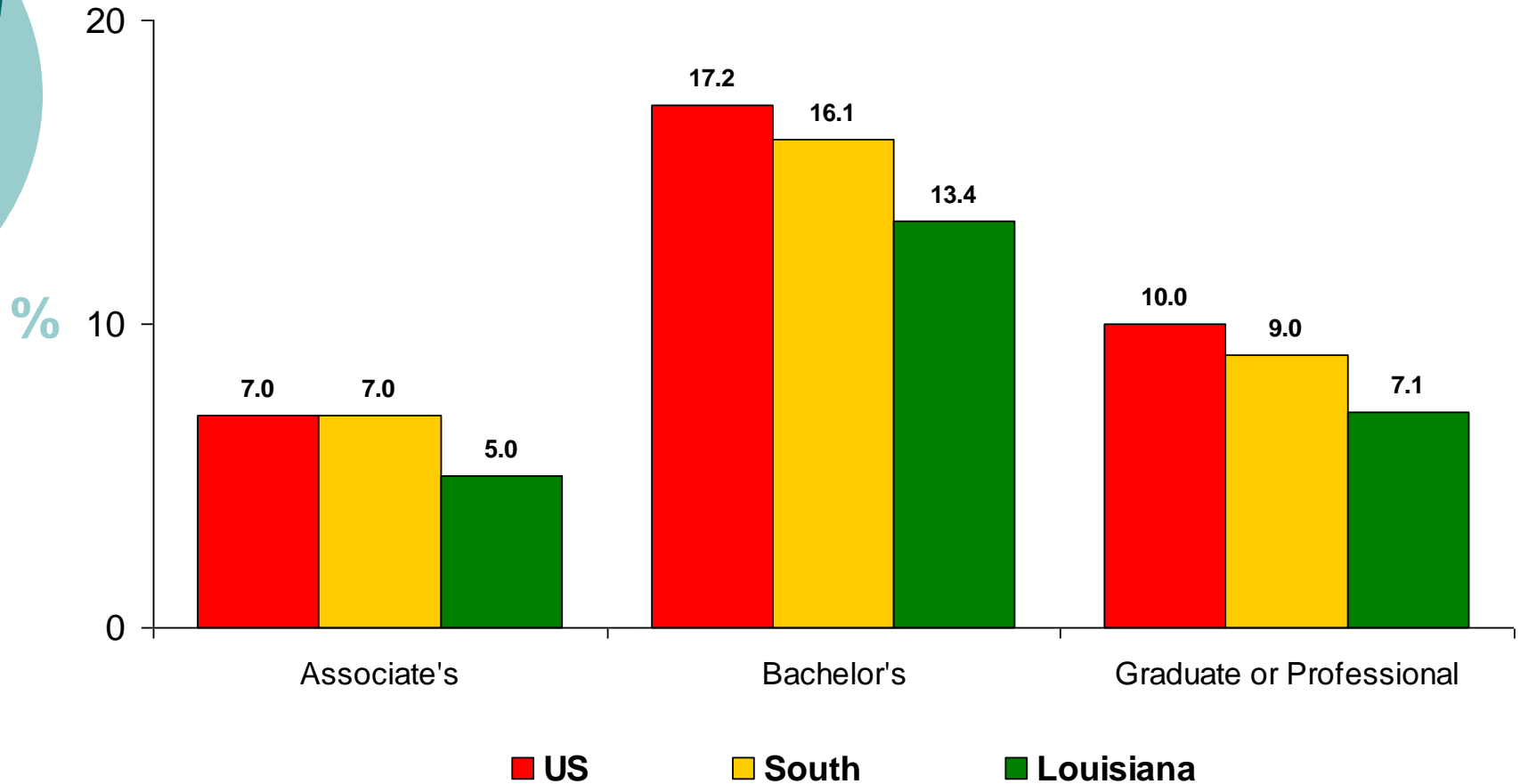
**Cannot achieve economic and quality of life benefits without**

- **addressing the mismatch between occupations in demand and worker training.**
- **significant improvement in the education attainment levels of the adult population**

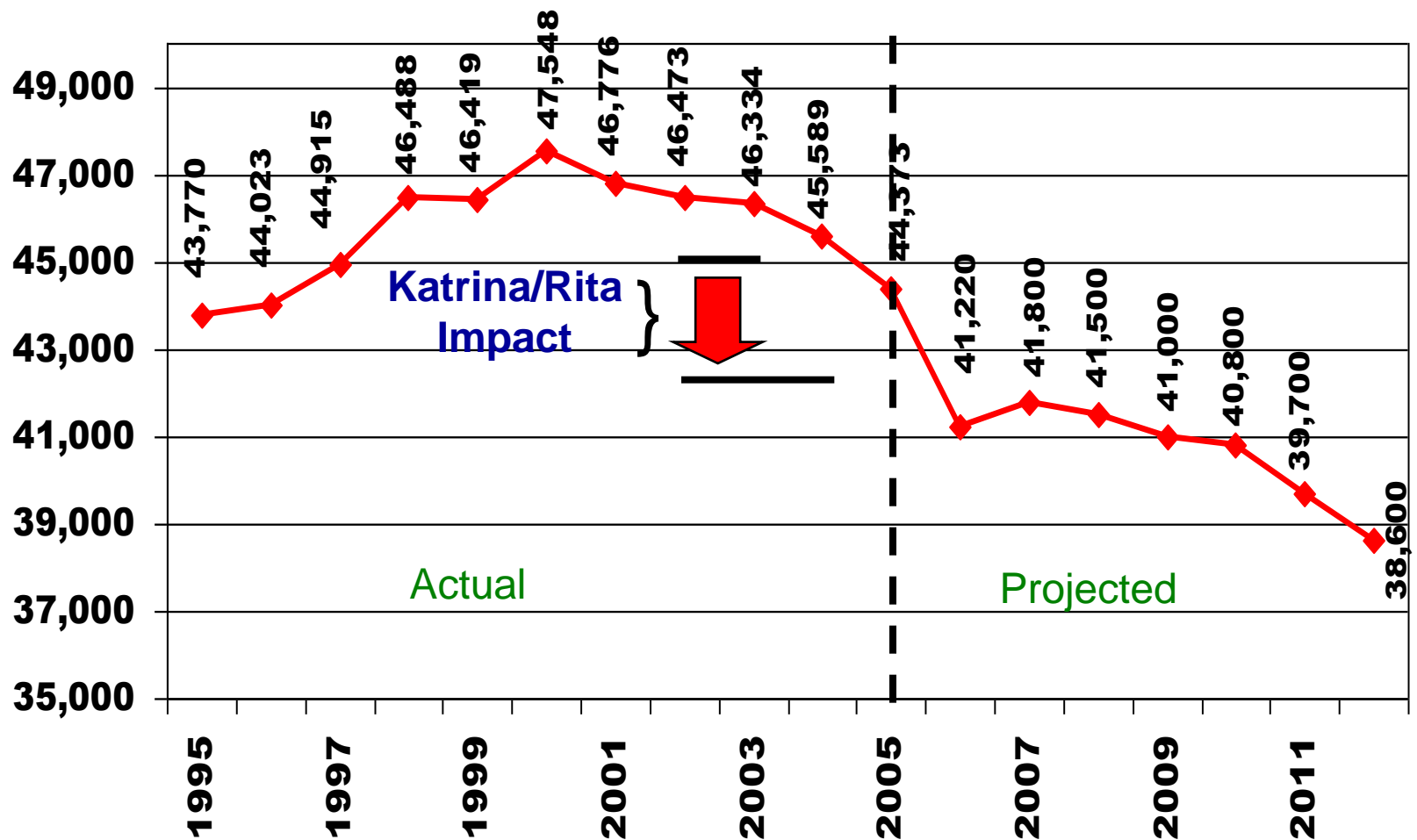
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# Highest Educational Attainment of Population 25 Years and Older in 2005



# Louisiana High School Graduates and Post-Katrina Projections



Source: Projection of Total Number of Louisiana High School Graduates for School Years 2006-2007 TO 2011-2012; Education Estimating Conference, January 2007

# SREB Estimates Based on Fact Book

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Suggests a potential market of...

**600,000 adults** with some college and/or no bachelor's degree

**800,000 adults** with h.s. diploma but no college

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# Adult Learning Demand in Northern Louisiana

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**BOR commissioned a study by The Aslanian Group, leading adult market research firm**

- **Better define and understand the market and adult learner needs/interests**
- **What kinds of programming are needed, how to reach adults and other adult learner factors**

**The “bottom line” – the right programming and services and an effective campaign to reach adults can be successful...**

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# Adult Learning Demand in Northern Louisiana

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**Report confirmed that adults with some college:**

- **62% surveyed preferred 100% online courses**
- **75% gave accelerated programs a 4 or 5 rating on a 1 to 5 scale.**
- **Learn about a college from these sources in rank order:**
  - **TV ads, College website, Internet search engine, direct mail, and radio ads.**

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# Program and Support Services Development

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# **Adult-Friendly Academic Programs and Services**

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- **Designed 3 “Fast-track” accelerated 100% online degree programs (2 AAS and 1 BGS)**
- **Incorporated new Prior Learning Assessment Opportunities (portfolio, CLEP/DSST, challenge exams)**
- **Coordinated specialized services for adults (Pre-Advising, Online Tutoring, etc.)**

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# CALL Courses Special Features

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- **Prescribed AAS degree plans**
- **4 & 8 week online classes**
- **2 courses every 4 weeks in AAS plans**
- **Quality Matters designed courses**
- **20 students per class limit**
- **Teaching Assistants in all CALL courses in AAS courses**

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# Adult Learner Focused Institution (ALFI) Approaches

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- **Campus-wide Prior Learning Assessment Matrix at BPCCC**
- **National Testing Site**
  - ACT Center now offers CLEP and DSST
- **Portfolio Assessment Options**
  - Developed Portfolio Assessment policy
  - Must enroll in non-credit portfolio course at BPCCC and credit course at NSU
  - Must submit a portfolio using *iWebfolio*

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# BPCC Specialized Student Services for Adults

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- **Student Services Division** participated in an intensive online student service audit with *Western Commission on Educational Telecommunications*
- **Targeted Services Implemented:**
  - **Pre-Advising and Academic Planning**
  - **CALL Financial Aid Advisor**
  - **Online BPCC Bookstore**
  - **Online Tutoring through Smarthinking**

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# Changing the Campus Culture to Serve Adult Learners

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## Necessary Changes Throughout Institution

- **Policy and Practice**
- **Admissions Requirements for these programs**
- **Pre-Advising**
- **Registration/Enrollment**
- **Marketing**

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# Changing the Campus Culture to Serve Adult Learners

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## **BPCC Foundation Scholarships**

- **10 scholarships**
- **\$250 per semester**
- **Provided to students with no financial aid**

## **Third Party Financial Aid**

- **Deferred Payment for Students Receiving Corporate Tuition Reimbursement**

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# Integrated Marketing Campaign

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## Contact Us



- Access degree programs designed especially for working adults.
- Study online at your convenience.
- Have previous college credits evaluated and applied to your degree.
- Earn credit through Prior Learning Assessment.
- Enroll in "fast track" courses to speed you towards your degree.

## It's your CALL, Louisiana!

IF YOU ARE AN ADULT LEARNER WANTING TO COMPLETE AN ASSOCIATE'S OR BACHELOR'S DEGREE,

# CALL is for you.

### What is CALL?

Did you start a degree program several years ago and not complete it?

Are work and family obligations or campuses too far away stopping you?

Not any more.

CALL is designed to make it easier for you to complete your degree, online and on your time.



## Contact Us



- Access degree programs designed especially for working adults.
- Study online at your convenience.
- Have previous college credits evaluated and applied to your degree.
- Earn credit through Prior Learning Assessment.
- Enroll in "fast track" courses to speed you towards your degree.

[Home](#)

## Contact

Your name: \*

Your e-mail address: \*

Your phone number: \*

I am interested in: \*

Your question:

Your street address:

Your city:

Your state:

Your zip code:

To contact us by phone, please use the following phone numbers:

**Northwestern State University**  
Office of Electronic and Continuing Education  
1-800-376-2422

**Bossier Parish Community College**  
BPCC Fast-Track degree program  
1-318-678-6050



## CALL - Continuum for All Louisiana Learners

[Home](#)

[Frequently Asked Questions](#)

[Admission Requirements for  
Fast-Track Degree Programs](#)

[Transfer Credit](#)

[Cost of the Program](#)

[Fast-Track Degree Programs](#)

[How to be a Successful Fast-  
Track Student](#)

[Prior Learning Assessment](#)

[Request More Information](#)

[Meet Your Program Directors](#)

[Learn About Student  
Experiences in CALL Courses](#)

### Ready to Answer the CALL?

Bossier Parish Community College has developed 2 *fast-track*, accelerated associate degree programs that will allow you to finish your college degree. These online programs will allow working adults to work on courses at convenient, flexible times and locations.

**Classes start Fall 2007 - so check it out now! Learn more from the links to your left.**

*BPCC is participating in a partnership with the Louisiana Board of Regents, the Southern Regional Education Board, CERT, and Northwestern State University for the CALL initiative.*



## Education...Go for more!

# Billboard Campaign

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**June 15 to August 15**

- **51 Billboards along I-49 and other highways in 9 parishes**
- **Variation on the push card theme**
- **Grab attention (quickly!)**
- **Get adult learners to the Web site**

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**Continuum for All Louisiana Learners**

# Billboard Campaign

*It's Your CALL, Louisiana!*  
**Adults... Finish Your  
College Degree...  
FAST and  
Online...**

Visit [yourCALLla.org](http://yourCALLla.org) Today!

bpcc

NORTHWESTERN STATE  
UNIVERSITY  
1848

LAMAR

The billboard features a photograph of a man in a light-colored jacket sitting at a desk with a computer, looking towards the camera. In the background, other people are working at computers. The billboard is mounted on a wooden post with a 'LAMAR' logo. The background of the billboard is a blue sky with white clouds.

# Television Campaign

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**June 1 to August 15 on Shreveport/Bossier City Network Affiliate Stations**

- **483 30-second spots promoting *CALL* for adult learners, degree completion, “fast-track” programming, etc**
- **Schedule for spots includes**
  - **The NBA Finals**
  - **Grey’s Anatomy**
  - **The David Letterman Show**
  - **The Tonight Show**
  - **The PGA Championship**

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# Newspaper Campaign

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Various area Newspapers June 1 to August 15 including

- Natchitoches Times (Natchitoches)
- Enterprise/Progress (Mansfield/DeSoto)
- Coushatta Citizen (Red River)
- Bienville Democrat (Bienville)
- Haynesville News (Claiborne)
- Springhill Press (Webster)
- Winn Parish Enterprise (Winn)
- Caddo Citizen (Vivian/North Caddo)
- Sabine Index (Sabine)
- Jena Times (LaSalle)
- The Real Views (???)
- Various free weekly “shoppers”

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# FAST track & online —

That's how you can finish your degree.



**CALL** is a new program that encourages working adults to re-enter college programs.

Two local higher education institutions are participating:

- **Bossier Parish Community College** in Bossier City  
Associate of Applied Science in Computer Information Systems  
Associate of Applied Science in Business Administration
- **Northwestern State University** in Natchitoches  
Bachelor of General Studies

For more details, contact:

At BPCC  
Patricia Wyatt  
call@bpcc.edu  
318-678-6050

At NSU  
Hershel Horton  
ece@nsula.edu  
318-357-6355 or  
800-376-2422



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[www.yourCALLia.org](http://www.yourCALLia.org)

# Radio Campaign

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**30 Second Radio spots running between 5a and midnight Saturday through Wednesday**

- **Natchitoches, Red River**
  - **KSBH- FM**
  - **KCIL- FM**
- **Natchitoches, Sabine, Red River, Winn**
  - **KWLV – FM**
  - **KTEZ – FM**
  - **KZBL – FM**
  - **KDBH – FM**
  - **KVCL - FM**

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# The Results . . . . .

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## Overall Campus Impact

<b>Institution</b>	<b>Inquiries</b>	<b>Applications</b>	<b>Students Unduplicated</b>
<b>BPCC</b>	<b>746</b>	<b>152</b>	<b>116</b>
<b>NSU</b>	<b>687</b>	<b>227</b>	<b>147</b>
<b>TOTAL</b>	<b>1433</b>	<b>379</b>	<b>263</b>

## CALL Programs

<b>Institution</b>	<b>Applications</b>	<b>Students Unduplicated</b>
<b>BPCC</b>	<b>75</b>	<b>63</b>
<b>NSU</b>	<b>227</b>	<b>89</b>
<b>TOTAL</b>	<b>302</b>	<b>152</b>



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**Education...Go for more!**

**CALL 2007-2008**

**New Partners**

**LSUE**

**McNeese State University**

**Southeastern Louisiana University**

**The University of Louisiana at Monroe**

**New Programs**

**Associate & Bachelor Fast-Track**

**Hybrid & Online Courses**



# CALL Program on Display

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- Article in WCET Publication to 4,000 members focusing on student services audit, October 2007
- Commission on Accelerated Programs National Conference, November 6-7, *Paper Presentation – Luke Dowden*

# CALL Program on Display

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- International Council on Adult & Experiential Learning Conference, November 8-10, *Luke Dowden & Paul Weaver*
- WCET International Conference, November 7 – 10, *Poster Presentation – Kathleen Gay & Patricia Wyatt*
- Aslanian Group Marketing to Adult and Graduate Students, November 29-30, *Presentation and Focus Group – Luke Dowden*
- *E-Learning 2008 National Conference*
- *Track our progress at [www.bpcc.edu/call](http://www.bpcc.edu/call).*

# For More Information

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[www.yourCALLla.org](http://www.yourCALLla.org)

[www.bpcc.edu/callstudents/](http://www.bpcc.edu/callstudents/)

[www.bpcc.edu/call](http://www.bpcc.edu/call)