



# Bottom Line

**Get in • Graduate • Go far**

Success depends on you

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# | Agenda

Mission and Vision

Bottom Line Success Program

The DEAL Model

Partnering with Colleges

Emerging Directions





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# | Mission and Vision

## Bottom Line Mission

Bottom Line is dedicated to helping low income, first generation students get in to college, graduate from college, and go far in life.

## Our Vision

We aspire to dramatically transform urban communities by producing thousands of new career-ready college graduates.





# | Framing the Issue

## THE CHALLENGE

Need for quality student retention support with limited resources

## THE SOLUTION

1 on 1 Relationships + Leveraging the Power of Data = Success!





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# | Who is Bottom Line?

- ◆ Founded in 1997
- ◆ Brooklyn, NY; Boston, MA; Worcester, MA; Chicago, IL
- ◆ Low-income and first-generation college students
- ◆ *Access Program*: One-on-one counseling on-site for high school seniors by full time, trained counselors (caseloads ~55 students)
- ◆ *Success Program*: Intrusive one-on-one support at the college by full time, trained counselors (caseloads ~80 students across 2-3 colleges)





# | Bottom Line NY

- ◆ Entering our 5<sup>th</sup> year in NYC
- ◆ In FY16 serving 350 High School Seniors and over 1,200 college students
- ◆ Working with students at 17 “Target” Colleges/Universities (8 CUNY, 4 SUNY, 5 Private)
- ◆ Focused on public colleges where a large percentage of NYC based students attend and where grad rates are below 70% for our population.





# | Target Colleges

*A target college model of college retention:*

- ◆ Counselors maintain regular, **face-to-face contact with students** at their college
- ◆ Limited set of colleges = **high level of program intensity**
- ◆ Counselors **become experts on each of our Success Schools** and build **on-the-ground relationships with staff** at our Success Schools.



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# Evolution of Success Program

- ◆ Curriculum development over time
- ◆ Growth → need for creating a system
  - Measure students' progress
  - Focus services to areas of greatest need
  - Scale and replicate
- ◆ Codify success and help students reach it





# | The DEAL Model

- ◆ Developed our program model around areas of potential struggle
- ◆ We measure success in four areas:
  - Degree (major election, credit accumulation planning, syllabus review)
  - Employability (career path, experience, reliability, networking)
  - Aid (balance, loan debt, FAFSA completion)
  - Life (resourceful, responsible, resilient)





# DEAL Goals

## DEGREE

Graduate with a Bachelor's degree.

## EMPLOYABILITY

Have a post-graduation career plan and the ability to implement it.

## AID

Graduate with less than \$36,000 in student loan debt.

## LIFE

Be resourceful and responsible.





# DEAL Milestones & Assessments

- ◆ Measures DEAL Goals by class year
- ◆ Backwards planning from graduation
- ◆ Reflective assessment process at the end of each semester (data collection and conversation with student)
- ◆ Assessed against a rubric of milestones and indicators based on class year
- ◆ Bi-annual assessments lead to service plan creation - proactively prioritizing student services for upcoming semester





# Visualizing the Model





# Sample Service Plan (1<sup>st</sup> year)

## PRIORITY MILESTONES:

- *For next semester, is registered for 12.5% of total credits*
- *Earned a 2.3+ semester GPA*
- *Has no current financial aid issues*
- *Demonstrates when and how to effectively use resources*
- *Completed or is actively involved in 1 meaningful experiences by end of summer*

**January:** Phone call for Course Registration Support to add 5<sup>th</sup> class

**February:** Campus visit for Syllabus Review; FAFSA Renewal

**March:** Campus Visit for Cover Letter Creation; Mock Interview; Connect to Tutoring

**March :** Phone call for FAFSA Update

**March:** Campus Social Event

**April:** Email for Employability Check In about job interview

**April:** Campus Visit for Finals Prep; Study Abroad Support

**May:** In office meeting for Semester Assessment; Study Abroad Follow Up







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# | Target College Relationship

Standard relationship with target college:

- ◆ Quiet space to meet students on campus
- ◆ Access to technology/wireless
- ◆ Point people in key offices on campus (Bursar, Admissions, Registrar, Financial Aid)
- ◆ Invitations to PD opportunities at the college

# | Partnership Pilot at City College

- ◆ Adding 100 New First Year Students for the next three years (35 from BL college access program and other partners; 65 through City College)
- ◆ Signed Contract/MOU and cost sharing
- ◆ Dedicated, branded space on campus
- ◆ 2 - 3 Bottom Line Counselors will be at City 3 - 4 days a week
- ◆ Regularly scheduled meetings and data sharing with City College advising staff

# | Partnership Challenges

- ◆ Can Bottom Line counselors maintain a “student is the client” philosophy?
- ◆ Will Bottom Line be able to assimilate and support the college processes and policies?
- ◆ Concerns from college staff about Bottom Line counselors “doing our job”
- ◆ 4-6 years is a long time- what happens when personnel changes (on either side) during that time?



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# | Emerging Directions

- ◆ Blended delivery model to reach more remote target colleges
- ◆ 2 to 4-year pipelines to support transfer students in our target colleges
- ◆ Growth of career program with focus on KPIs around job placement
- ◆ Improved data platform that includes enhancements to service delivery