

# Mandatory New Student Advising (NSA) Districtwide Big Play at City Colleges of Chicago

April 2025

HAROLD WASHINGTON • HARRY STRUMAN • KENNEDY-KING • MALCOLM X • OLIVE-HARVEY • RICHARD J. DALEY • WILBUR WRIGHT

# Executive Summary

- **Mandatory New Student Advising (NSA)** was launched in Spring 2024 as a CCC Districtwide Big Play to support growth and equity in student retention, completion, and post-completion outcomes.
- **NSA requires all new credit students to meet with their Advisor in their first term**, as a strategy to build students' sense of belonging, facilitate academic planning, and support academic and future success.
- Through strong, data-informed collaboration across colleges and district, **NSA shows promising impact thus far**, growing from 5% of pre-NSA new students meeting with an advisor to 95% in Fall 2024, and with students sharing very positive feedback about their advising experience.
- Additionally, following the launch of NSA, **students are showing growth in achievement of several "on-track for future success" first-year milestones**, as well as growth in Fall-to-Spring Retention Rates.
- **Going forward, second-term appointments are required for students who are off-track in key milestones**, and more data/technology tools and professional development will support continuous improvement.

# Agenda

---

Background: CCC Student Success Strategies and Districtwide Big Plays

---

Mandatory New Student Advising (NSA):  
Big Play Overview and Progress Thus Far

---

Impact on Student Retention

---

Path Forward: Spring 2025 and Beyond

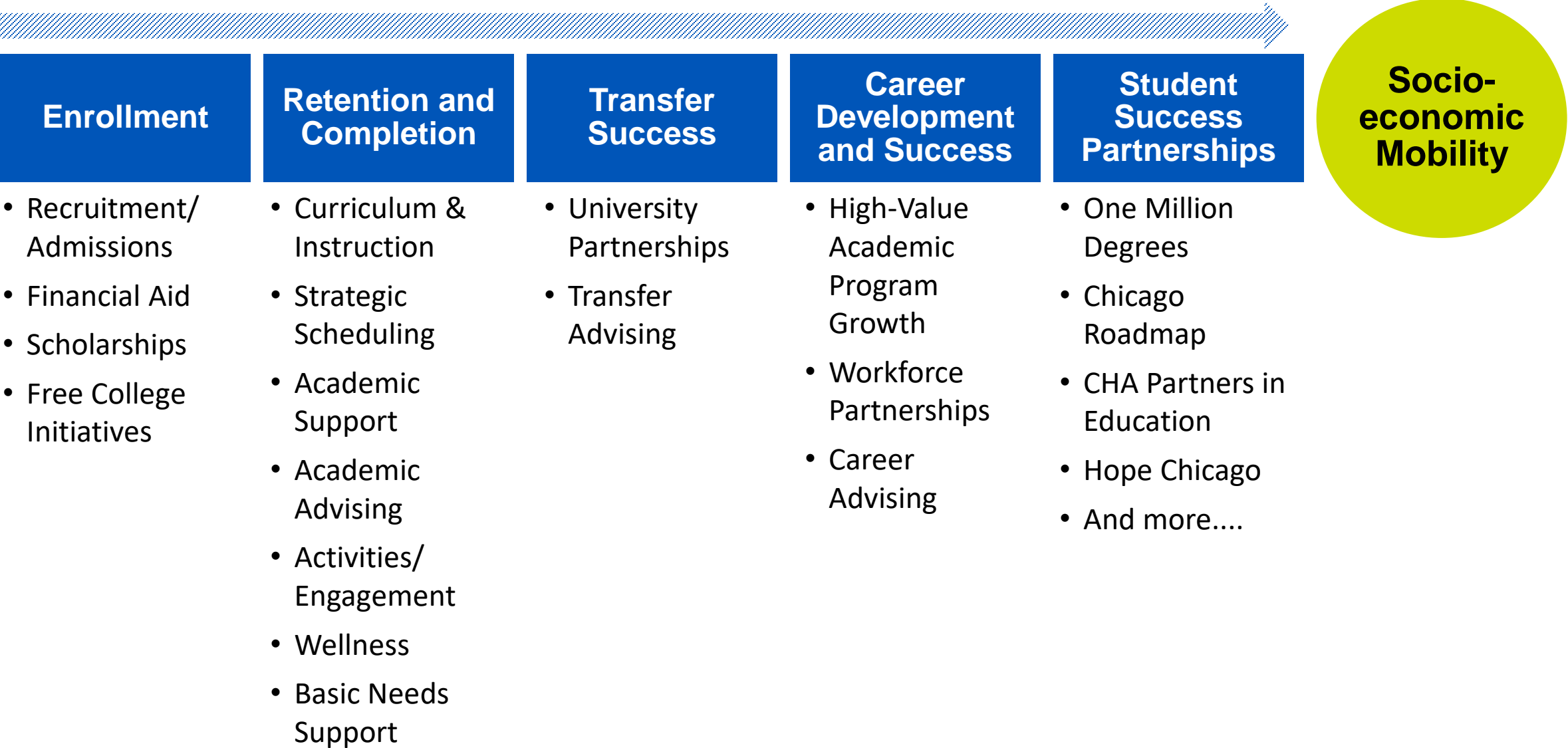
---

**Background:**

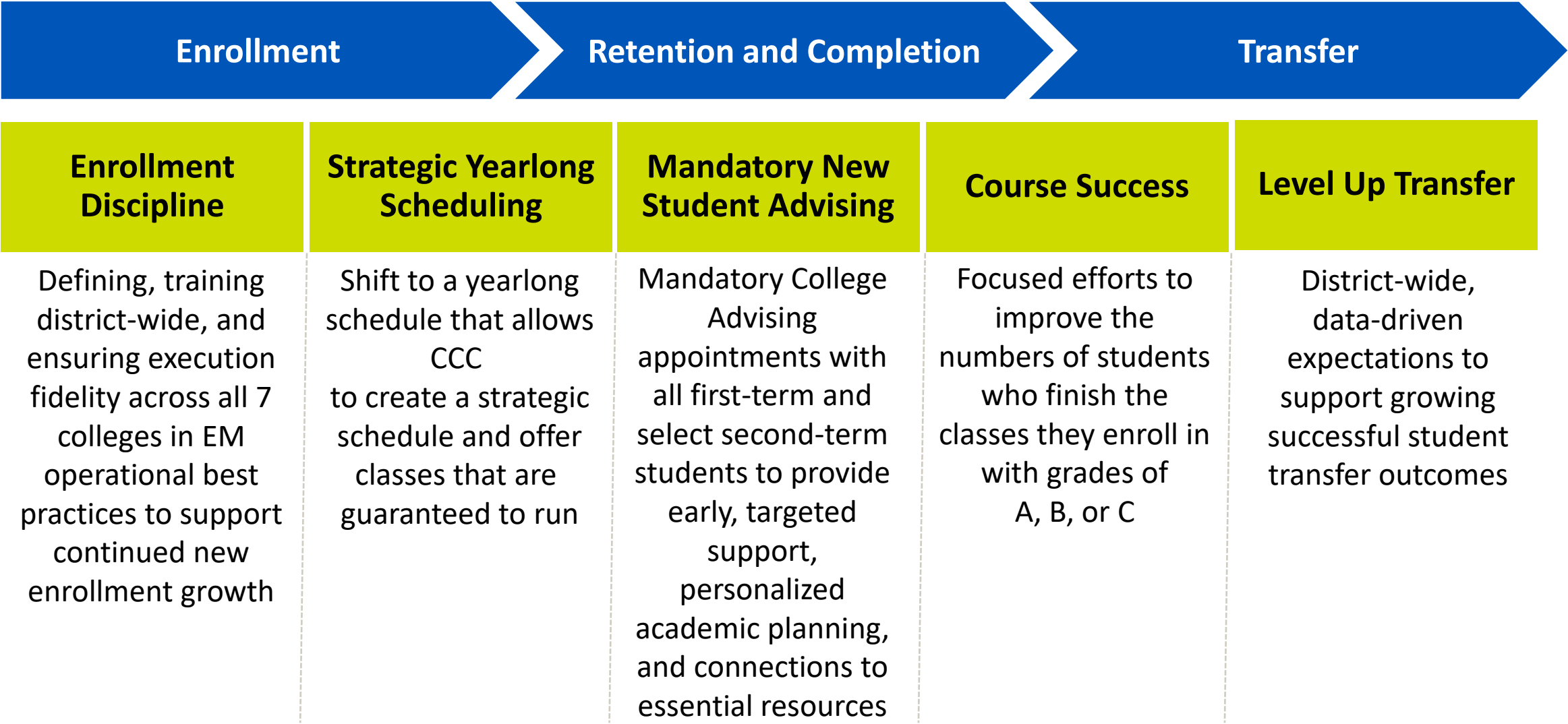
# CCC Student Success Strategies and Districtwide Big Plays



# CCC strategies to support student success span the continuum of the student journey



# Districtwide Big Plays: 5 Strategies to support foundational practice excellence across all 7 colleges





# CCC Vision

CCC is the city's most accessible higher education engine of socioeconomic mobility and racial equity – empowering all Chicagoans to take part in building a stronger and more just city.

Our Path Forward Strategic Plan -  
<https://strategicplan.ccc.edu/>

## Advising supports most CCC strategic levers



Create an **exceptional student experience**



Become a “student-ready” **equitable institution**



Develop and strengthen pathways that are **responsive** to the economic needs of the City



Build a **culture of excellence**



Create a **collaborative and connected** ecosystem



Monitor and ensure financial sustainability and the overall **health** of our institution



A blue-tinted background image showing a group of students in a classroom setting. A woman in the foreground is smiling, while other students are visible in the background, some looking at papers or devices.

# **Mandatory New Student Advising:** **Big Play Overview and Progress Thus Far**



# Why Focus on New Student Advising?

## What is the Purpose of Advising?

- Each college has College Advisors on staff to help students **from onboarding through completion and next steps**, in-person and virtually.
- Advisors are the foundation of student support outside of the classroom.
- Advisors meet proactively with students to assist with **goal setting, choosing an academic program/plan, selecting appropriate classes, connecting with support resources, creating personalized path to completion, building relationships/belonging on campus**, and more.
- Advisors provide **early intervention outreach** and drop-in support.

## Why is New Student Advising important?

- CCCSE (2018): “Students and faculty consistently report that advising is the most important student service that colleges offer.”
- Students who receive more advising tend to be more engaged, and **connecting students to an Advisor early on has a positive impact on long-term success.**

## CCC Advising Snapshot



### Staffing

- 90+ Advisors District-wide



### Ways to Connect

- Appointments
- Drop-ins
- In-person
- Virtual Student Services (Zoom) as of 2020



### Caseloads

- By Academic Program/Plan
- By Category/Special Population (Military-affiliated, First Year, Completer, Star, Athletes, International, Early College, etc.)
- Auto-assignment

# New Student Advising Big Play: Requiring First Semester Appointments for All

New Student Advising (NSA) launched in Spring 2024. It provides universal and personalized early support for all first-semester degree- or certificate-seeking students, in order to build students' sense of belonging, facilitate academic planning, and support academic and future success.

## NSA 1.0 – First Semester Appointments:

- **Goal: 90% of all 1st term students will complete NSA 1st term appointment with College Advisor**
- **Appointment Expectations:**
  - Confirm student's program of study
    - Education Intent (i.e., transfer or career path)
    - Academic Program/Plan (i.e., major)
  - Determine course schedule for the upcoming term(s)
  - Make 1+ warm referral to relevant student services
  - Ensure students are enrolled or on-track to enroll in college-level English and Math (added Spring 2025)
  - Support the increase of term-to-term retention



# College-Specific Strategies and Districtwide Resources

Examples of College-specific Strategies for Success	
Daley	<ul style="list-style-type: none"><li>• Conducts group Advising with specialized programs</li></ul>
Harold Washington	<ul style="list-style-type: none"><li>• Launched a “Just Book It” appointment campaign, and relies heavily on nudges and data-driven outreach</li></ul>
Kennedy-King	<ul style="list-style-type: none"><li>• Created an appointment check-out process</li></ul>
Malcolm X	<ul style="list-style-type: none"><li>• Relies heavily on group workshops to support student demand</li></ul>
Olive-Harvey	<ul style="list-style-type: none"><li>• Regularly monitored students requiring support and delivered strategic updates and outreach guidance to the advising team 1-2 times per week</li></ul>
Truman	<ul style="list-style-type: none"><li>• Focuses on CTE students by collaborating with faculty to conduct classroom visits and appointment campaigns</li></ul>
Wright	<ul style="list-style-type: none"><li>• Conduct strategic outreach based on sub-populations</li></ul>

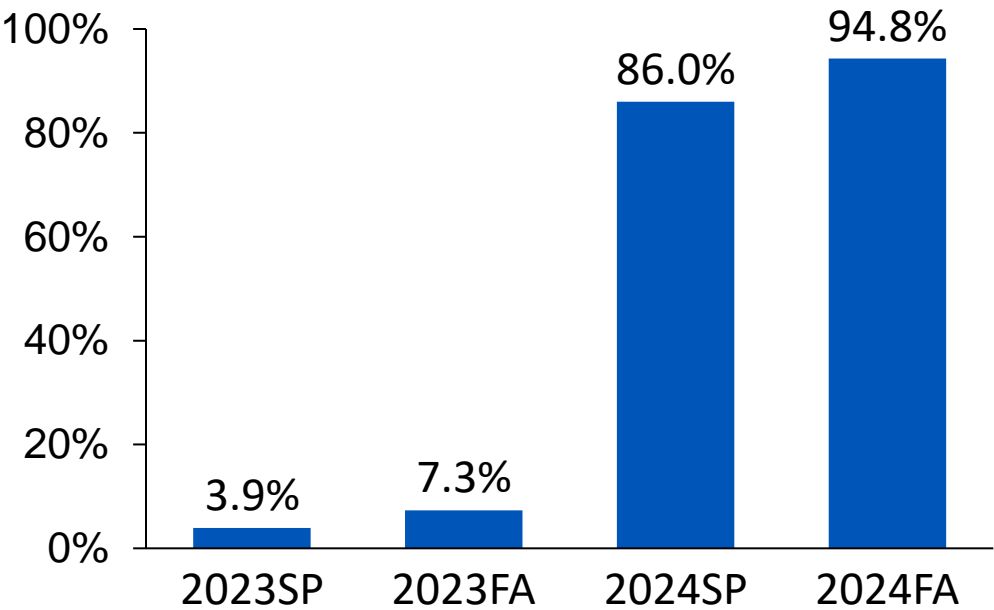
Districtwide Resources to Support Colleges	
<ul style="list-style-type: none"><li>• <a href="#">New Student Advising SharePoint</a> with professional development resources</li><li>• <a href="#">Advising Big Play Dashboard</a> with real-time data on appointment completion and actionable student rosters</li><li>• <b>Collaborative, continuous improvement approach</b>, with weekly updates, best practices sharing, and feedback loops</li></ul>	

# Districtwide Real-Time NSA Dashboard Supports Daily College Action and Improvement

	Last Day of Spring 2024 Semester			Last Day of Fall 2024 Semester			
College	# of Appointments Completed	# of New Students	% Met with Advisor	# of Appointments Completed	# of New Students	% Met with Advisor	Goal
DA	291	461	63.1%	746	837	89.1%	90%
HW	320	379	84.4%	1,091	1,178	92.6%	90%
KK	179	195	91.8%	581	630	92.2%	90%
MX	501	577	86.8%	1,467	1,628	90.1%	90%
OH	213	253	84.2%	556	562	98.9%	90%
TR	209	331	63.1%	625	664	94.1%	90%
WR	235	333	70.6%	1,183	1,280	92.4%	90%
Grand Total	1,948	2,529	77.0%	6,249	6,779	92.2%	90%

# New Student Advising appointments increased >10x after the Big Play launch in Spring 2024

Percent of All Credit Students Meeting with Academic Advisor During Their First Term, CCC Districtwide in 2023 and 2024



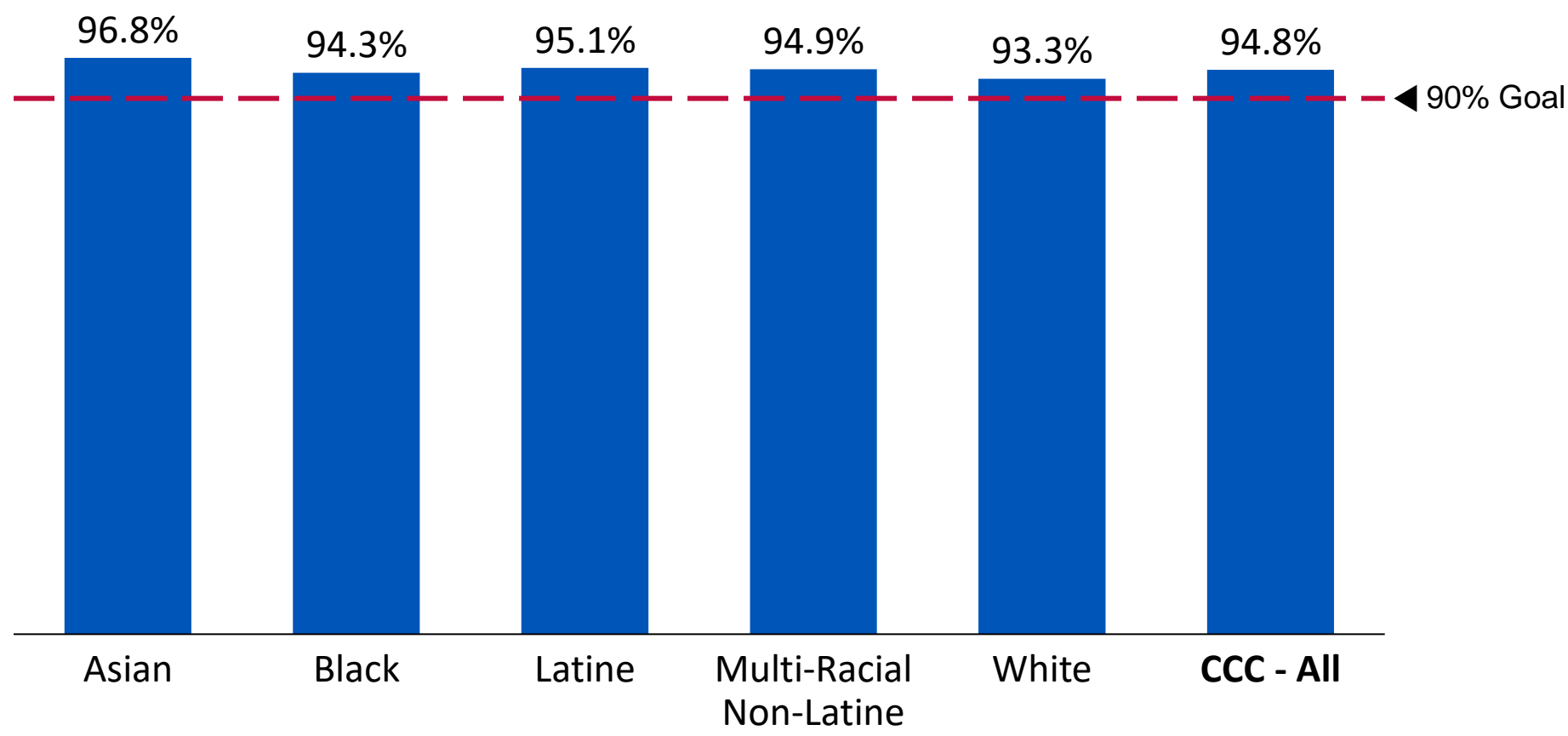
Percent of All Credit Students Meeting with Academic Advisor During First Term, by College since NSA Launch in 2024

College	2024 Spring	2024 Fall
DA	72.5%	90.2%
HW	94.1%	93.9%
KK	95.5%	93.9%
MX	93.0%	92.6%
OH	93.7%	99.1%
TR	73.1%	95.9%
WR	84.5%	94.4%
CCC	86.0%	94.8%

2024 Spring: 2,194 Appointments Completed  
2024 Fall: 6,873 Appointments Completed

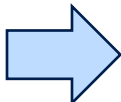
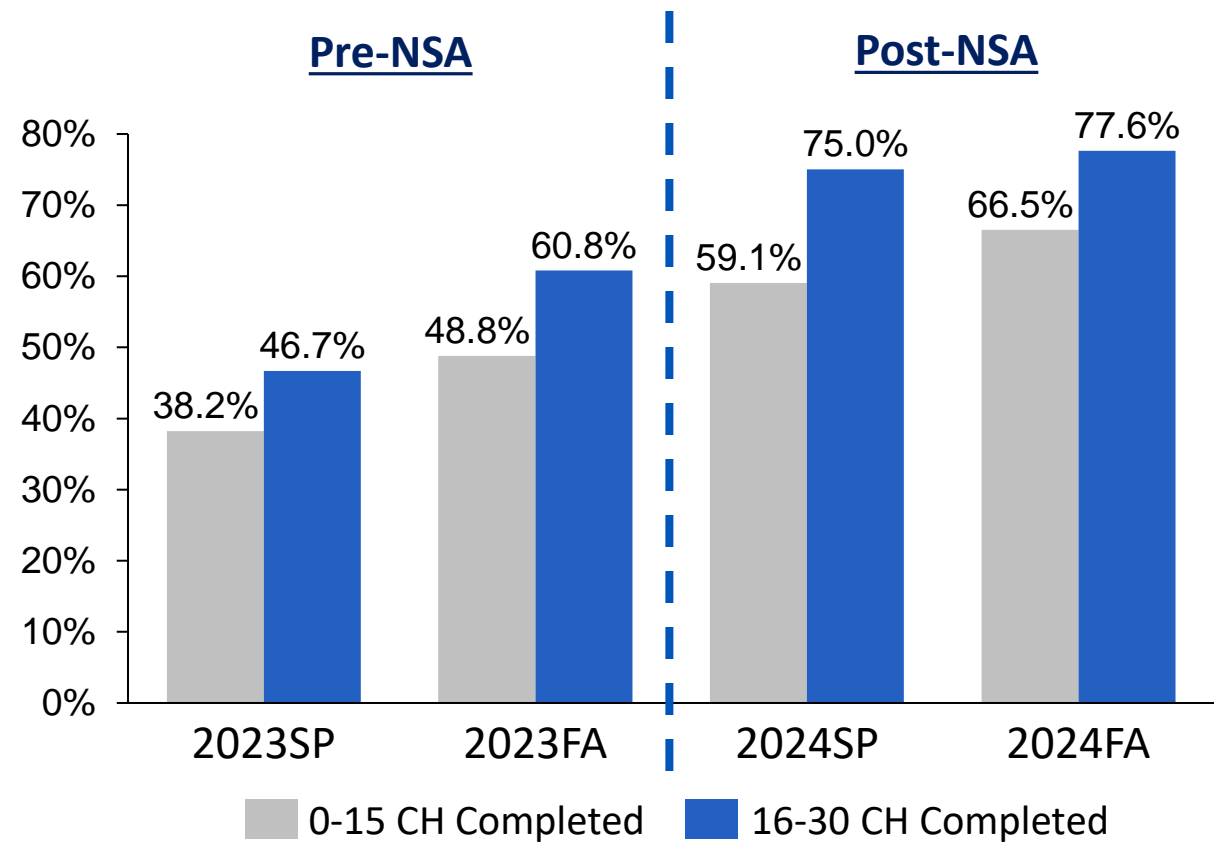
# New Student Advising appointment completion is high across student groups

Percent of 2024 Fall New Students Completing NSA Appointments, by Race



# Educational Intent declaration has risen significantly as NSA appointments have increased

Percent of Students With An Educational Intent  
by Credit Accumulation



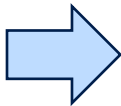
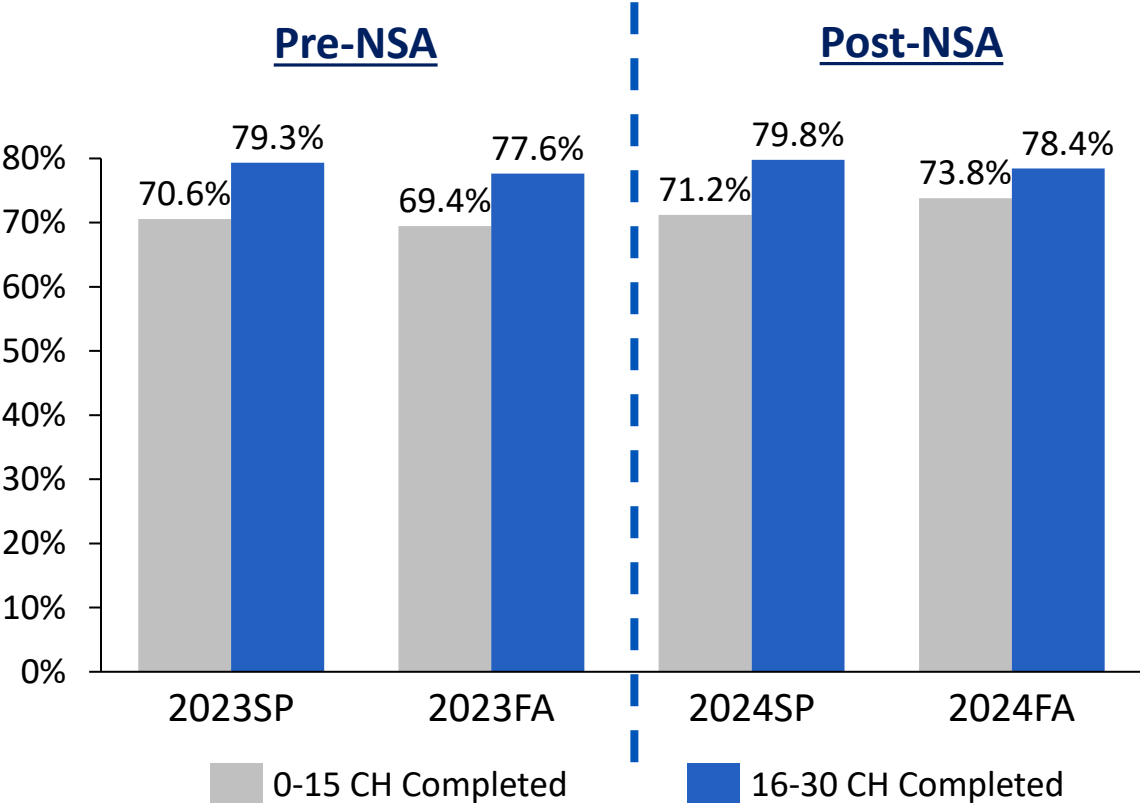
From Fall 2023 to Fall 2024:

- **For CCC overall**, Education Intent declaration (i.e., transfer vs. career path) grew by 17% points for 0-15CH and 16-30 CH students
- Education Intent declaration also grew by 10-20% points **at all 7 colleges**



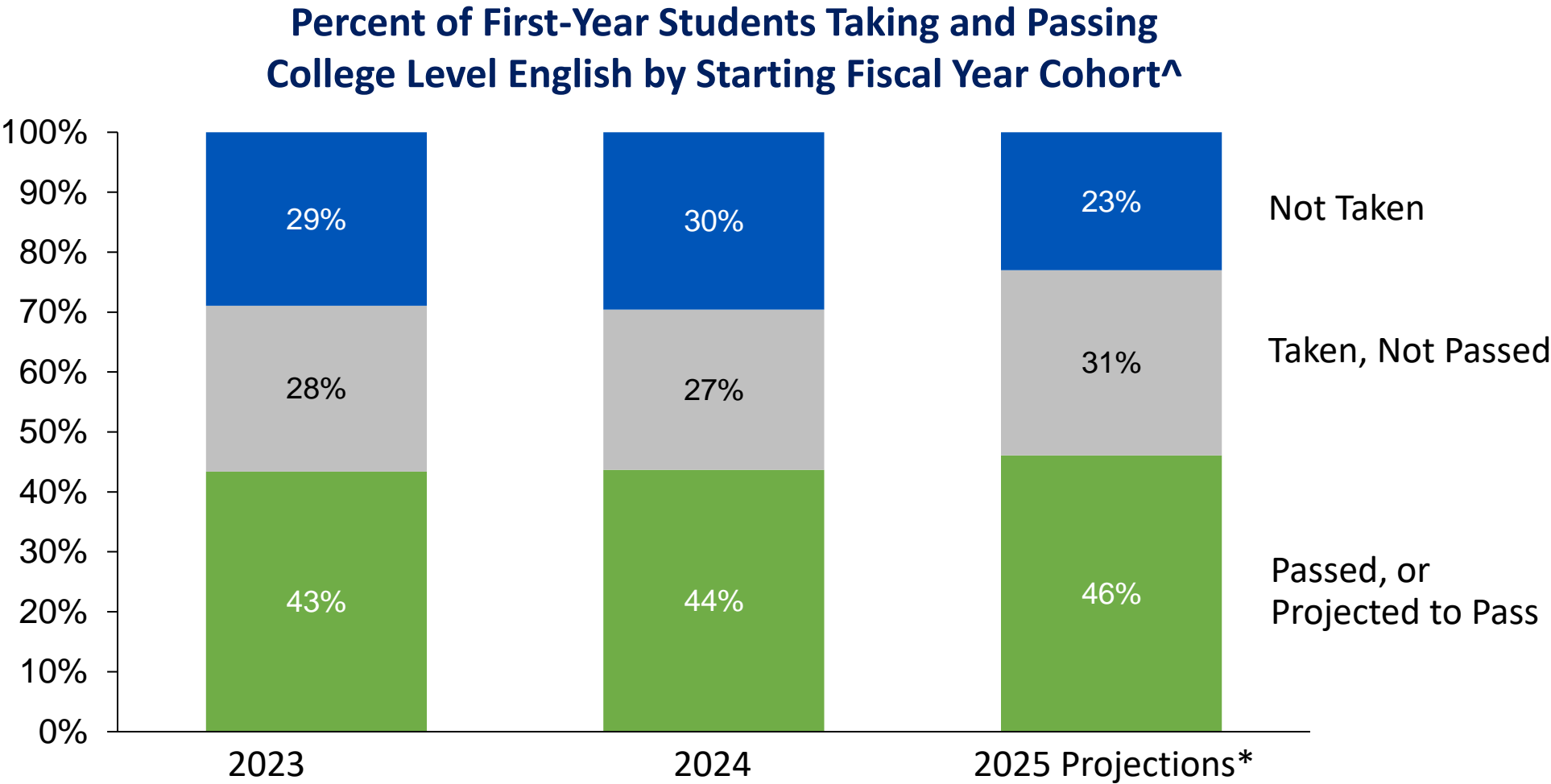
# Academic Plan declaration has increased slightly, and it will be a focus going forward

Percent of Students With A ‘Decided’ Academic Plan  
By Credit Accumulation



## From Fall 2023 to Fall 2024:

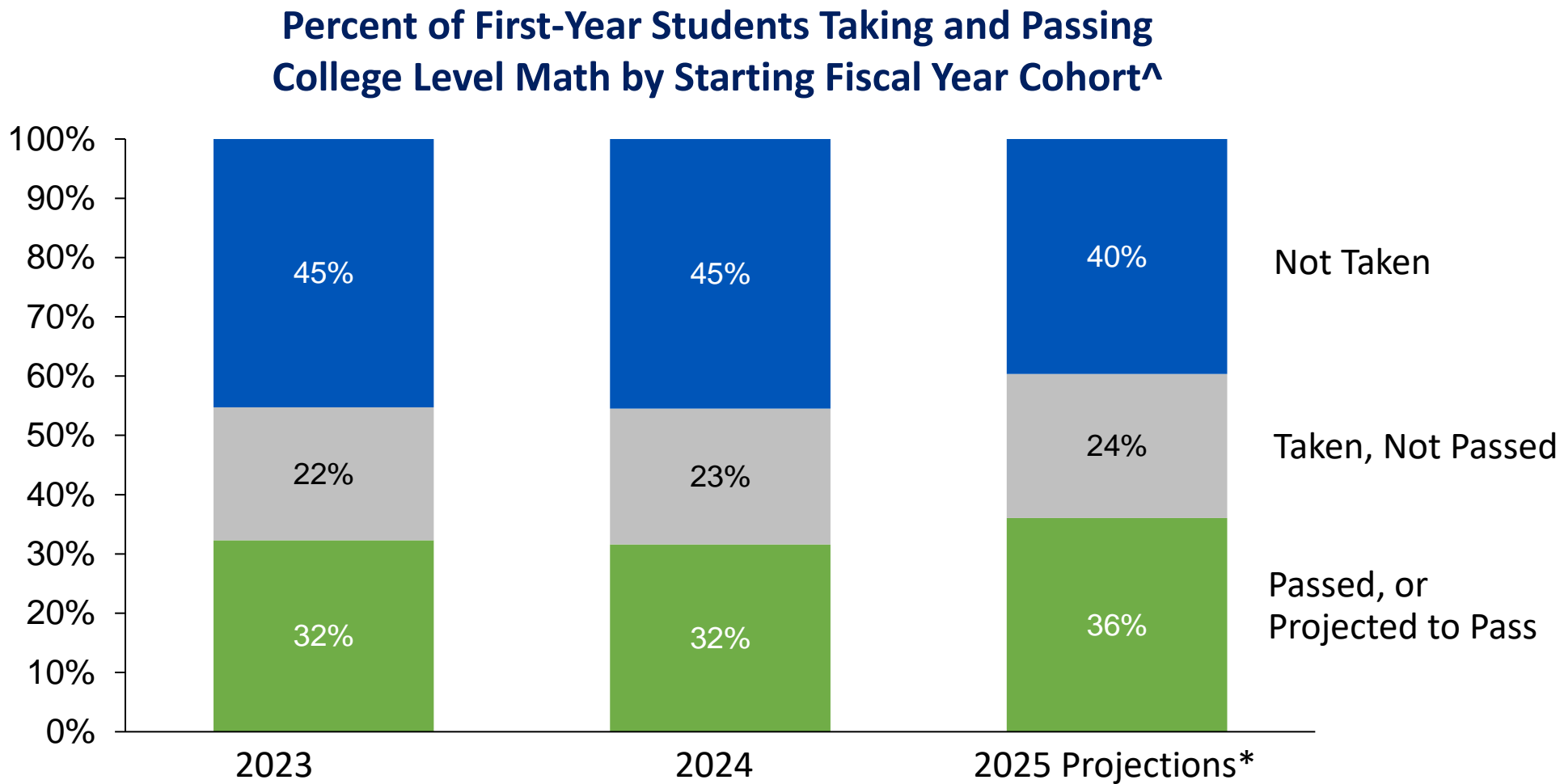
- **For CCC overall**, Academic Plan declaration (i.e., major selection) grew 4.4% points for 0-15 CH students and by 0.8% points for 16-30 CH students
- **Across all 7 colleges**, Academic Plan declaration grew for 0-15 CH students, while growth was uneven at each college for 16-30 CH students
- Academic Plan declaration is a **focal point for 2nd term advising support**



^Starting FY Cohort only includes SU and FA starters, e.g., 2023SU and 2023FA are 2024FY.

\*Assumes historical Spring passing rate of and additional ~1% of students enrolling/completing in Summer.

# College-Level Math Taking Rates have increased, and Passing Rates are projected to increase



<sup>^</sup>Starting FY Cohort only includes SU and FA starters, e.g., 2023SU and 2023FA are 2024FY.

\*Assumes historical Spring passing rate of and additional ~1% of students enrolling/completing in Summer.

# Student Feedback

**In Fall 2024, 97% of students completing the NSA post-appointment survey were “satisfied” or “very satisfied” with their appointment.**

*“Nothing could have improved, <my Advisor> was perfect! Very helpful when discussing electives and helped me add some classes to my shopping cart. She even walked me through how to retake my placement test and where I can study for it. Overall great meeting.”*

*“Ms. Candice was extremely helpful. We went over several topics, I was satisfied with our call. We even followed up after the call through email. I look forward to speaking with her soon. She’s a wonderful advisor.”*

*“Marlene was able to help me make sure I'm on the right track. My concern is about what I don't know and she was able to fully explain what she knew, and pointed me exactly where I needed to go to get the answers I needed. 100% A+. No notes.”*

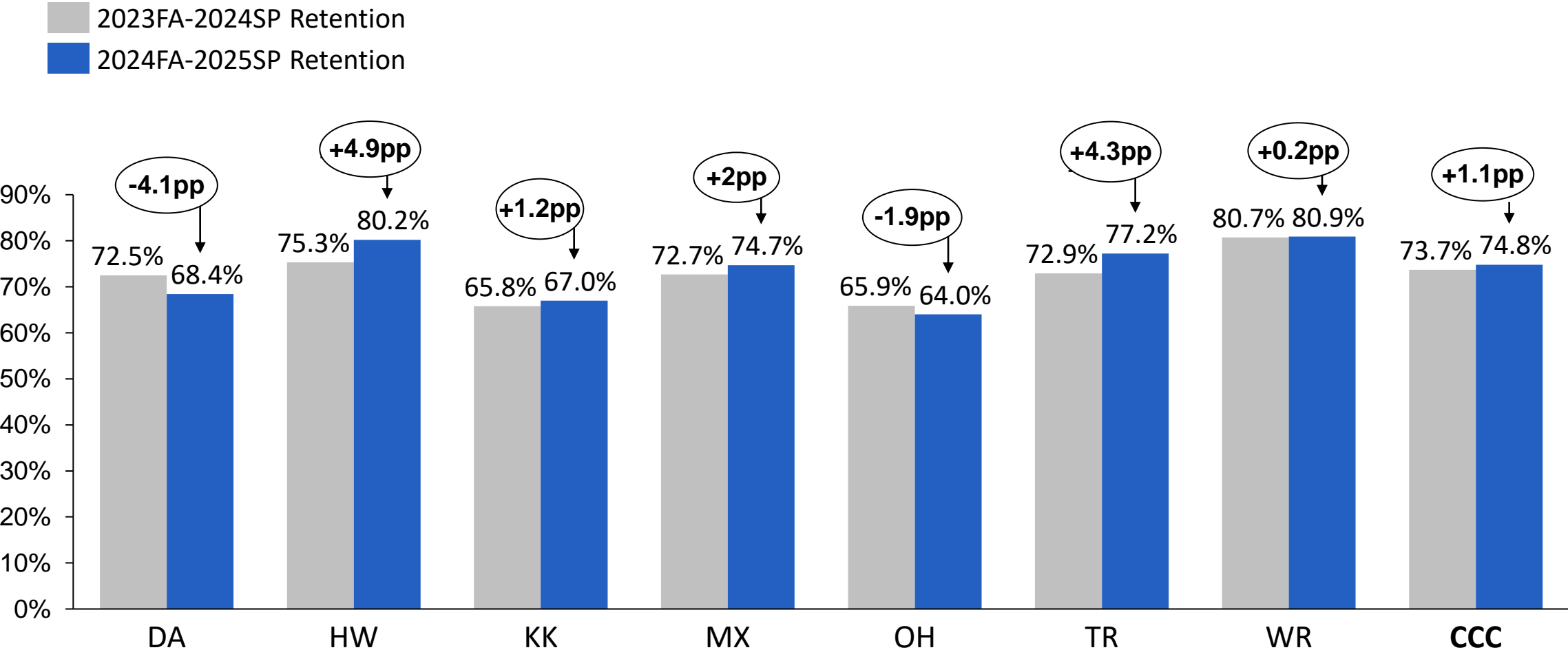
*“My advisor was very informative and helpful. He provided much knowledge on courses and workloads. Hands Down the Best.”*



# Impact on Student Retention

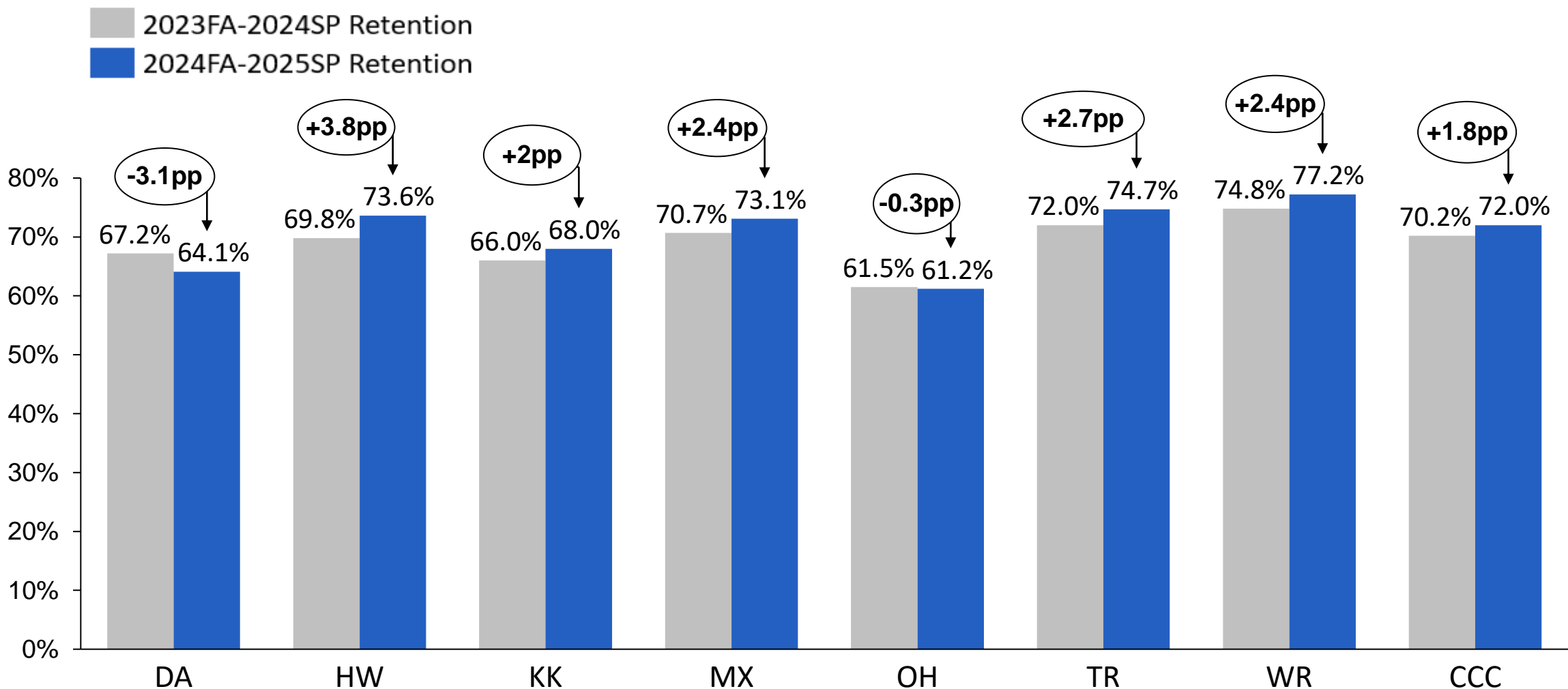
# Fall-to-Spring Retention YTD for First-Year Students is up compared to last year

## Fall-to-Spring Retention – First-Year Students



# Fall-to-Spring Retention YTD for All Students is also on the rise

## Fall-to-Spring Retention – All Students







# **Path Forward:** Spring 2025 and Beyond

# NSA 2.0: Second Semester Appointments for Strategically Identified Students

**Building on the theory and success of first-semester advising appointments, NSA 2.0 was launched in Spring 2025 to require second-semester appointments for a select population of students who may need assistance to achieve priority "student success early indicator milestones" in their first year at CCC.**

## **NSA 2.0 – Second Semester Appointments:**

**Goal: 90% of target 2nd term students will complete NSA 2nd term appointment with College Advisor**

### **Student Population Prioritized for NSA 2.0:**

- Students who have not yet declared Education Intent (i.e., undecided transfer or career path), or
- Students who have not yet declared Academic Program/Plan (i.e., undecided major), or
- Students who are academically off-track based on 1st term GPA or credit completion ratio, i.e., who are on Satisfactory Academic Progress (SAP) warning

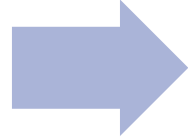
### **NSA 2.0 Second Term Appointment Expectations:**

- Support with declaration of Educational Intent and Academic Program/Plan
- Discuss current progress towards credit completion and opportunities for support in academic coursework
- Ensure students are enrolled or on-track to enroll in college-level English and Math
- Assist with enrollment for the next term
- Reinforces and aligns with Transfer Big Play by starting Transfer support earlier on in student journey

# Proactive Re-enrollment Campaigns to Increase Term-to-Term Retention

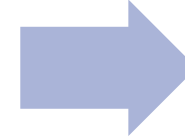
## Proactive, Strategic Communications

- Sample outreach calendar and messaging
- Strategic student population foci
- Minimize communications redundancy while maximizing re-enrollment



## Examples

- Students who completed NSA appointment but not yet re-enrolled
- Students academically on-track but not yet re-enrolled
- Students with no financial hold but not yet re-enrolled



## Promising Early Impact

- 504 students re-enrolled from these campaigns in Spring 2025 YTD
- Estimated 1.3% point positive impact on Fall to Spring Retention for first-year students and 1.6% point impact for all students

# Student Milestone Celebrations at Colleges this Spring

**District and College teams are collaborating to plan student milestone achievement events to celebrate progress and encourage continued momentum toward completion and post-completion success.**

## **Example Plans:**

- Invite students completing 15CH and 30CH toward completion, and provide students with recognition pins of milestone progress
- Provide students with congratulatory milestone tracker with recommended next steps
- Display names on college LCD screens
- Self-registration tables for following term or two terms
- Goal-setting activity
- Connect students to Transfer Center and commit to transfer partnerships and other transfer opportunities
- Connect students with Career Development Center for 1on1 support and for internship/apprenticeships and career opportunities





# Next Steps in AY26 and Beyond

---

Collaborative continuous improvement in NSA 1st and 2nd term practices

---

Refine re-enrollment campaigns to maximize impact

---

Strengthen Advisor professional development on advising/coaching strategies

---

Further develop and advance use of data and technology tools to support Advisor/student engagement

---

Manager onboarding and support

---

*Student Testimonial:*

*“(My Advisor) is the best woman I have ever met. She cares about the students very much and makes them feel comfortable with her.”*

# Thank you!

