Leveraging Partnerships to Recruit and Support Students

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Augsburg University
Intros

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Key Takeaways

1. Participants will learn how to formally establish mutually beneficial partnerships.
2. Best practices for managing external and internal partnerships with key institutions and organizations.
3. Support recruitment and student success by leveraging said partnerships to remain competitive in the adult student market.
Augsburg University, Minneapolis, MN

- Small, private four-year university
- Urban location = small for our students, big to the world
- 2,200 undergraduate students
  - 58% identify as BIPOC
- 200 Adult undergrads
- 775 Graduate students
- 11 Graduate programs
- All students: 50% BIPOC
- 52%: first generation
What do you think of when hearing the word “partnership”? 
Partnership Tuition Grants

- Allows employees of partner institutions and organizations to receive a tuition grant for $80 off per credit hour for Graduate programs and $50 off per credit hour for Adult Undergraduate programs.
- Not required to make tuition payments until 60 days after the end of the semester.
- Win-win-win for student, employer, and institution
Partnership Tuition Grants

Memorandum of Understanding (MOU)

- Special landing page on Augsburg’s website: [Graduate Studies](#)
- Communication to employees through organizations’ intranet to include but not limited to the following:
  - Program information
  - Application requirements
  - Admission process
  - Information sessions
How to Build and Maintain Partnerships

- Work with incoming and current students and alumni
- Attend various recruitment events to extend invitations
- Offer phone calls, Zoom meetings, lunch and learns to establish relationships and provide information
- Send regular semi-annual emails to thank them for their contribution to institution
- Maintain shared database within institution to keep contact information up-to-date
- Reassess, renew, and (possibly discontinue) partnerships through MOUs
Augsburg Partnerships

- ACR Homes
- AgriBank, Farm Credit Bank
- Allina Health
- Augsburg Fairview Academy
- Augustana Care
- Avivo
- Benedictine Health Center
- Brooklyn Center Community Schools
- C.H. Robinson
- Cedar House, Inc
- Cedar Riverside Community School
- City of Minneapolis
- City of Rochester
- College Nannies
- College Possible
- Ecolab
- EdAssist Clients
- Eden Prairie Schools
- El Colegio
- Fernbrook Family Center
- Fillmore Central Public Schools
- Fraser
- Fridley Public Schools
- Graco, Inc
- Headway Emotional Health Services
- HealthEast
- Health Partners
- Hennepin County
- Hopkins Public Schools
- Kasson-Mantorville Public Schools
- Lakeville Area Schools, ISD 194
- Lifetouch, Inc
- Lincoln International High School
- Lutheran Social Services of Minnesota
- M Health Fairview
- Mille Lacs Band of Ojibwe
- Minneapolis Chamber of Commerce-Graduates of Leadership Twin Cities
- Minneapolis Clinic of Neurology
- Minneapolis Fairview
- Minneapolis Fairview
- Minneapolis Fairview
- Minneapolis Public Schools
- Minnesota Housing
- Minnesota Social Service Association
- Northeast Metro 916 Intermediate School District
- Northside Achievement Zone
- Olmsted County
- Olmsted Medical Center
- Park Nicollet
- Pinnacle Services
- Presbyterian Homes
- RBC
- Richfield Public Schools
- Rochester Area Chamber of Commerce-Graduates of Leadership Greater Rochester
- Rochester Public Schools
- Schmitt Music
- St. Louis Park Public Schools
- Southern Minnesota Education Consortium (SMEC)
- Target
- Thomson Reuters
- Thrivent Financial
- Titan Development
- Toro Company
- Transcultural Nursing Society
- TwinWest Chamber of Commerce-Graduates of TwinWest (Leadership) Academy
- UnitedHealth Group
- UPS
- U.S. Bank
- Wayzata School District
- Wells Fargo
- White Bear Lake Area Public Schools
- Wilder Foundation
- YMCA of the Great Twin Cities
- YMCA Minneapolis
- YMCA Minneapolis
- Zumbro Education District
Partnership Tuition Grants Outcomes

Number of matriculated students receiving partnership tuition grants since Summer 2021:

42 (18 Adult Undergraduate and 24 Graduates)

New partners within last 12 months:

8
Who can you build partnerships with?

5-10 minutes Small Group Discussion

Questions to think about:

Are there certain organizations/businesses where students are coming from?

Are their incentives for students and employers to offer to build partnerships? E.g. tuition grants, free application, first course half-off, etc.

How will you establish and maintain a positive working relationship?
The Need for Partnerships & Clear Pathways

- Community colleges need to broaden their support systems or risk losing students.
- Degree attainment gap among first-gen, low-income, and BIPOC students, as well as lower rate of transfer and 4 year degree completion (NISTS).
- Nearly 40% of two-year institutions in the country are constructing clear pathways for students (Chronicle of Higher Ed).
- The less time and money a student wastes, the more likely they are to continue and succeed.
The Auggie Plan

- Designed for MN students who want to begin their college experience at a community college
- Are seeking a clear and attainable path to a four-year degree
- A “2+2” plan where students spend 2 years at a community college finishing either their AA degree or the MnTC and then 2 additional years at Augsburg completing their Bachelor’s degree
Financial Benefits of the Auggie Plan

- Pell grant eligible & meet the requirements of the Auggie Plan, they receive the Two + Two scholarship
- Two + Two Scholarship: Pell grant + MN state grant + a maximum of $7,500 in student loans (per year) + Augsburg scholarships & grants = the cost of tuition
Auggie Plan Partner Schools

- Saint Paul College
- Anoka-Ramsey Community College
- Normandale Community College
- Minneapolis Community & Technical College
- Dougherty Family College
- University of St. Thomas
Establishing Two Year to Four Year Pathways

- Partnering with key stakeholders
  - Academic Deans
  - President
  - Advising & Retention Offices
  - Registrar
  - Financial Aid
- Building relationships
  - Academic Advisors
  - Faculty
- Institutional support on both sides
  - Augsburg committing financial aid dollars
  - AP schools sending a list of inquiries each semester
Maintaining Partner Relationships

● Meet semesterly with key stakeholders
  ○ Academic Deans
  ○ Dean of Students
  ○ Advising Office
  ○ Auggie Plan Students!

● Connect on campus
  ○ Class visits/presentations
  ○ On campus tabling/office hours
  ○ Coffee shop meetings
Evaluate, Assess, and Adapt

- Strong partnerships need evaluation and adaptation
- Adapt to student needs and realities of lived experiences
- SWOT Analysis:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
MN Office of Higher Ed Partnership

MN Transfer Curriculum

● MN Office of Higher Ed mandate to improve transfer outcomes for transfers from 2 year to 4 year Minn State Schools
● MN Transfer Curriculum established
● Block transfer of MNTC or Assoc. of Arts (AA)
MN Private College Council Initiatives

Transfer Admission Guarantee:

- Guaranteed transfer admission w/required GPA
  - 2.0 gpa and 60 credits or AA degree
- Advertised on MPCC’s web site

Transfer Pathways Initiative

- Clear & attainable degree plan from 2 yr to 4 yr
- Top 3: Psychology, Biology, Business Management
Think, Pair, & Share!

Establishing Partnerships:

1. Who are your internal and external stakeholders for establishing or strengthening partnerships at your institution?
2. Tier 1 partnership ideas?
3. Tier 2 partnership ideas?
Contact

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