The following presentation was given at the 21st Annual Conference for the National Institute for the Study of Transfer Students. Please cite responsibly and direct questions to the original presenter(s).

Educational Partner/Sponsor Session

2867b - Connections Between Prior Learning and Purdue University Global Programs
Credits and Degree Pathways, Leadership and Strategic Planning

Purdue University Global is committed to removing barriers that can prevent adults from completing their degree. Our online programs are designed to allow for maximum flexibility, allowing students to transfer up to 75% of their credits into most programs. This session will provide users an overview of Purdue University Global and the processes that are in place to create pathways that allow our transfer students to reach their goals as quickly as possible.

Tricia Berry, Associate Dean
Allegra Fowler, Executive Director of the Center for Prior Learning Recognition
Purdue University Global
Connections Between Prior Learning and Purdue University Global Programs
Meet Today’s Presenters

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32,000 Students

Purdue is a rare system that serves the traditional population as well as working adults.

Purdue Global serves a different segment of students within the Purdue system.

PG is designed and purpose-built to serve working adult students.
Indiana Based, National Presence
Degree enrollment distribution

- Bachelor: 58%
- Master: 22%
- Associate: 13%
- Certificate: 5%
- EJD & JD: 2%
- DNP: 0%
Other Pertinent Undergraduate Characteristics

First Generation
- 52% Not First Gen
- 48% First Gen

Marital Status
- 65% Not Married
- 35% Married

Has Children or Dependents
- 51% Yes
- 49% No

Data not available in IPEDS. Data source: June 30, 2022 PG census snapshot.
Students come to PG with prior learning gained through past education, training, military service, or professional experience.

PG’s Center for Prior Learning Recognition (CPLR) seeks to capture and utilize diverse sources of learning to accelerate student progress and success. Prior learning saves students time and money.
College transfer students who have had most or all of their credits transferred are 2.5 times more likely to graduate\(^1\)

49% completion rate for adult students with credit for prior learning (CPL), compared to 27% for those without\(^2\)

PG Term 2 persistence for BS-seeking students with transfer credit was 76%, without transfer credit was 52%\(^3\)

Guild Education asserts that even one credit for prior learning can offer a psychological advantage resulting in better student outcomes
CPLR: solutions map

- prior college
- standard exam
- open course
- military
- job training
- licensure/certification
- capture learning
- test out
- learning portfolio
CPLR: volumes, SLAs, and scale of impact

- 19,000 enrolled students/year
- 1,800 different institutions/year

Official evaluations (3-day SLA):
- 275+ transcripts evaluated daily
- 1,000,000+ credits awarded each year

Unofficial evaluations (24-hour SLA):
- 350+ transcripts evaluated daily

(27 FTE)
Optimized Opportunities for Prior Learning

▪ **Degree plan design:** Our degrees are fundamentally designed to be transfer-receptive and flexible

▪ **Advanced Start option:** Students with a completed associate’s degree get a custom degree plan to accelerate progress

▪ **Policies:** We allow up to 75% (undergrad) and 50% (grad) of degree credits to be satisfied by transfer and prior learning

▪ **Practices:** We recognize and utilize prior credits to make a real impact on student progress, not just “free elective” credit
THANK YOU!

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End of Month Census by Year

FY 2018: 29,317
FY 2019: 28,587
FY 2020: 30,427
FY 2021: 34,329
FY 2022: 33,847
FY 2023: 33,236
Who Is Purdue University Global?
Public (within the Purdue University system), Online, Adult Learner

**Our Students**

Percentage of students who:

- Are over the age of 30: 60%
- Are female: 64%
- Are military-affiliated: 31%
- Had neither parent attend college: 50%
- Have a child or other dependent: 58%

**Our Institution**

- Number of faculty: approximately 1,550
- Number of programs: 175
- Average class size (undergraduate)/(graduate): 23/18
- Number of students enrolled: approximately 31,500
- Number of degrees awarded in 2018-2020: 9,200
- Average faculty tenure greater than: 8 years

Quick statistics about PG transfers in 2021

2,000 Transfer Institutions

Last year we transferred credit from more than 2,000 different higher ed institutions.

7,000 Transfer Students

Over 7,000 students received transfer credit.

2,500 PLA Students

Over 2,500 students received credit for prior learning, including military credit.
Undergraduate Risk Factors (NCES)

1. Part Time Attendance
2. Delayed Enrollment
3. Financial Independence
4. Caring for Child or Dependent
5. Single Parent
6. GED Recipient
7. Full Time Employment
Undergraduate Retention

First Term Persistence:
- 2017-2018: 56%
- 2018-2019: 58%
- 2019-2020: 62%
- 2020-2021: 64%
- 2021-2022: 70%

Retention One Year:
- 2017-2018: 36%
- 2018-2019: 41%
- 2019-2020: 45%
- 2020-2021: 45%
- 2021-2022: 44%
Undergraduate Graduation Rate

19%  20%  28%  30%  34%  40%  54%

Eight year undergraduate graduation rate sourced from Department of Education College Scorecard. Includes all matriculated undergraduate students regardless of transfer status or credit hour load.
## Graduates by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Certificate</th>
<th>Associate</th>
<th>Bachelor</th>
<th>Master</th>
<th>Doctoral</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-2019</td>
<td>1,395</td>
<td>1,751</td>
<td>3,789</td>
<td>2,467</td>
<td>77</td>
<td>9,479</td>
</tr>
<tr>
<td>2019-2020</td>
<td>928</td>
<td>1,840</td>
<td>4,501</td>
<td>2,626</td>
<td>139</td>
<td>10,034</td>
</tr>
<tr>
<td>2020-2021</td>
<td>959</td>
<td>1,813</td>
<td>4,402</td>
<td>2,972</td>
<td>88</td>
<td>10,234</td>
</tr>
<tr>
<td>2021-2022</td>
<td>992</td>
<td>1,939</td>
<td>4,978</td>
<td>3,385</td>
<td>120</td>
<td>11,414</td>
</tr>
</tbody>
</table>
## Enrollment Waterfall

### Base Enrollments
- **A**: KNA base enrollment forecast, result of a flat marketing spend and assuming a flat Cost Per Lead (CPL)

### Guild
- **B**: Current growth trends: 700
- Streamlining the Guild application process; recover 800 annually
- New programs to the Guild catalog: 850

### New Programs
- **C**: SBS partnerships - 450
- Google certs - 200
- New programs - 500

### A2B/B2B
- **D**: Purdue OIP increasing enrollments by -5% - 300
- BDMs increasing enrollments beyond Healthcare expansion - 200 (e.g., cyber in a hospital)

### Kaplan Initiatives
- **E**: Per Kaplan, other possible drivers of enrollments
  - Military Ignite
  - Kaplan Alumni
  - P96
  - EBA

### Ivy Tech
- **F**: Taking over role former Kaplan lead role
  - Joint PG/Ivy Tech degree programs

### PWL
- **G**: PWL designed / PG delivered

### Total Enrollments
- **H**: 53,510
Starts by Segment, FY19 to FY22
Purdue University Global Center for Career Advancement motivates and empowers our students through specialized tools available online, one-on-one interaction, and collaboration with employers and educators. Through partnerships and individualized assistance, our students develop relevant career-related skills, which pave a personalized path to career success.

- **Average cohort size**: 1 Specialist to 240 graduates
- **Centralized department organized by Schools**
- **Our success is due to working with students, employers and the PG community**
- **Performance goals based on individual cohort, team and department achievements**
- **Individualized support working with students who have varying degrees of experience**
CCA: driving positive outcomes
OneTen Partnership

Upskill, Hire, Advance

- Partner companies include IBM, Merck, American Express, Cleveland Clinic, Comcast, Deloitte, GM, HP, Johnson and Johnson, JP Morgan Chase, Northrop Grumman, Stryker and many more. The goal is 1000 employers.

- “Talent developers” have been named, many are in the apprenticeship/bootcamp arena. Purdue Global was included in the first round of talent developers.

- We also partner closely with employers within OneTen to share job leads. Additionally, OneTen has a website that attempts to connect students and employers. We have invited past AAS and Certificate Black graduates from the past three years to join the website.

- The focus is on microcredentials and AAS degrees that have stackable potential to advance Black Americans into jobs that pay over 50K a year.
Enhancing the student experience

Student Success
- Build a roadmap of support and staff to address students’ critical needs when “life gets in the way”
- Create “Success Squads” built of interdepartmental teams to best serve students
- Create better pathways for students with zero transfer credit (BEST program)

Financial wrap-around Supports
- Continue to the roll out of emergency aid through Edquity
- Connect more students to Federal work study opportunities
- Connect students to Guild employers when there is financial need

Student Community
- Enhance the development of student community including the roll out of Get Set
- Work with Gardner on their equity and persistence initiatives
- Continue work on First Generation initiatives (Tri-Alpha)
Enhancing the student experience

Career Advancement
- Define Career Mobility in relation to our adult learners
- Create more opportunities for employer interactions with students
- Further immerse career opportunities into the student experience

Prior Learning Opportunities
- Create performance measures to promote even further student consultation of credit opportunities
- Rebrand current Alternative Credit Center for increased student awareness
- Retrain/consult with members of the PG community on the importance of credit opportunities
Who are our graduates?....

LaQuinta Pollard, MS Human Services, Student Services Director for UT Austin.

Morgan Imes, BS Criminal Justice, Office of Special Investigations for US Air Force.

Henry Akinbobuyi, MS Health Care Admin, Social Media Specialist for Franciscan Health Services

Evan Harrington, BS Cybersecurity, Associate Security Consultant for AWS

Debbie Ghosh, MS Instructional Design & Technology, E-Learning Specialist for Southwest Airlines

Teresa Brown, BS Psychology ABA, Lead RBT for Elite Healthcare Group Inc

Deja Trotter, BS Accounting, Staff Accountant for Indiana Pacers
Appendices
“Transfer” Student as the Norm

US Army 68W
Students: 2100
Credits: 75,000

Ivy Tech CC
Students: 3000
Credits: 150,000

Walmart Training
Students: 650
Credits: 3200

PG Portfolio
Students: 1800
Credits: 64,000

Sophia Courses
Students: 2800
Credits: 49,000

US Army 31B
Students: 2600
Credits: 100,000
Military, Mean Prior Learning Credits

Undergraduate
- Certificate: 1
- Associate: 41
- Bachelor: 60

Graduate
- Certificate: 4
- Master: 1
- DNP: 0
“I am a single father who was very nervous about college as I had gone to two others before and left for personal reasons. Purdue Global made it easier for me… The last two years have helped me develop my pathway in all ways, military, college, and civilian life. The tutors here are great, and the professors understand their material and often answer questions very quickly. The classes hit significant points with no fillers and often relate to my current work and many of my fellow students.”

- Travis (AS and BS graduate, current in MBA)