Sophia | **PURDUE GLOBAL**™ | **cael** Link Learning and Work

Improved Retention Outcomes Associated with CPL Best Practices

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Presenters

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Sophia

Agenda

1   Credit for Prior Learning Outcomes

2   About Purdue Global and our Approach to CPL

3   About Sophia Learning

4   Purdue Global – Best CPL Practices

5   Sophia Engagement with Purdue Global

6   Outcomes and Discussion

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Question 1

How mature is your CPL capability?

The PLA Boost: CAEL Study Results

- **Adult students with PLA saved an estimated $1,500 - $10,200** earned an average 17.6 more course credits than adult students without PLA.
- **PLA is associated with higher completion rates** for adult students of color, low-income adult students, and adult students across the spectrum of academic performance.
- **PLA saved an average between 9-12 months** of time for adults seeking undergraduate degrees with 12 PLA credits.
- **Only 11% of adult students use PLA**; this is even lower for black and low-income students

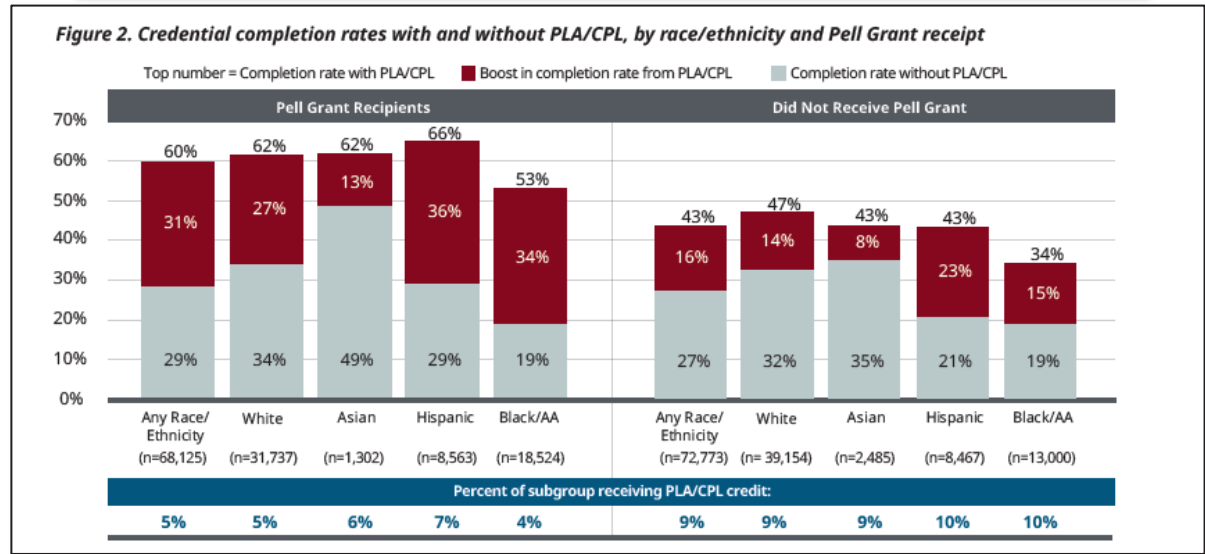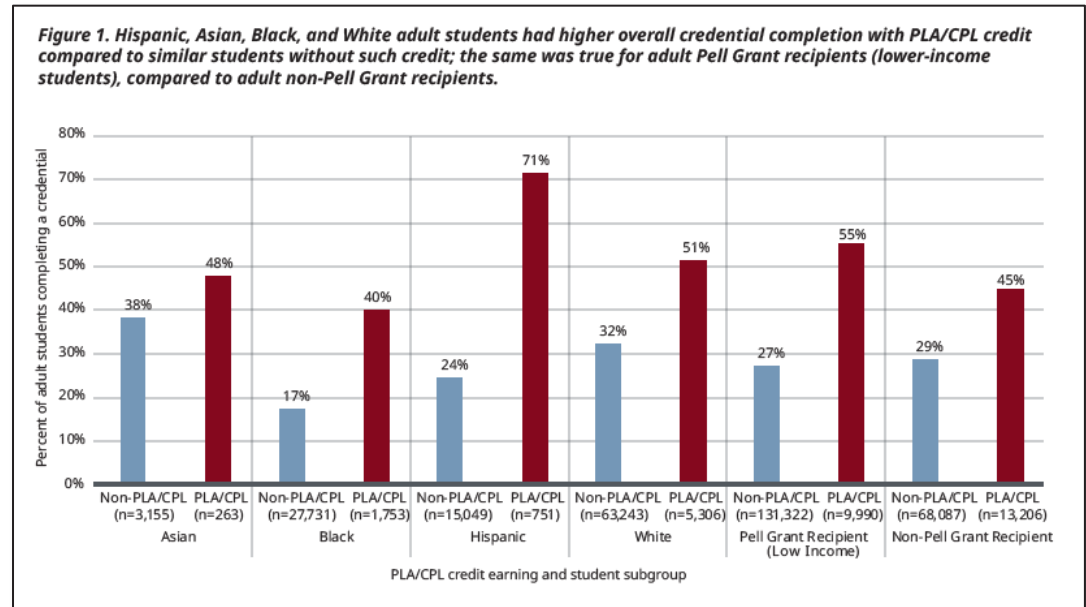## PLA boosted completion rates for key adult student groups

Adult students

■ Hispanic ■ Black ■ Pell Grant recipients ■ Community Colleges
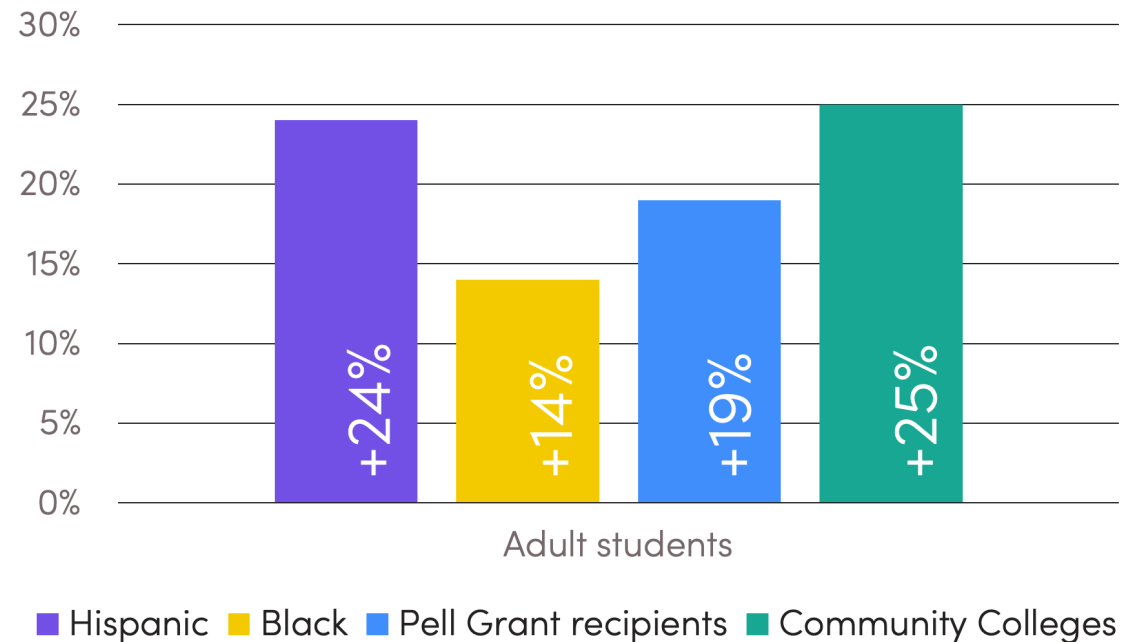
The PLA Boost, CAEL & WICHE, December, 2020

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The Equity Paradox

"Only 11% of adult students use PLA; this is even lower for black and low-income students"

Black and Hispanic students with Pell Grants show the largest completion gains, radically reducing the gaps.

Figure 1. Hispanic, Asian, Black, and White adult students had higher overall credential completion with PLA/CPL credit compared to similar students without such credit; the same was true for adult Pell Grant recipients (lower-income students), compared to adult non-Pell Grant recipients.

Figure 2. Credential completion rates with and without PLA/CPL, by race/ethnicity and Pell Grant receipt

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Factors may influence CPL participation

Providing opportunities for CPL can be a key tool for improving equity and raising retention and completion rates generally

Institutions interviewed for this deeper exploration offered some possible factors that could explain the PLA/CPL disparities or Black and/or lower-income adult learners in our sample:

- **Cost:** PLA/CPL related assessment fees are not covered by Pell Grants or other federal financial aid.

- **The amount and nature of outreach, marketing, and support:** Adult learners may not be hearing about PLA/CPL at the right time, or they may need additional encouragement and support.

- **Adaptivity of institutional policies and processes:** Prevailing PLA/CPL opportunities may be focused on a limited set of learners' labor market experiences or programs of study.

- **Individual adult learner self-confidence:** Some adult learners may have lower confidence in themselves as learners, leading them to believe that PLA/CPL does not apply to them.

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About PG: Mission Statement

Purdue University Global delivers personalized online education tailored to the unique needs of adults who have work or life experience beyond the classroom, enabling them to develop essential academic and professional skills with the support and flexibility they need to achieve their career goals.

Our Students, Our Institution

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OUR STUDENTS

Percentage of students who:

Are over the age of 30
59%

Are military affiliated
28%

Are female
61%

Had neither parent attend college
50%

Have a child or other dependent
52%

Are working while enrolled
85%

OUR INSTITUTION

Number of faculty approximately
1,880

Number of students enrolled approximately
33,500

Number of programs
175+

Number of degrees awarded in 2022-2023
10,700

Average class size (undergraduate)/(graduate)
22/17

Average faculty tenure more than
7 YEARS

Our Undergraduate Programs

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Aviation

2 Bachelor

Business/IT

5 Certificate
6 Associate
13 Bachelor

Health Sciences

2 Certificate
2 Associate
7 Bachelor
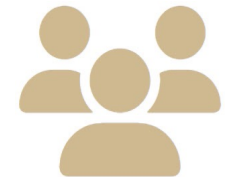
Multidisc & Prof. Studies

2 Certificate
1 Associate
2 Bachelor

Nursing

1 Associate
1 Bachelor

Social & Behavioral

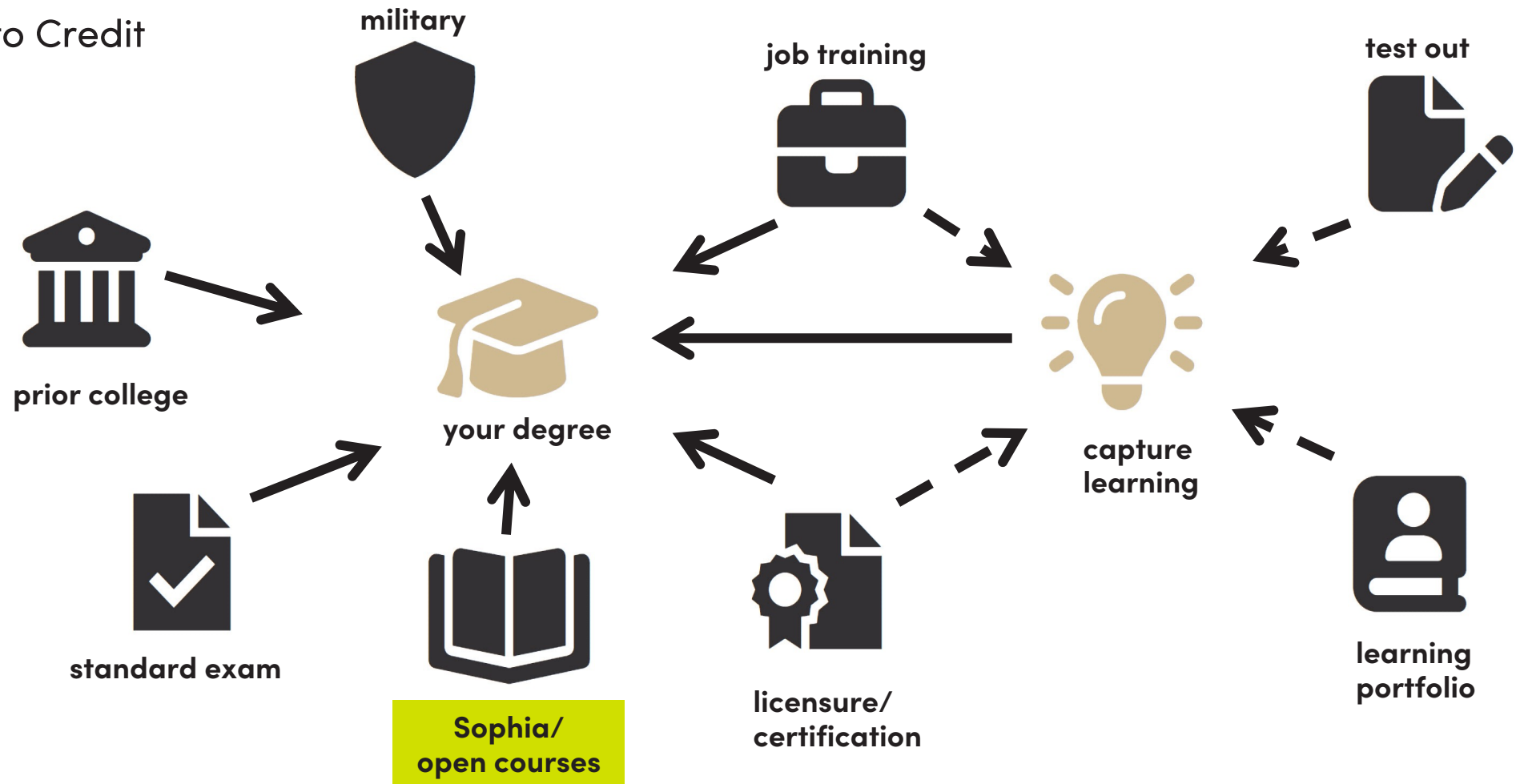7 Certificate
5 Associate
15 Bachelor

Programs may have concentration options, leading to specialization

Center for Prior Learning Recognition

Pathways to Credit

PURDUE GLOBAL™

military

job training

test out

prior college

your degree

capture learning

standard exam

Sophia/ open courses

licensure/ certification

learning portfolio

About Sophia

Sophia empowers students in pursuit of personal and professional goals by offering college-level courses for $99 a month.

Why Sophia?

ACE®-recommended and DEAC-certified
The American Council on Education's College Credit Recommendation Service (ACE®) has evaluated and recommended college credit for all of Sophia's online courses for college credit.

Promoting student success
Based on a study with select Sophia partners, student who complete at least one Sophia course are 31–86% more likely to enroll in their fourth term at their university

Self-paced learning
Sophia's on-demand format lets students complete courses on their own schedule, up to two at a time. All required course materials are included.

Making a difference
More than 250,000 courses completed. And we're just warming up.

Sophia by the numbers

60+ courses

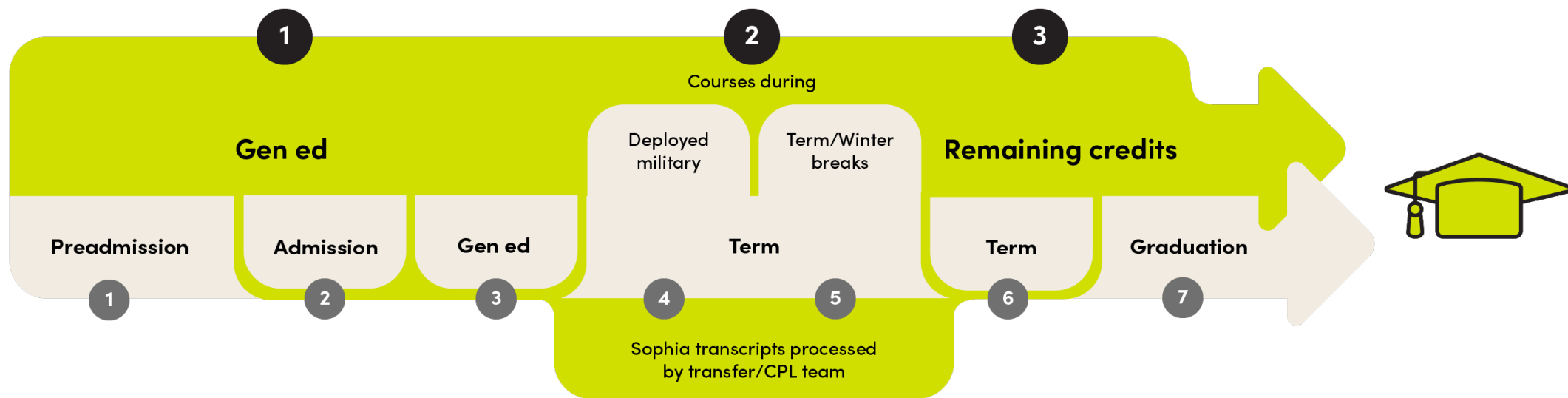**200,000+ students** have completed a course

60+ partner universities have agreed to accept Sophia courses for credit

4.7 out of 5 Course rating from students

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Purdue Global / Sophia Model

Gen ed and elective support at any stage of education.

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HIGHER ED EVOLVED

PURDUE GLOBAL

1

2

3

Courses during

Gen ed

Deployed military

Term/Winter breaks

Remaining credits

Preadmission

Admission

Gen ed

Term

Term

Graduation

1   2   3   4   5   6   7

Sophia transcripts processed by transfer/CPL team

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How we engage with Purdue Global

CUSTOMIZED LANDING PAGE:

The Sophia interface is clean, simple, and easy to use. The course dashboard guides students through the course and displays their progress and score.
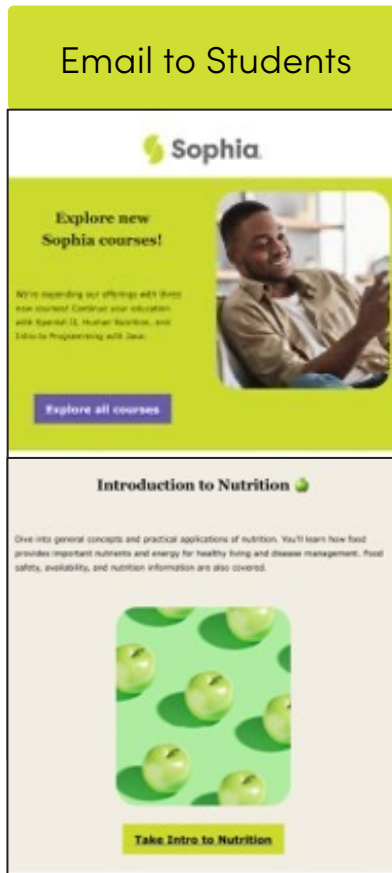
For our language suite, we've developed interactive games to engage students and help them master the material.

If students get stuck or need academic support, complimentary Learning Coach support is just a click away.

How we engage with Purdue Global

Email to Students

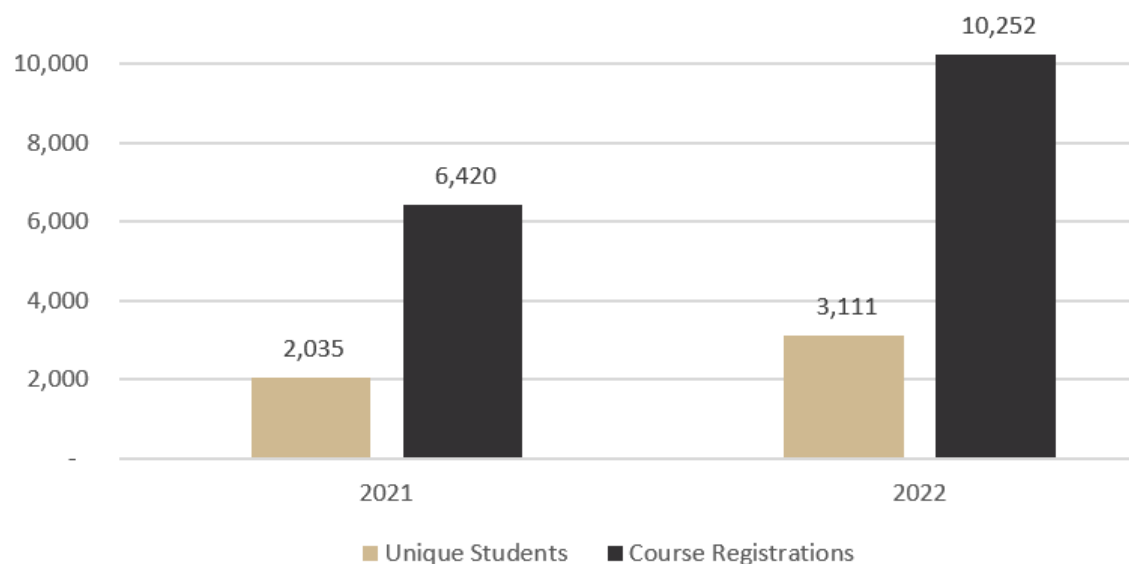**Email to Faculty, Advisors & Leadership**

Social Posts

Our communications aim to provide the most up-to-date information to students and advisors and may include:

- New course launches

- Articulation guidelines for new courses

- Campaigns, e.g., New Year, Valentine's Day, Refer a Friend, Women's History Month

- Blog Posts, e.g., Black History Month

- Advisor of the Year campaign

Sophia Impact: Students and PG

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SOPHIA ENGAGEMENT CY 2021-2022

	2021	2022
Unique Students	2,035	3,111
Course Registrations	6,420	10,252

■ Unique Students ■ Course Registrations

DRIVING PERSISTANCE AT PG

STUDENTS WHO COMPLETED AT LEAST ONE SOPHIA COURSE ARE…

21% … MORE LIKELY TO COMPLETE THEIR FIRST TERM

25% … MORE LIKELY TO ENROLL IN THEIR SECOND TERM

55% … MORE LIKELY TO ENROLL IN THEIR FOURTH TERM

* Purdue Global student population cohorts Q4 2019 – Q4 2022

CPL Engagement: Best Practices

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Optimize CPL

- Degree plan design: transfer-receptive and flexible
- Polices: 75% undergraduate / 50% graduate
- Availability < Applicability < Utility

Transparent CPL policies

- Catalog
- Student-facing websites
- Internal resources

All hands on deck

- Admissions, advising, faculty, FA, student accounts
- Student Advisor drives CPL discussion
- Faculty CPL champions

Crawl, walk, run

- Identify low-risk cohorts
- Introductory / exploratory courses

Question 2

What CPL practices do you employ at your institution?

The Future of PLA: Emerging Best Practices

Articulate with Intention

Institutions need to find ways to generate credit opportunities for more and **more diverse** student populations.

Certification cross-walks and other efforts to build credit in response to external learning should take into consideration the **accessibility** of the source object.

Sophia provides a **readily accessible** and extremely affordable alternative to more-expensive opportunities a learner may have to see their learning formally assessed.

CPL Mobility

Institutions must work towards establishing policy and practices that will **enable** earned CPL to **move** seamlessly between institutions during a transfer.

CAEL community of practice established to discuss challenges, develop strategies, and share best practices.

Question 3

How do you plan to enhance your CPL program?

Q & A

Thank you!