Improved Retention Outcomes Associated with CPL Best Practices

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Allegra Fowler, Executive Director of the Center for Prior Learning Recognition – Purdue Global
Nick White, Chief Learning Officer – Sophia Learning
Presenters

Nick White, MEd
*Chief Learning Officer*
Sophia Learning

Allegra Fowler
*Executive Director of the Center for Prior Learning Recognition*
Purdue Global
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
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

The PLA Boost, CAEL & WICHE, December, 2020
“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.

Equity Paradoxes in the PLA Boost, CAEL & WICHE, October, 2021
Factors may influence CPL participation

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

**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

**Academic Statistics:** Source: Unless otherwise noted, data are from the Purdue Global Office of Reporting and Analysis, 2022-2023 academic year.
### Our Undergraduate Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Options</th>
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<tbody>
<tr>
<td>Aviation</td>
<td>2 Bachelor</td>
</tr>
<tr>
<td>Business/IT</td>
<td>5 Certificate, 6 Associate, 13 Bachelor</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>2 Certificate, 2 Associate, 7 Bachelor</td>
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<tr>
<td>Multidisc &amp; Prof. Studies</td>
<td>2 Certificate, 1 Associate, 2 Bachelor</td>
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<tr>
<td>Nursing</td>
<td>1 Associate, 1 Bachelor</td>
</tr>
<tr>
<td>Social &amp; Behavioral</td>
<td>7 Certificate, 5 Associate, 15 Bachelor</td>
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Programs may have concentration options, leading to specialization.
Center for Prior Learning Recognition

Pathways to Credit

- Prior college
- Standard exam
- Sophia/open courses
- Military
- Job training
- License/certification
- Test out
- Learning portfolio

Your degree

Capture learning
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, students 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
Purdue Global / Sophia Model

Gen ed and elective support at any stage of education.
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

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

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

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?
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!