



# Community College Student Personas & Policymaking



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Executive Director, CCCSE



# Objectives:

- Understand why it is important to listen to the student voice
- Learn about some themes that matter to students
- Participate in a data narrative exercise

**What does translating what students say look like in policies, procedures and practices?**

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What is one thing you

---

**BELIEVED**

---

you could not do?

# SUCCESS



**If you think a  
minute goes by  
really fast,  
you've never  
been running.**



somee cards  
user card

**Think about the emotions students feel  
when they start their educational journey**



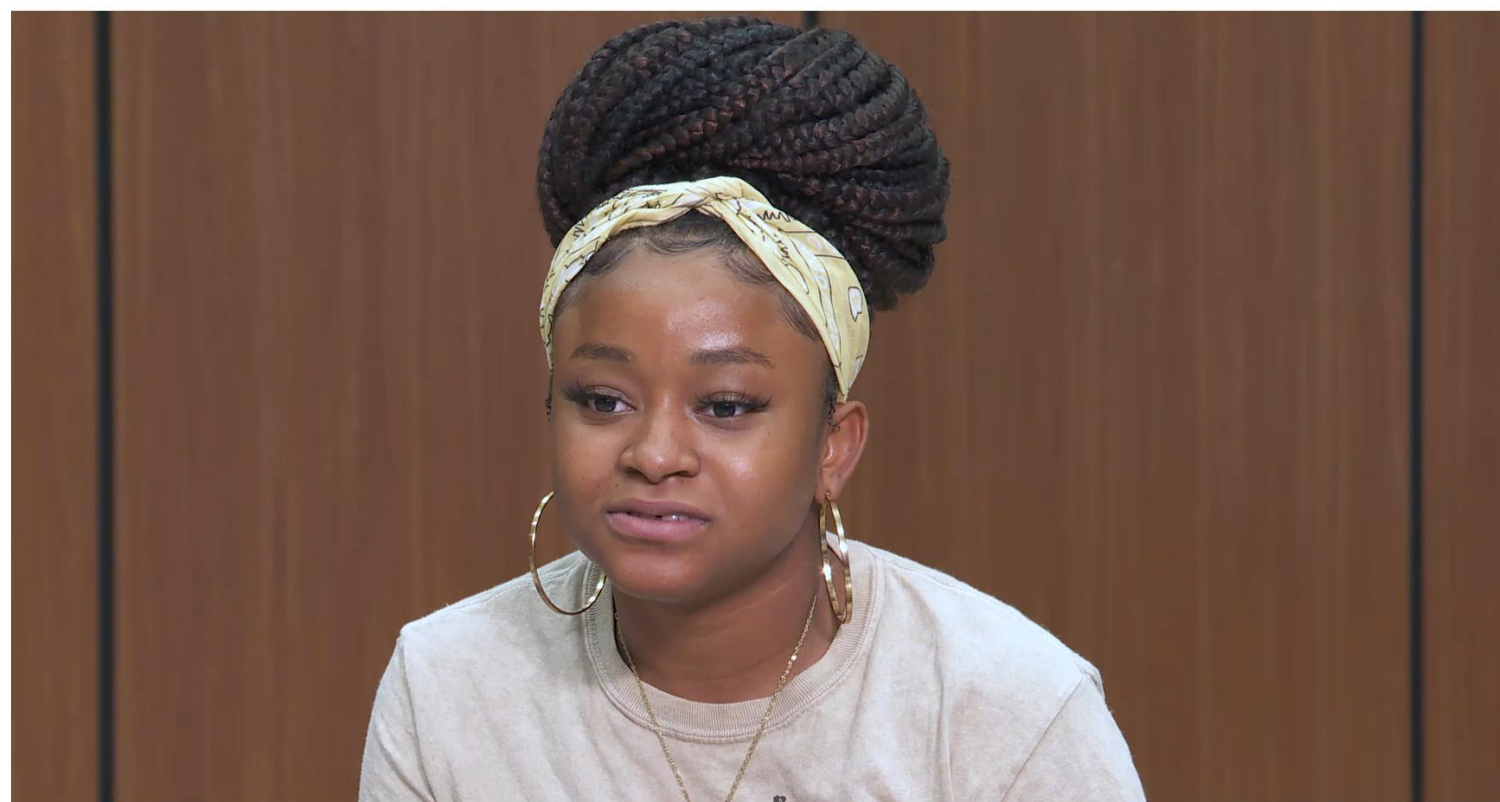
**“College is like....”**



**“I’m making new goals for myself.”**



First Time on Campus



First Time on Campus



**“I’m starting the first  
step of achieving  
my goals.”**



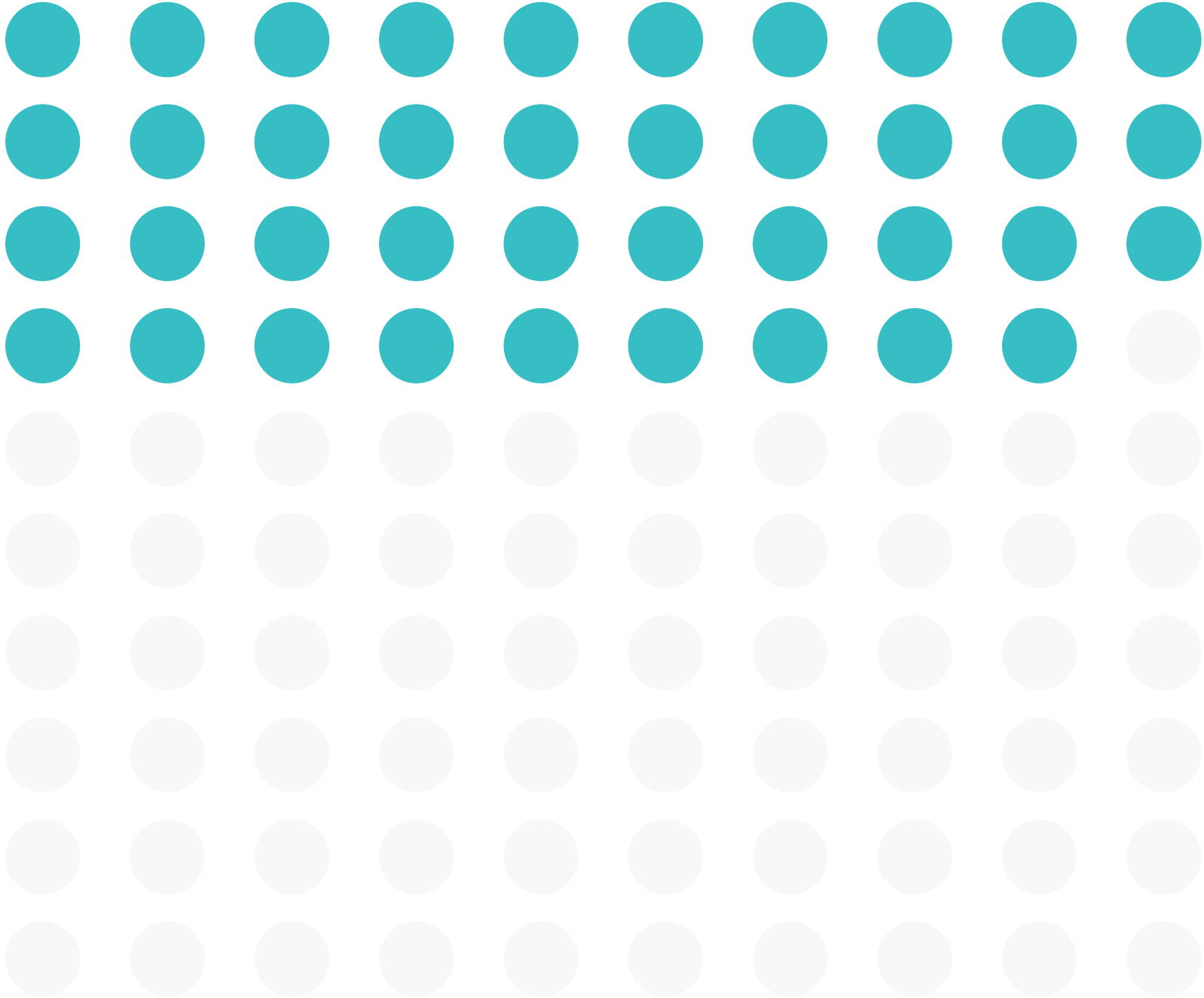
**Attain academic goal in two years**

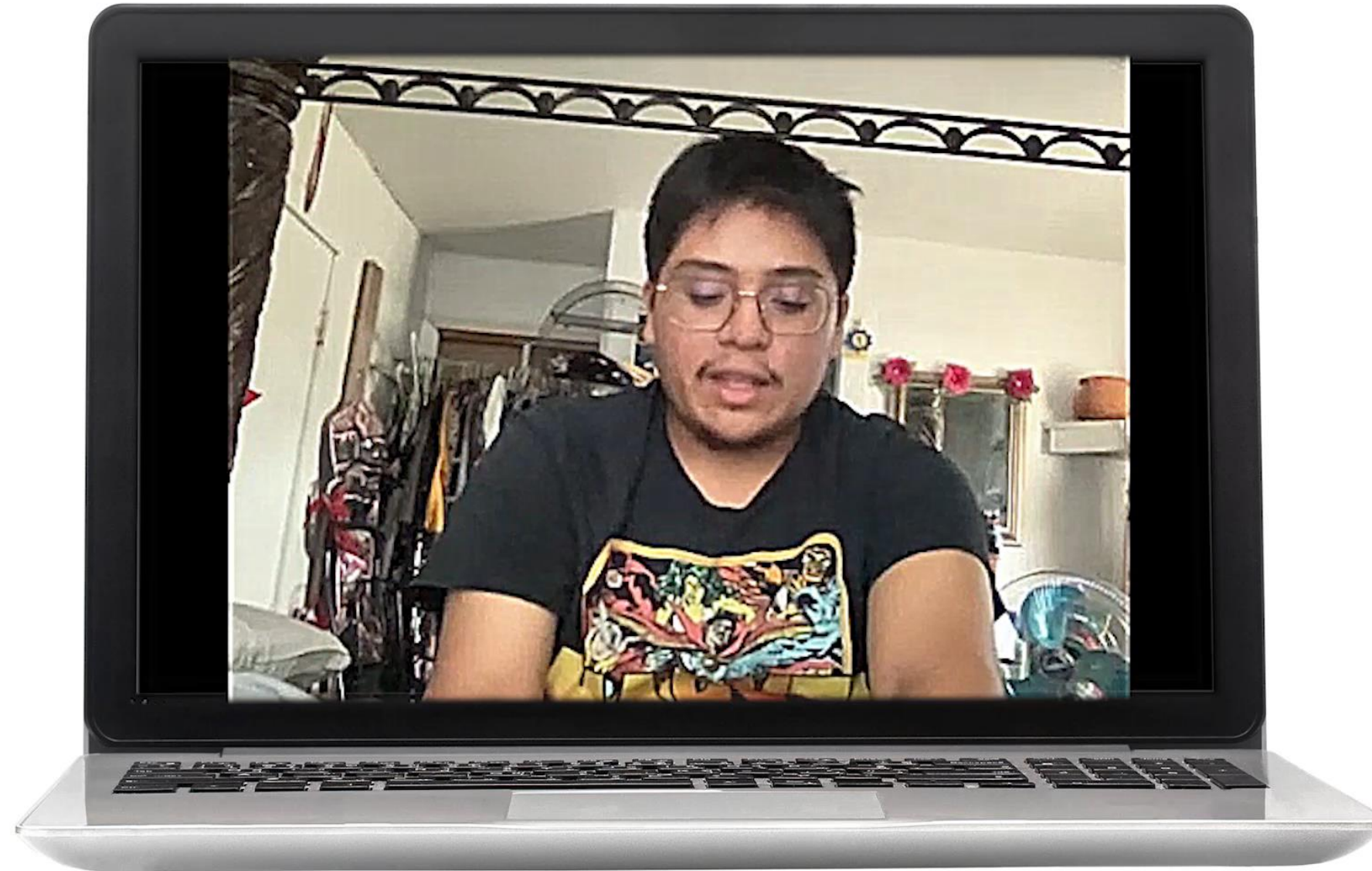


# Attain academic goal in two years

**Reality**  
39%

(6 year goal attainment)





2nd Semester / Withdrew from College





STUDENT  
VOICE



**“A-ha” Moments About The Student Experience**

STARTING  
CONVERSATIONS

STORYTELLING



PROVIDING  
TOOLS



# Student Engagement

*It's unlikely to happen by accident.  
It has to happen*

**by design**

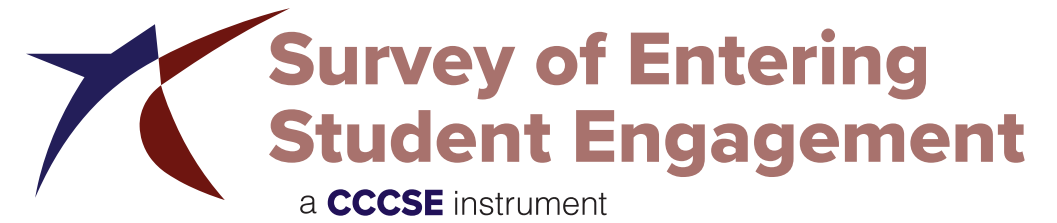
# By The Numbers



2001–Present

Over **2.8M+** student  
respondents

Nearly 1000  
participating  
colleges



2008–Present

Over **500,000** entering  
student respondents

Over **500**  
participating  
colleges

Alvin Community College

( 2007, 2008, 2009, 2010, 2011, 2013, 2015,  
2017, 2019, 2021, 2023 )

Amarillo College

( 2009, 2010, 2011, 2014, 2017, 2018, 2019,  
2022, 2023 )

Austin Community College

( 2002, 2003, 2005, 2007, 2010, 2013, 2016,  
2019, 2021 )

Blinn College District

( 2004, 2005, 2006, 2008, 2010, 2012, 2014,  
2019 )

Dallas College

( 2022 )

Del Mar College

( 2002, 2007, 2009, 2011, 2013, 2015, 2017,  
2019, 2021, 2023 )

El Paso Community College

( 2005, 2006, 2007, 2008, 2009, 2010, 2011,  
2012, 2013, 2014, 2015, 2016, 2017, 2020,  
2022 )

Galveston College

( 2004, 2006, 2008, 2010, 2012, 2014, 2016,  
2018 )

Houston Community College

( 2002, 2003, 2004, 2005, 2006, 2007, 2008,  
2009, 2010, 2011, 2012, 2013, 2014, 2015,  
2016, 2017, 2018, 2022 )

Odessa College

( 2008, 2011, 2013, 2015 )

South Texas College

( 2006, 2007, 2008, 2009, 2011, 2013, 2015,  
2018, 2021 2024, )

Texas Southmost College

( 2018, 2023 )

Trinity Valley Community College

( 2005, 2007, 2009, 2011, 2013, 2015, 2017,  
2019, 2021, 2023 )

Western Texas College

( 2004, 2006, 2009, 2011, 2014, 2016, 2018 )

# MISSION CRITICAL

The Role of Community Colleges in Meeting Students' Basic Needs

2022 NATIONAL REPORT

**CCCSE**  
INSIGHTS THAT MATTER

# Listen to Me

Community College Students Tell Us What Helps Them Persist

**CCCSE**  
INSIGHTS THAT MATTER

# The Continued Impact of COVID-19 on Community College Students

**CCCSE**  
INSIGHTS THAT MATTER

# The Impact of COVID-19 on Entering Students in Community Colleges

Center for Community College Student Engagement

# BUILDING MOMENTUM

Using Guided Pathways to Redesign the Student Experience

Center for Community College Student Engagement

2020 NATIONAL REPORT

# The Intersection of Work and Learning

Findings From Entering Students in Community Colleges

Center for Community College Student Engagement

# A MIND at Work

Maximizing the Relationship Between Mindset and Student Success

2019 NATIONAL REPORT

# Show Me the Way

The Power of Advising in Community Colleges

2018 NATIONAL REPORT

Center for Community College Student Engagement





## **Texas 2022 Cohort**

CCSSE – Nearly 26,000 responders

SENSE – Nearly 10,000 responders

# What are their lives like?

Preparing for class  
(10 hrs or less per week)

Working for pay  
(11 hrs or more per week)

Providing care for dependents  
(6 hrs or more per week)

# What are their lives like?

Preparing for class  
(10 hrs or less per week)

68%

Working for pay  
(11 hrs or more per week)

Providing care for dependents  
(6 hrs or more per week)

# What are their lives like?

Preparing for class  
(10 hrs or less per week)

68%

Working for pay  
(11 hrs or more per week)

58%

Providing care for dependents  
(6 hrs or more per week)

# What are their lives like?

Preparing for class  
(10 hrs or less per week)

68%

Working for pay  
(11 hrs or more per week)

58%

Providing care for dependents  
(6 hrs or more per week)

43%

# How likely is that these issues would cause you to withdraw from class or from this college?

Working full-time

Lack of finances

Caring for dependents

# How likely is that these issues would cause you to withdraw from class or from this college?

Working full-time

43%

Lack of finances

Caring for dependents

# How likely is that these issues would cause you to withdraw from class or from this college?

Working full-time

43%

Lack of finances

48%

Caring for dependents



# How likely is that these issues would cause you to withdraw from class or from this college?

Working full-time

43%

Lack of finances

48%

Caring for dependents

31%

# Objectives:

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# Having a Plan Matters

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**“It’s like a light at the end of the tunnel.”**



**Before the end of my first academic term at this college,  
an advisor helped me develop an academic plan.**

Yes

**Before the end of my first academic term at this college,  
an advisor helped me develop an academic plan.**

**55%**

Yes



Academic Plan



# Students Don't Do Optional



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# Students Don't Do Optional

\_\_\_\_\_ %

**Did not attend orientation because they were not aware of it or unable to participate due to scheduling**



# Students Don't Do Optional

35%

**Did not attend orientation  
because they were not aware  
of it or unable to participate  
due to scheduling**



# Support Services Matter

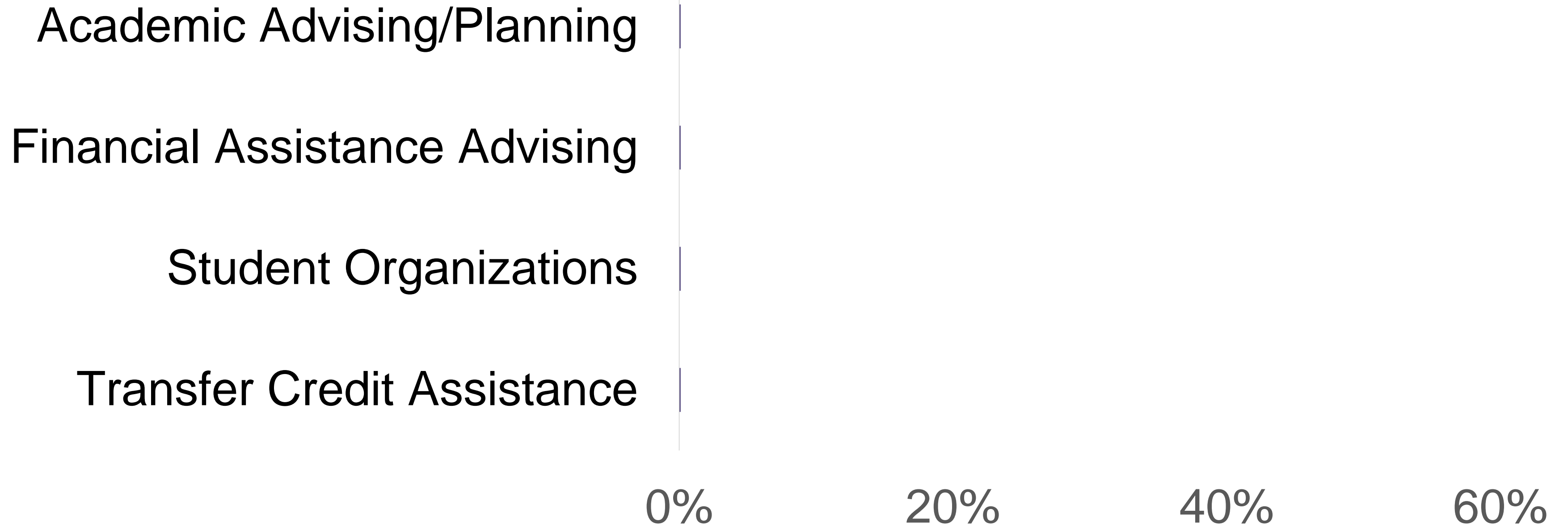


**“There are a lot of safety nets.”**

**Think about your experiences from the first time  
of your decision to attend this college  
through the end of the first three weeks  
of your first semester/quarter.**

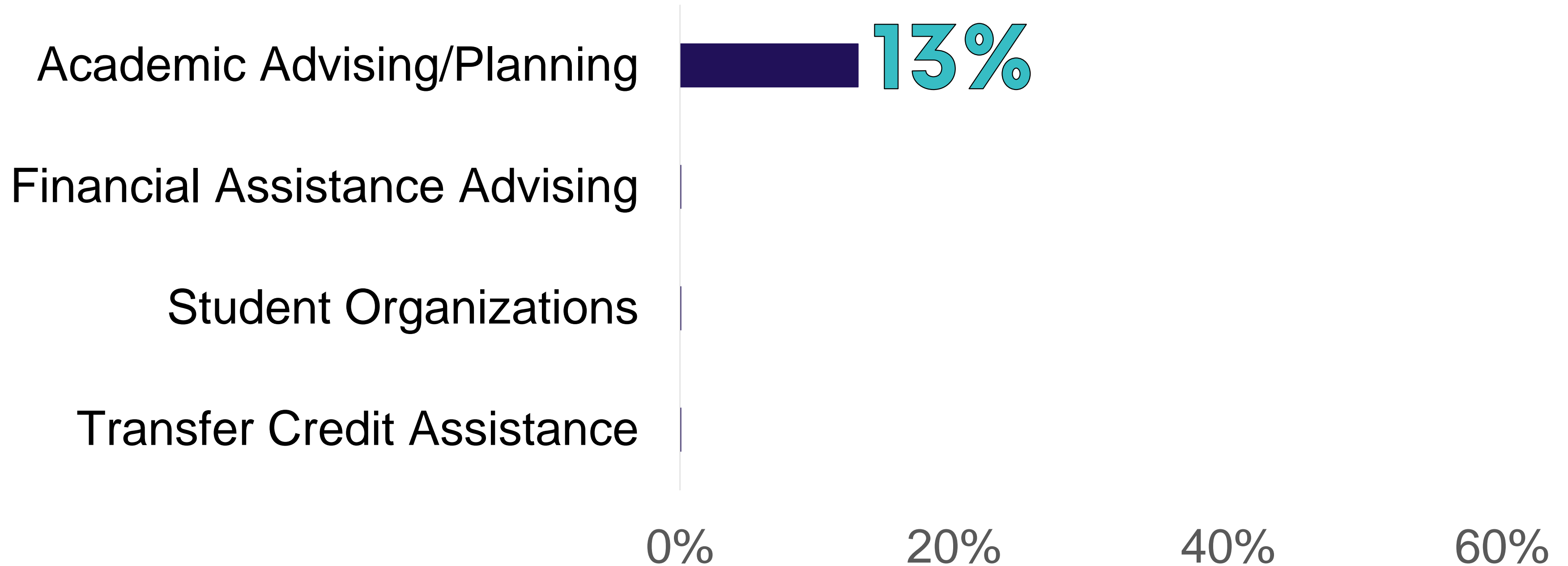
# Did you know about the following services?

NO



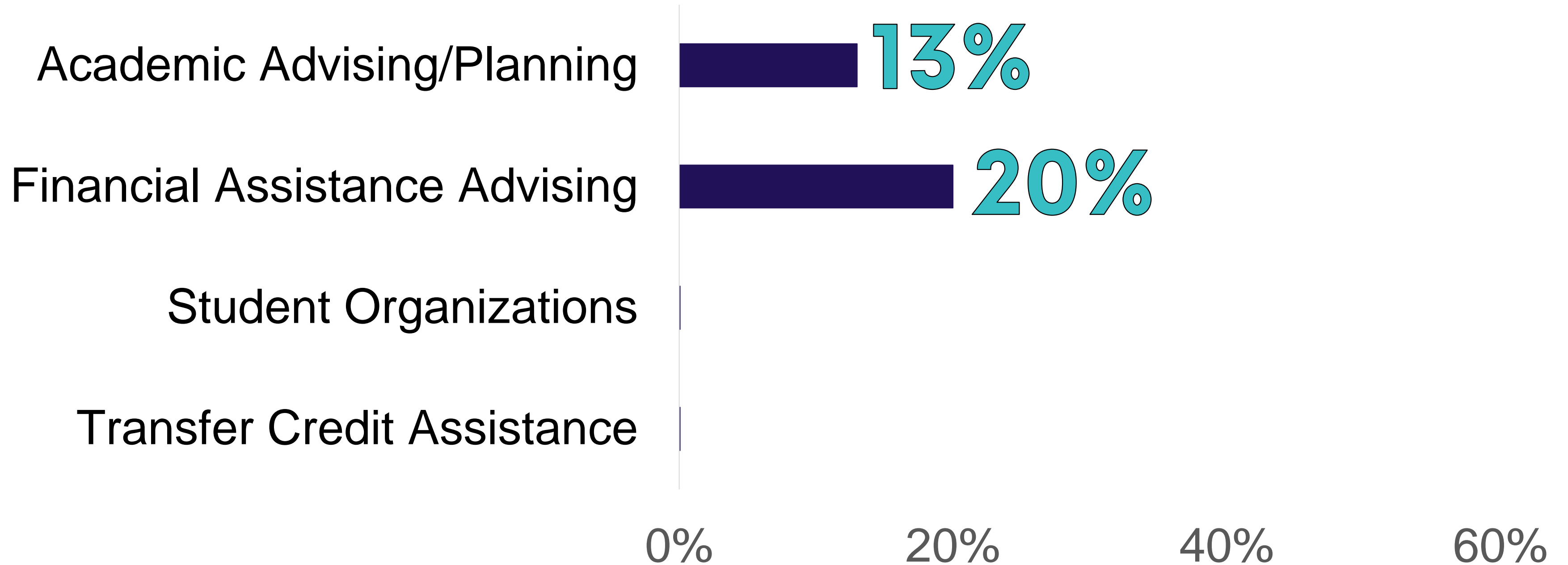
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NO



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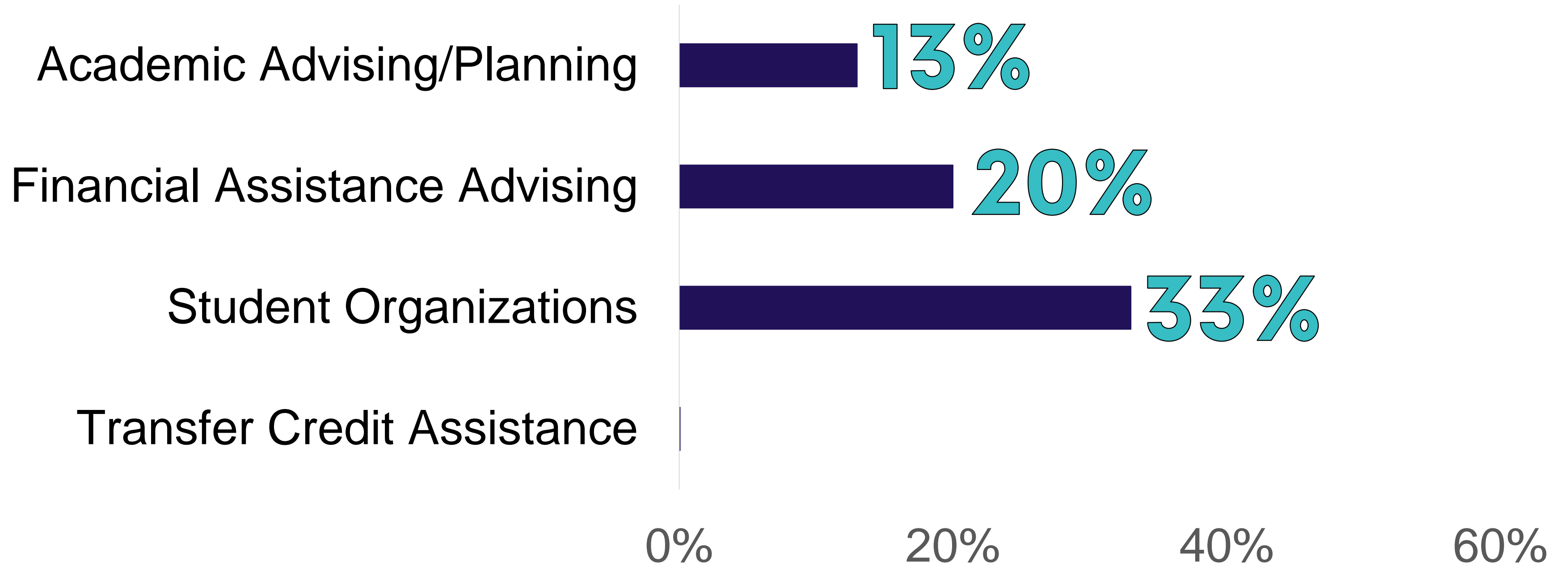
NO





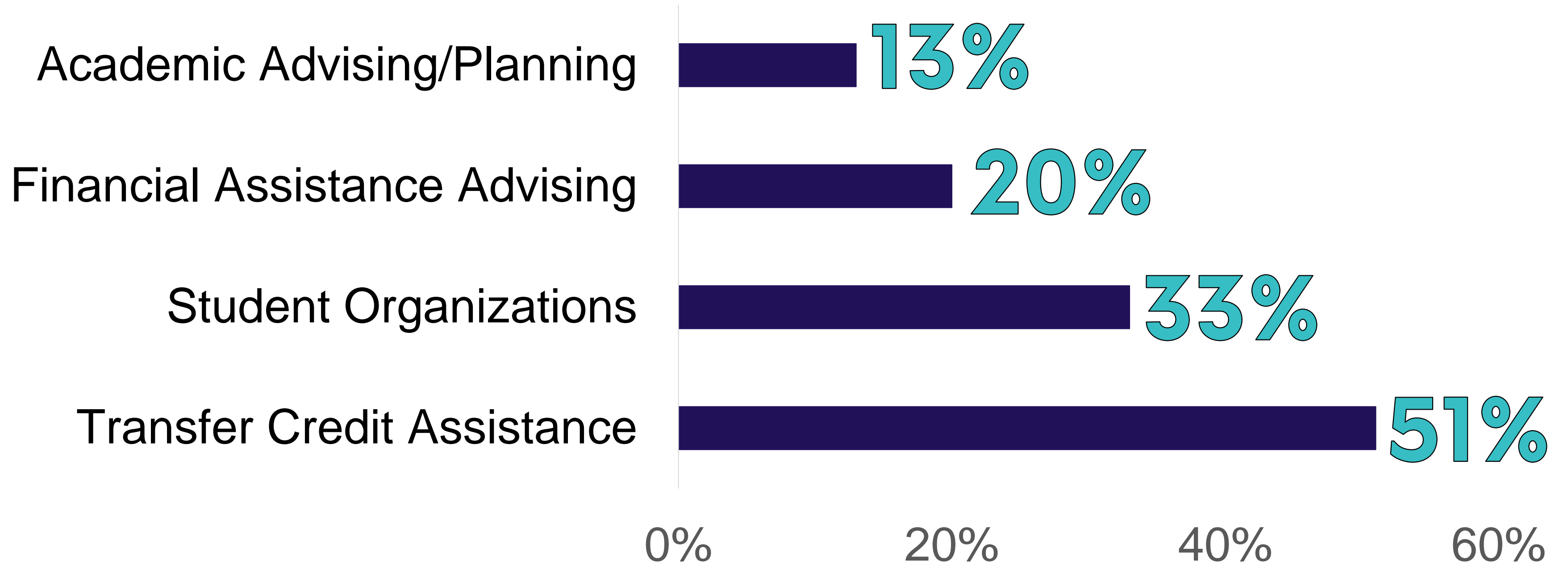
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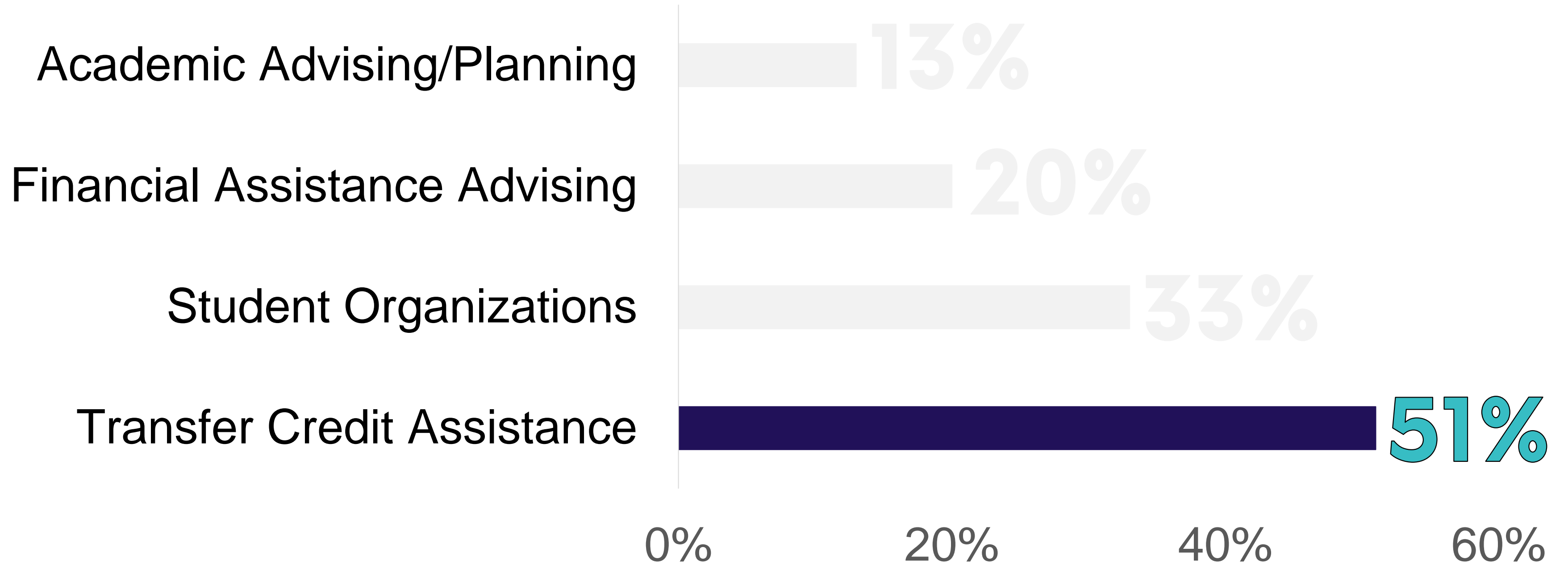
# Did you know about the following services?

NO



# Did you know about the following services?

**NO**



**Did NOT KNOW about transfer credit services**

**51%**

**Transferring to a 4-year college or university is  
a GOAL for attending this college**

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**51%**

**Transferring to a 4-year college or university is  
a GOAL for attending this college**

**78%**

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# Data Narrative Exercise

1. Obtaining an associate degree is a goal for attending this college



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80%

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2. College does very little/some to help me cope with non-academic responsibilities (work, family, etc.)

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2. College does very little/some to help me cope with non-academic responsibilities (work, family, etc.)

60%

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2. College does very little/some to help me cope with non-academic responsibilities (work, family, etc.)

60%

3. Someone at this college contacts me if I am struggling with my studies to help me get the assistance I need

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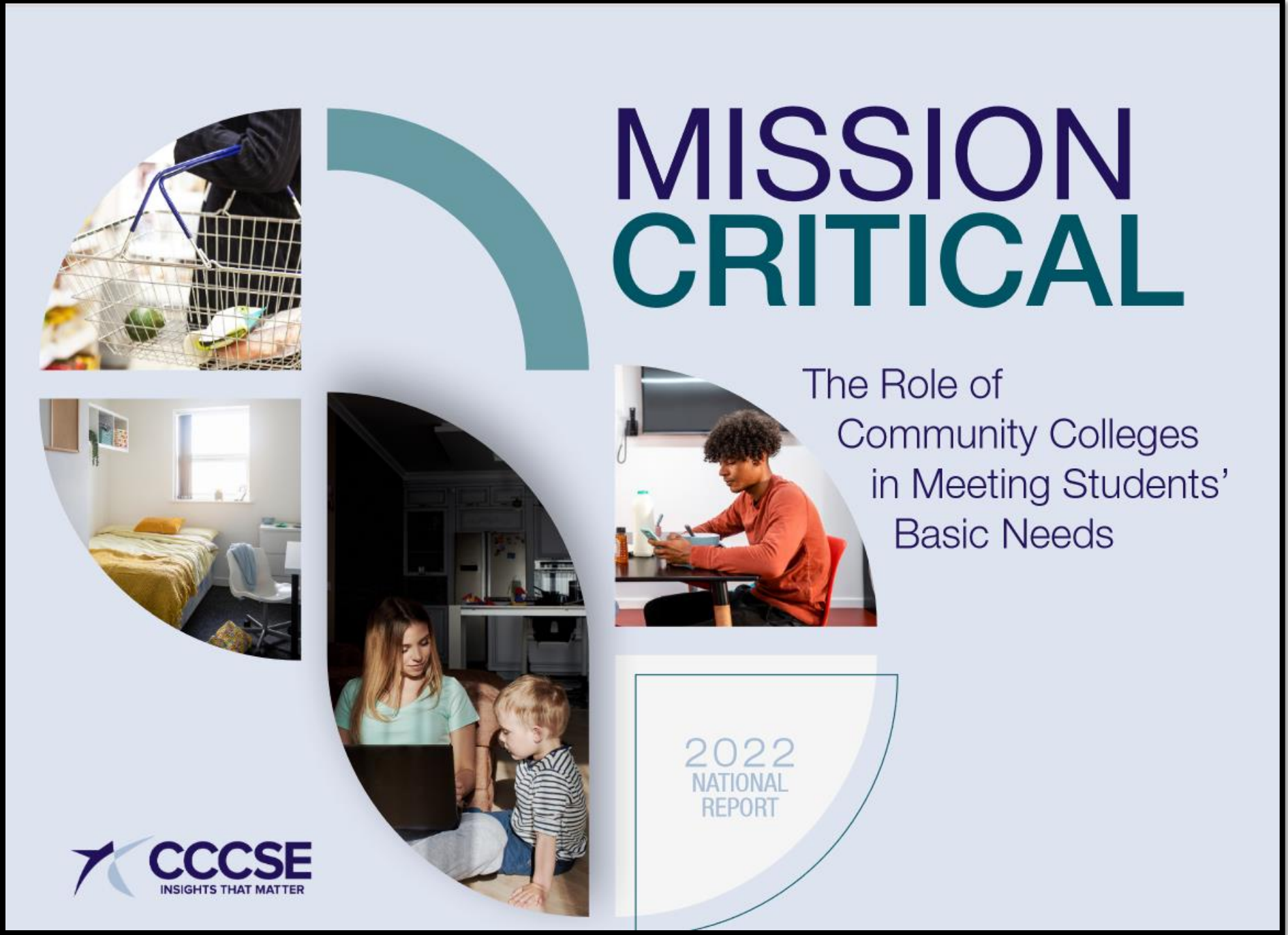
80%

2. College does very little/some to help me cope with non-academic responsibilities (work, family, etc.)

60%

3. Someone at this college contacts me if I am struggling with my studies to help me get the assistance I need

25%



**Nearly 82,500 student responders from 194 institutions**

The cover features a large, stylized number '3' in the background. The top-left segment of the '3' contains a circular image of a shopping cart filled with groceries. The middle-left segment contains a circular image of a bedroom with a bed and a desk. The bottom-left segment contains a circular image of a woman sitting on the floor with a young child, looking at a laptop. The top-right segment of the '3' contains the title 'MISSION CRITICAL' in large, bold letters, with 'MISSION' in dark blue and 'CRITICAL' in teal. Below the title is the subtitle 'The Role of Community Colleges in Meeting Students' Basic Needs' in a smaller, dark blue font. The bottom-right segment of the '3' contains a white box with the text '2022 NATIONAL REPORT' in blue. In the bottom-left corner of the cover is the CCCSE logo, which consists of a stylized blue and purple 'C' shape followed by the text 'CCCSE' and 'INSIGHTS THAT MATTER' below it.

# MISSION CRITICAL

The Role of Community Colleges in Meeting Students' Basic Needs


2022 NATIONAL REPORT

CCCSE  
INSIGHTS THAT MATTER

**Students Most in Need  
are Most Engaged**

# Students With Less Food Security Have Higher *CCSSE* Benchmark Scores

## BENCHMARKS

 Active and Collaborative Learning

 Student Effort

 Academic Challenge


 Student-Faculty Interaction

 Support for Learners



# Students With Less Food Security Have Higher *CCSSE* Benchmark Scores

## BENCHMARKS

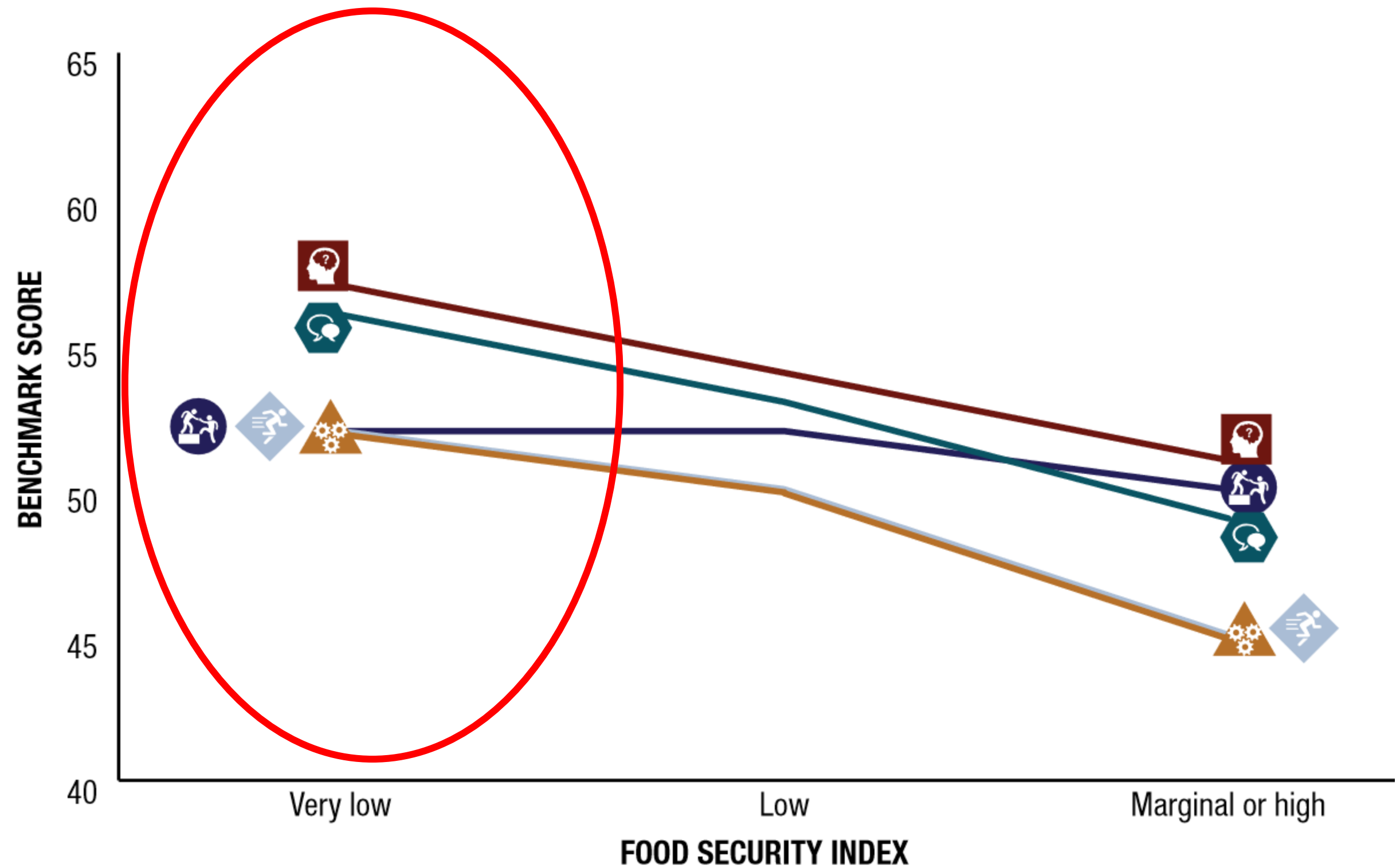
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# Students With Less Housing Security Have Higher *CCSSE* Benchmark Scores

## BENCHMARKS

 Active and Collaborative Learning

 Student Effort

 Academic Challenge

 Student-Faculty Interaction

 Support for Learners



“I have told myself, ‘This is it. I got to do it.’ It’s hard, and I’ll cry, but get back on it the next day because anything’s better ... than staying in the car and having to choose bills over food.”

—Student

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— Student

“I would say I probably skip meals so that my son can eat. Yeah, I do that a lot, actually, but I’m going to start crying thinking about it.”

— Student

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**In the last 30 days...**

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**29%**

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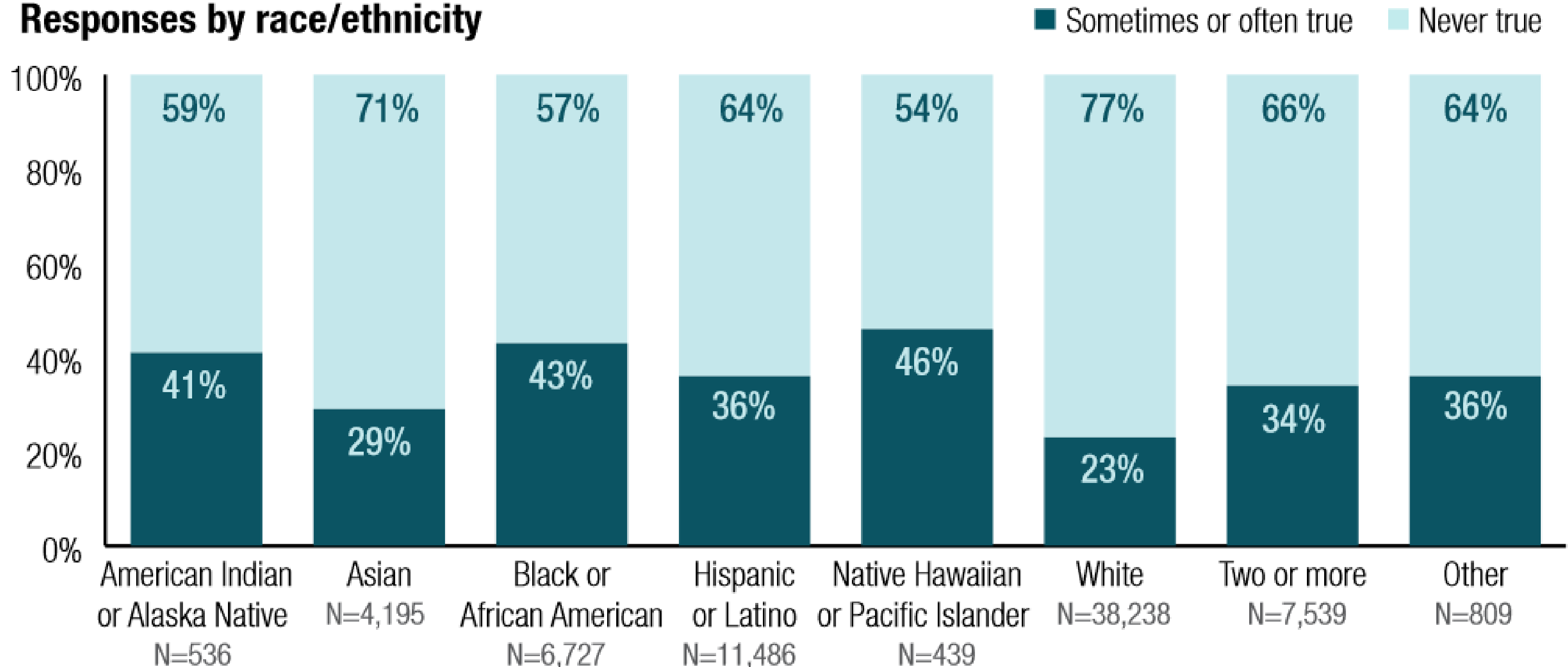
**Student responders said...**

**the FOOD that I bought  
just didn't last, and I didn't  
have money to get more.**

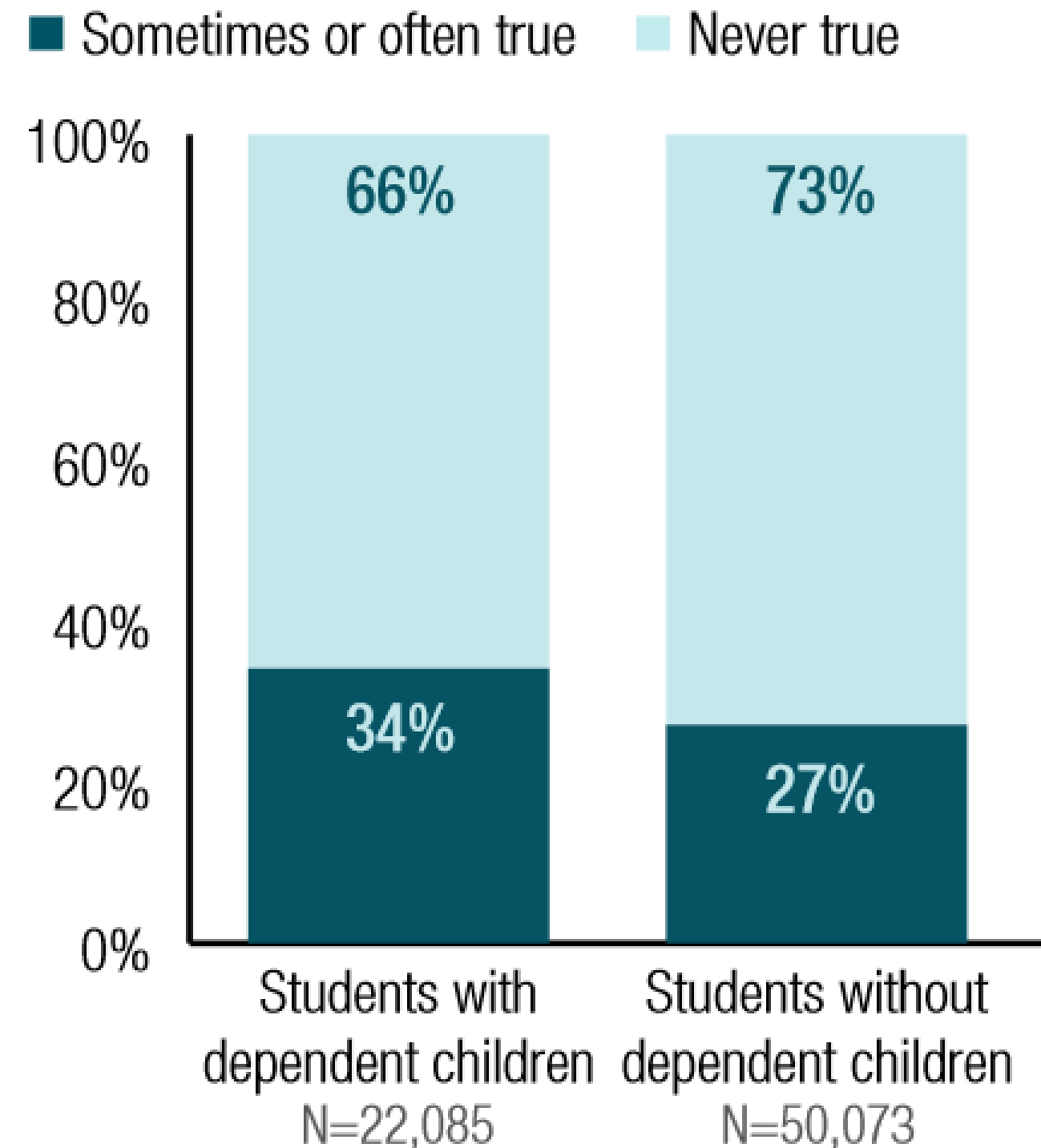
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# In the last 30 days, the **FOOD** that I bought just didn't last, and I didn't have money to get more.

## Responses by race/ethnicity



In the last 30 days, the **FOOD** that I bought just didn't last, and I didn't have money to get more.



**In the last 12 months...**

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**28%**

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**28%**

---

**Student responders said...**

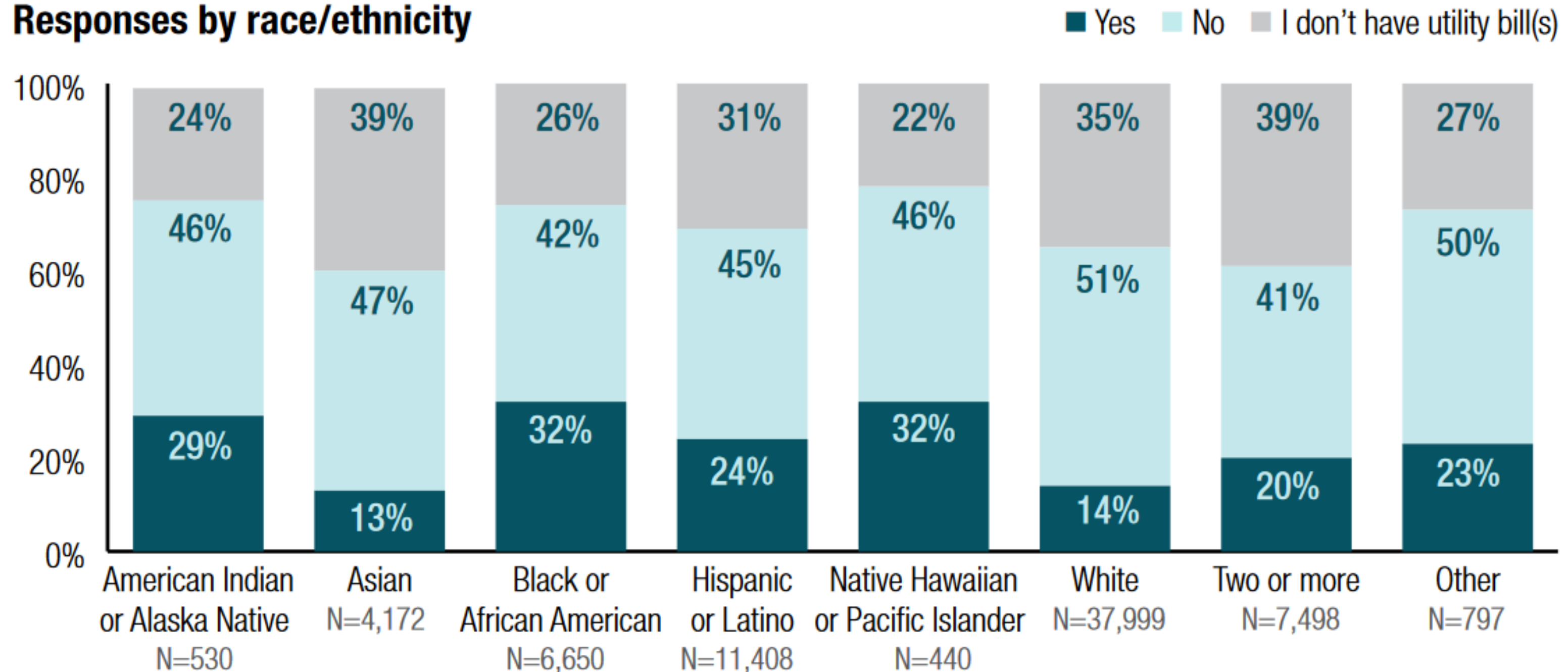
**were unable to pay  
UTILITY BILL(S) in full**

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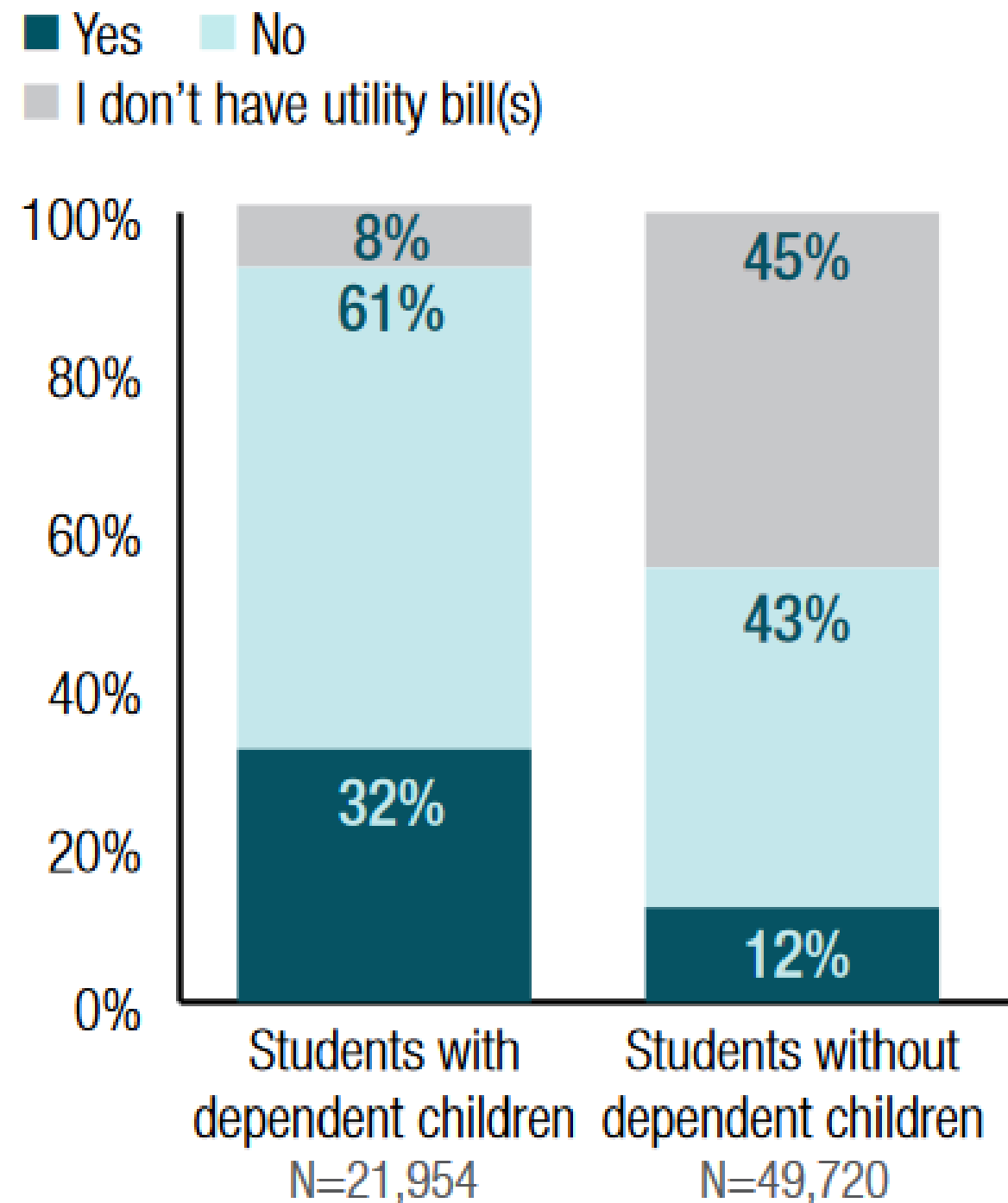


# In the last 12 months, were you ever unable to pay your UTILITY BILL(S) in full?

Responses by race/ethnicity



# In the last 12 months, were you ever unable to pay your **UTILITY BILL(S)** in full?



**In the last 12 months...**

---

**Student responders said they were**

**HOUSING INSECURE**

(slept in an outdoor location; stayed in temporary housing such as a shelter, hotel, or motel; stayed with a relative or friend or couch surfed)

---

**In the last 12 months...**

**15%**

---

**Student responders said they were**

**HOUSING INSECURE**

(slept in an outdoor location; stayed in temporary housing such as a shelter, hotel, or motel; stayed with a relative or friend or couch surfed)

---

What is the **ROLE**  
of community colleges in meeting  
**STUDENTS' BASIC NEEDS?**

**Among students who indicated they needed help...**

**Among students who indicated they needed help...**

**56%**

**College did not help them get FOOD  
when they could not afford to purchase it**

## Among students who indicated they needed help...

**56%**

College did not help them get **FOOD** when they could not afford to purchase it

**80%**

College did not help them obtain or maintain secure an **AFFORDABLE HOUSING**



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56%

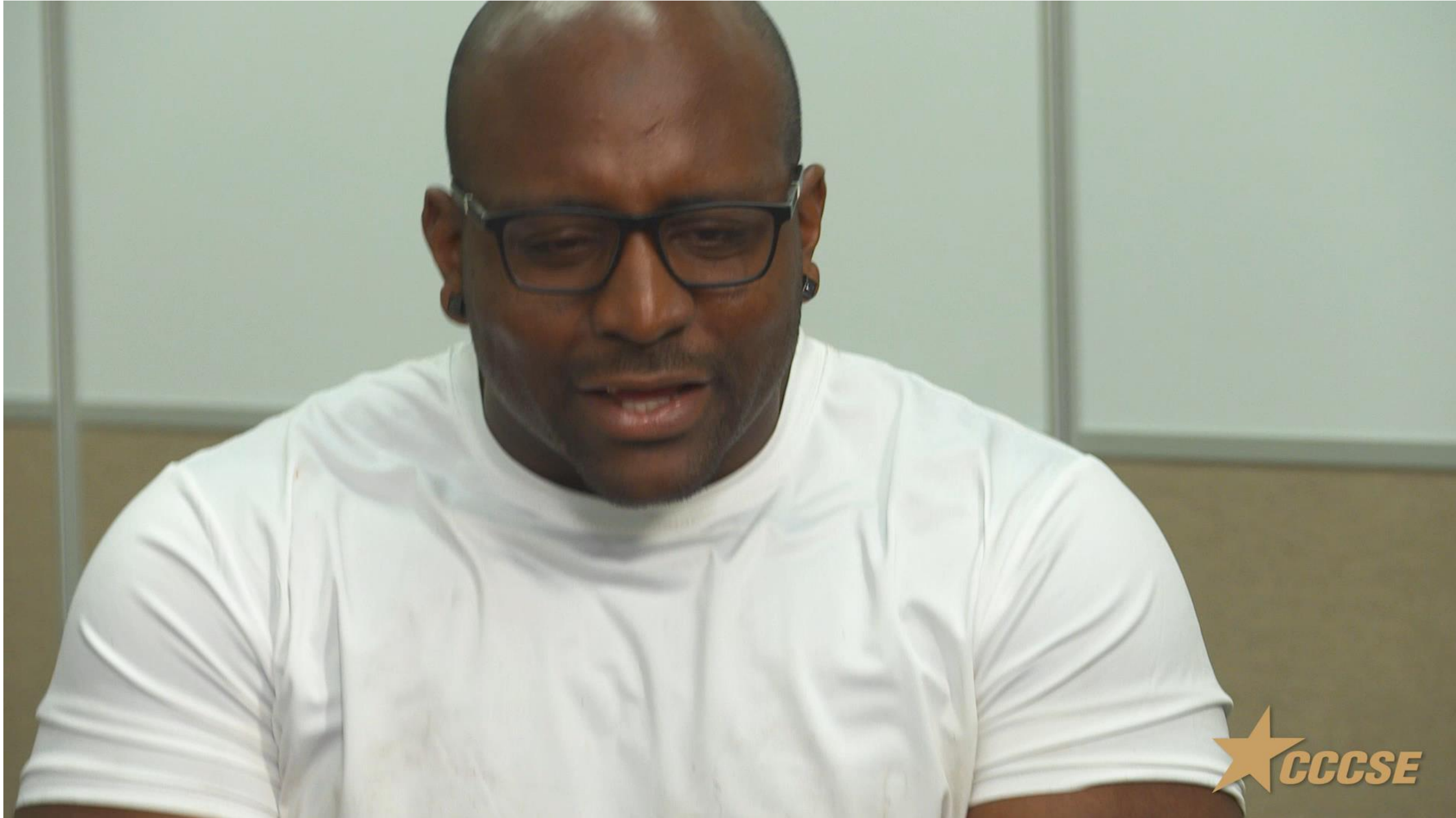
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80%

College did not help them obtain or maintain secure an **AFFORDABLE HOUSING**

78%

College did not help them pay their **UTILITY BILLS**



**What does translating what students say look like in policies, procedures and practices?**

# Objectives:

- Understand why it is important to listen to the student voice
- Learn about some themes that matter to students
- Participate in a data narrative exercise



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