

The background features a large, faint watermark of the Indiana State University seal. The seal is circular and contains the text "INDIANA STATE UNIVERSITY" around the top edge and "1816" at the bottom. In the center of the seal is a figure holding a torch and a book, with a banner below it.

# *Introducing the Indiana College Core*

**A rebrand and a fresh approach to promoting early college credit and credential completion for more Indiana students**

Student Success & Completion Committee Meeting

February 23, 2021

# OVERVIEW

- ▶ The Need
- ▶ Process
- ▶ Results
- ▶ Communications Plan



# THE NEED

- ▶ In December 2020, the Commission set out to **rebrand the Statewide Transfer Education Core**.
- ▶ ICHE introduced one potential new name that was not well received by some and went back to the table and initiated a more **collaborative approach** with Indiana institutions to identify a more acceptable name.
- ▶ ICHE outlined **four key principles** to guide the decision. Indiana needed a new name that:
  - Is easier to say and remember;
  - Clearly communicates the STGEC's purpose and benefit for both secondary and postsecondary audiences;
  - Is acceptable to a majority of ICHE's secondary, postsecondary and other partners; and
  - Balances the importance of the STGEC's guaranteed applicability across Indiana's public institutions with the importance of thoughtful student advising based on institutional requirements as well as students' chosen program of study.



# FEEDBACK FROM PARTNERS

**ICHE received input from the following institutions and partners:**

- Indiana University
- Purdue University
- Ball State University
- Indiana State University
- University of Southern Indiana
- Ivy Tech Community College
- Vincennes University
- Governor's Workforce Cabinet
- Indiana Department of Education



# A NEW NAME LAUNCHED WITH THE 2021 EARLY COLLEGE CREDIT REPORT:



# COMMITMENT TO COLLABORATIVE COMMUNICATIONS

- ▶ As part of the rollout of the Indiana College Core, the Commission committed to seeking input from secondary, postsecondary and community partners to develop outreach and communications resources that would support greater understanding of the Indiana College Core and its benefits for students.

INDIANA COLLEGE CORE

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# COMMUNICATIONS PLAN OVERVIEW



INDIANA COMMISSION *for*  
HIGHER EDUCATION

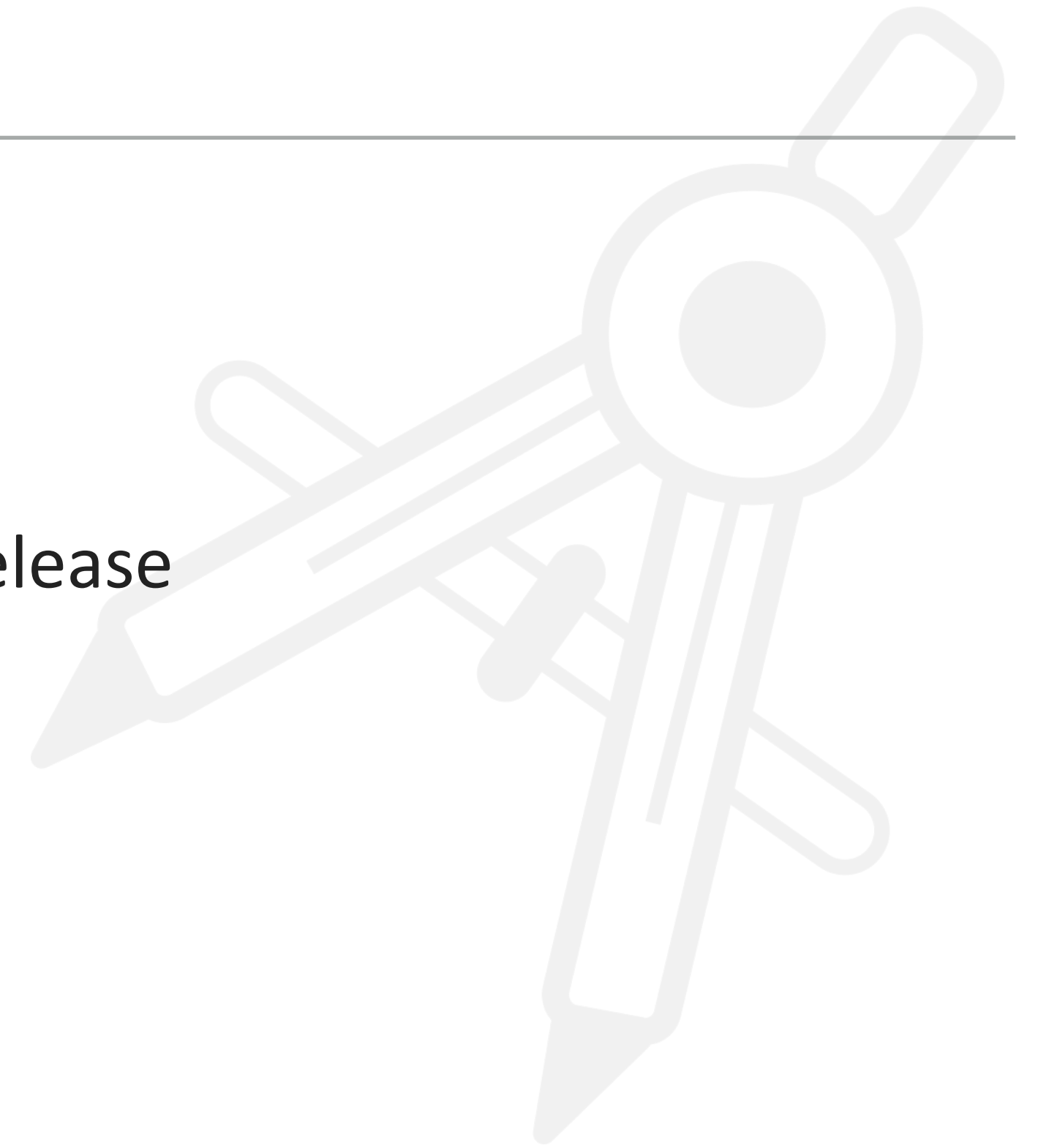
# GOALS AND PRIORITIES

- Expand broad knowledge and understanding of the Indiana College Core and how it supports the 60% goal, Indiana communities and the state's economy.
- Build consensus around the importance and value of early college credit opportunities like the Indiana College Core.
- Encourage and help more Indiana high schools offer the Indiana College Core and recognize them when they do.
- Encourage more Indiana independent colleges to offer and accept the Indiana College Core.
- Gather and publish better data and information around the Indiana College Core, early college opportunities, and other transfer pathways available to Indiana students.
- Grow the number of Hoosiers earning the Indiana College Core and transferring it to save time and money on the way to a quality postsecondary credential.
- Support, coordinate and inform similar communications and outreach for Indiana's Next Level Programs of Study.



# TIMELINE & OVERVIEW

- **Launch New Brand:** January with the Early College Credit Report and press release
- **Spread the Word:** February - April
  - Press Release with One-Page Infographic
  - Joint Communications w/ Commissioner Lubbers and Secretary Jenner
  - Partner Communications and Messages to Amplify
- **Develop Outreach and School Support Resources**
  - Send survey and gather input on resources needed (February/March)
  - Develop Materials (March – May)
  - Send survey and gather input on draft resources (June)
  - June/July/August finalize resources
- **Release Support Materials:** Fall 2021



# EXAMPLES FROM EARLY COLLEGE CREDIT REPORT

## INDIANA COLLEGE CORE

The Indiana College Core (formerly called the Statewide Transfer General Education Core) is a block of 30 credit hours of general education college-level coursework that transfers seamlessly among Indiana's institutions.

### COST SAVINGS WITH THE INDIANA COLLEGE CORE

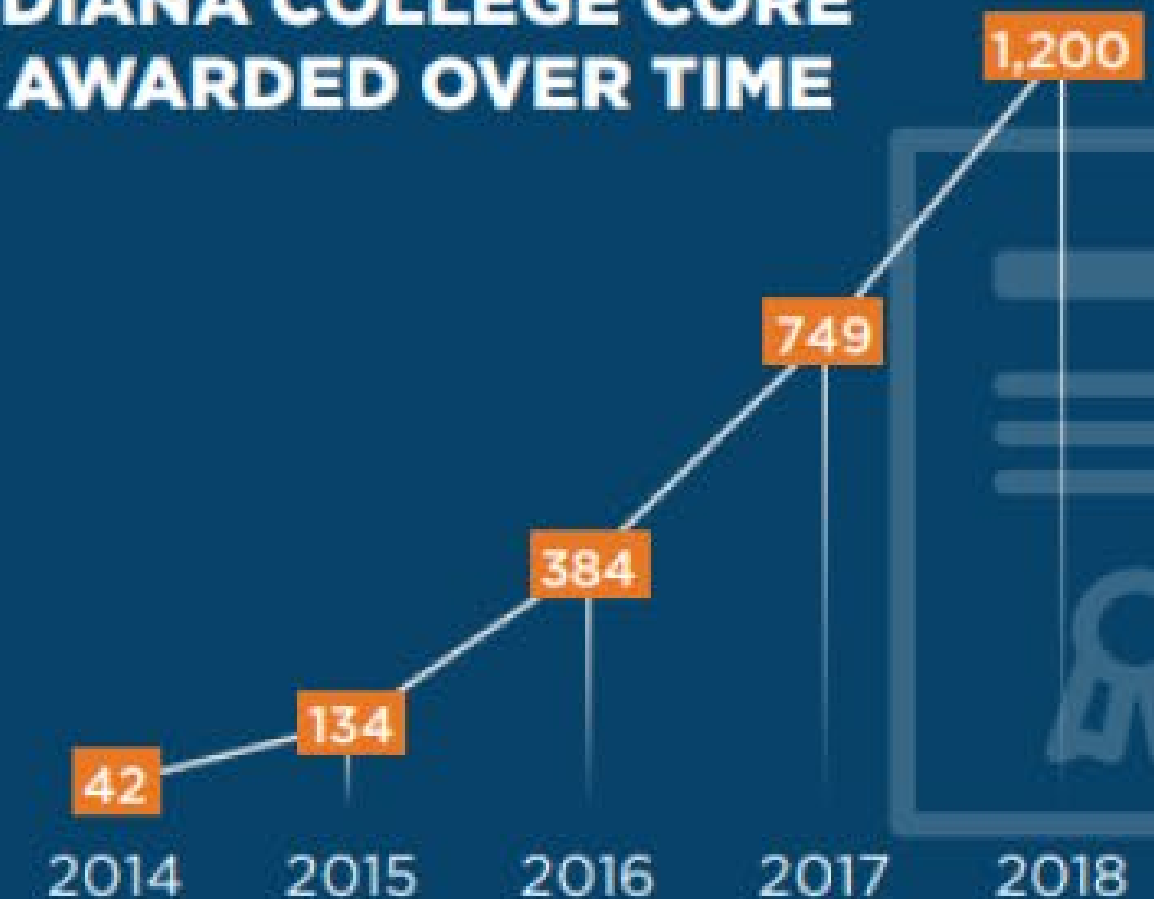
Students can earn the Indiana College Core through dual credit in high school for thousands less than earning the same credits at a two- or four-year institution.



**>\$750:** Indiana College Core through dual credit  
**\$4,200-\$5,700:** Two-year institutions  
**\$7,200-\$10,500:** Four-year institutions

### GROWTH IN INDIANA COLLEGE CORE CREDENTIALS AWARDED OVER TIME

More Hoosier students are earning the Indiana College Core than ever before.



# SURVEYS & FOCUS GROUPS

## Gather Input from Stakeholders

- ▶ **Two surveys** to capture input and suggestions broadly.
  - ▶ Winter 2021 to gather input on resources needed
  - ▶ Spring 2021 to gather input on content and resources created
- ▶ Assemble **three focus groups** to offer input (Spring and Summer 2021).
  - ▶ Three audience groups: Secondary, Postsecondary, Community Influencers

## Stakeholders to Engage

- ▶ Public and ICI Institutions: gov reps, academic officers, registrars, advisors, transfer specialists, dual credit advisors, admissions, communication personnel
- ▶ CELL
- ▶ Indiana Department of Education
- ▶ Governor's Workforce Cabinet
- ▶ Indiana School Counselors Association
- ▶ ISTA
- ▶ Dual Credit Coordinators
- ▶ School Board, Superintendents, Principals associations
- ▶ College and high school students
- ▶ Regional Groups and Community Organizations

# EARLY IDEAS FOR CONSIDERATION

- Plug & Play content for school websites about the Core.
- A digital toolkit for secondary and postsecondary partners who interact with students, including social media posts and short videos.
- Create an Indiana College Core designation for Indiana high schools who meet certain criteria to offer students the opportunity to earn the Core before graduation. (Similar to a blue-ribbon designation or CELL-endorsement)
- A guide that uses easy-to-follow visual cues to help school counselors, educators and parents:
  - Understand how the Indiana College Core works
  - Identify which students are good candidates to pursue the Indiana College Core
  - Ask important questions about students' postsecondary plans when selecting early college courses that support the Indiana College Core.
- Information from Indiana institutions about how the Indiana College Core may or may not apply to different academic programs.
- A variety of student success stories to highlight the ways the Indiana College Core has supported students pursuing different postsecondary paths.

# DISCUSSION & RESPONSE

- Are we missing any audiences or stakeholders who should be engaged?
- What are the biggest challenges we need to overcome in increasing the number of students who earn the Indiana College Core?
- What ideas do you have to help more educators and Hoosiers understand the Indiana College Core?
- Any questions or comments about what you see here?



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