



**SNOW COLLEGE**



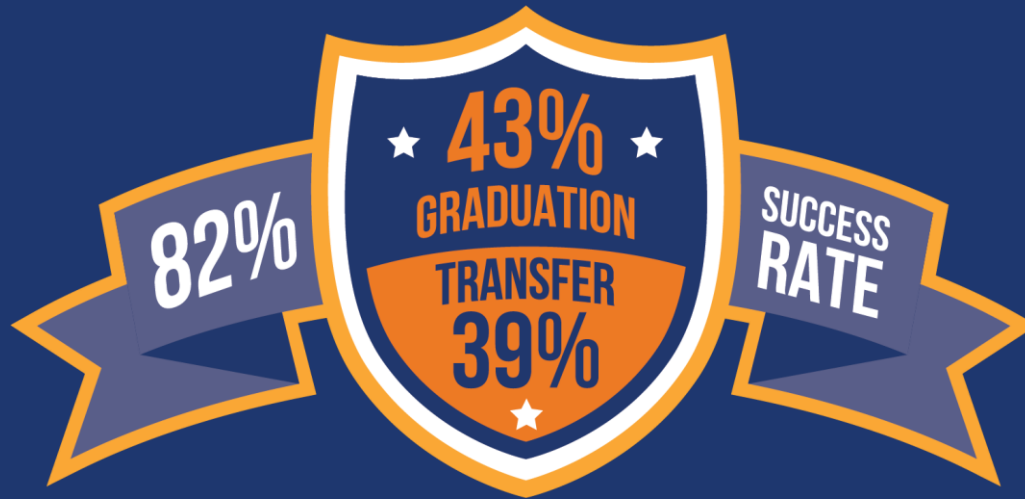
Snow College aspires to be a  
**NATIONAL  
LEADER**

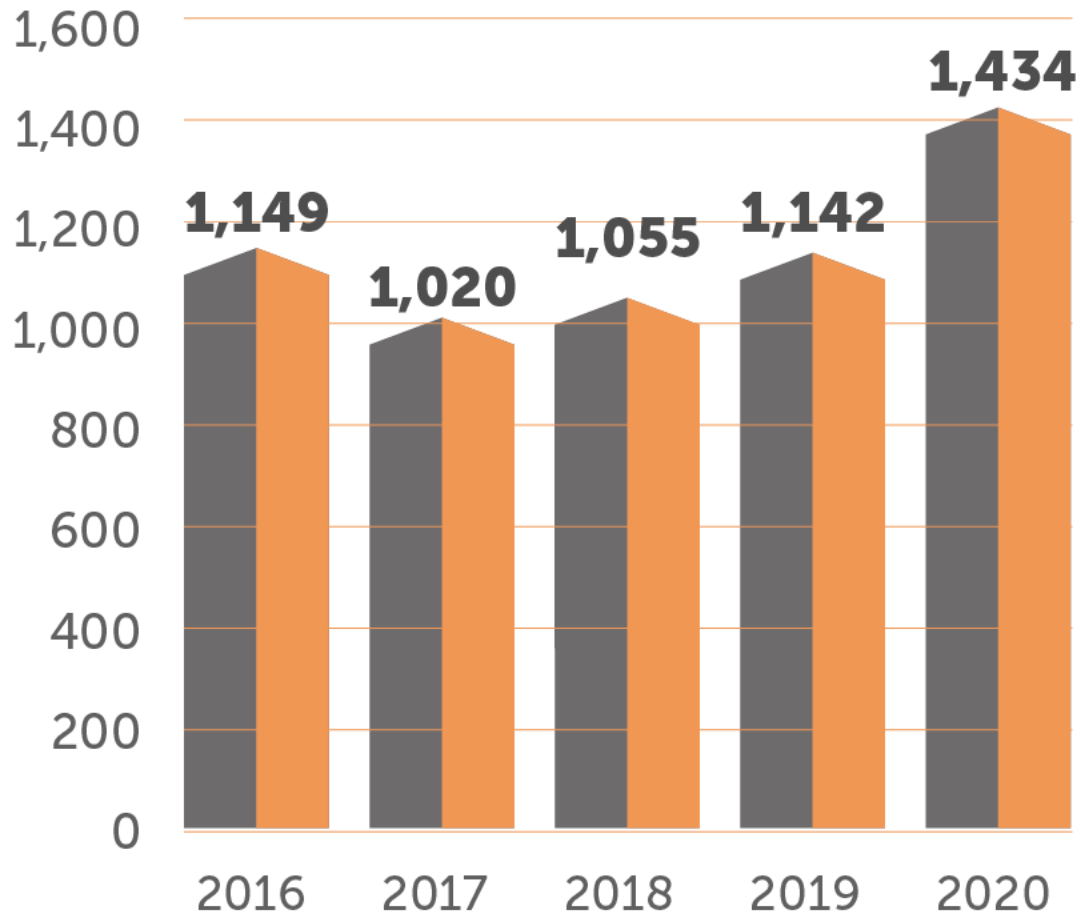
in offering **affordable,**  
**accessible, flexible,** high  
**quality** education for rural and  
other underserved  
populations.





# STUDENT SUCCESS Best in the Nation





# GRADUATION HISTORY

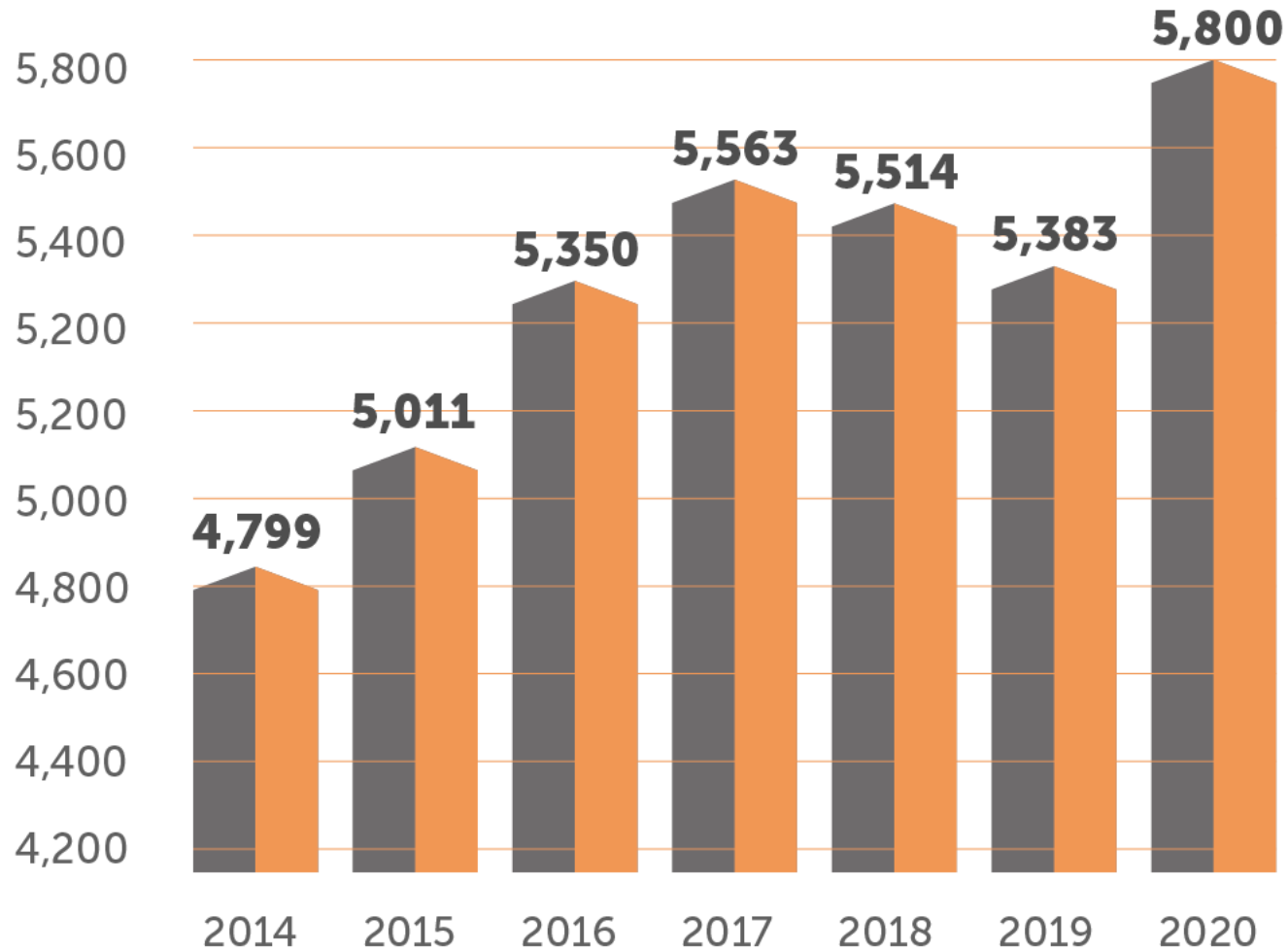


25% Growth from last year

# ENROLLMENT HISTORY



8% Growth



**5,800**  
Students

91% from Utah  
Counties in Utah = 29  
55% Full-time

**37%**  
First-time, First Generation

Neither parent attended  
college

**91%**  
Traditional Age

Average age = 24  
Female = 55%  
Male = 45%

**20%**  
Minority Populations

Increase of 4% in one year  
Foreign Countries = 34





# STRATEGIES TO INCREASE COMPLETION

1

## LOWER FINANCIAL BARRIERS

- Need-Based Aid
- Affordable Tuition

2

## DATA ANALYTICS

- Identify Most At-Risk
- Identify Most Impactable

3

## TARGETED INTERVENTION

- Faculty/Advisor Intervention
- Early Alert System (INSPIRE)

1

LOWER FINANCIAL BARRIERS

**\$5 Million**  
Raised for  
Need-Based Aid

**ReIMAGINE**  
SCHOLARSHIP  
CAMPAIGN

**537 DONORS**

Hundreds of donors made a scholarship gift to support student success.



Over \$1 million in private scholarships has been awarded to students during the campaign period.

**\$1,269,023 AWARDED**

**1,692 STUDENTS**

Several students have been supported by scholarships during the campaign period.



Over \$5M was given by generous donors to support student scholarships, and to help us exceed our \$5M goal!

**\$5,112,603 RAISED**



2

## DATA ANALYTICS

# DATA ANALYTICS

POWERFUL PREDICTORS



CANVAS ACTIVITY



ENROLLMENT TIMING



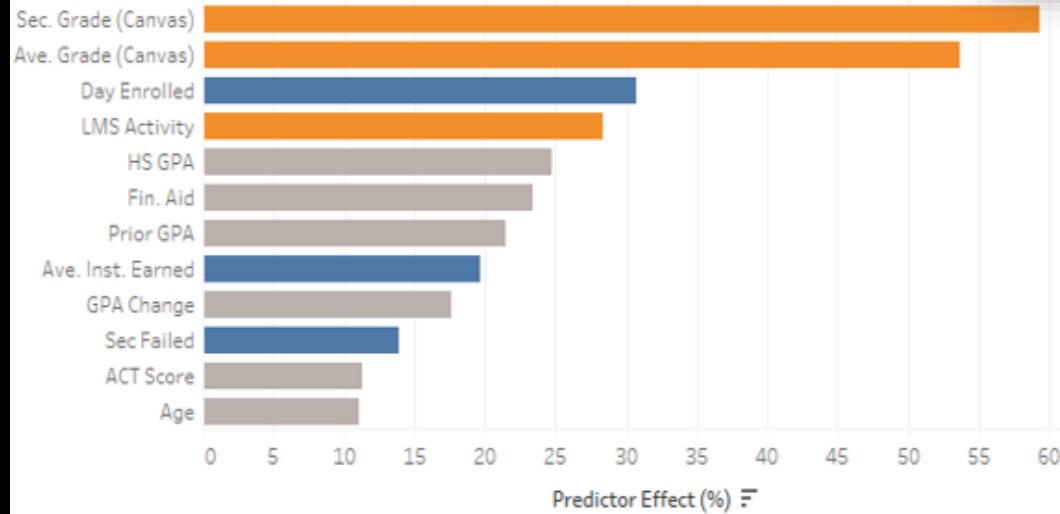
DEGREE ALIGNMENT



SECONDARY GPA

### Powerful Predictors of Student Persistence

Predictor Sim..



3

TARGETED INTERVENTION

## WE SEEK OUT THE AT-RISK STUDENT

1

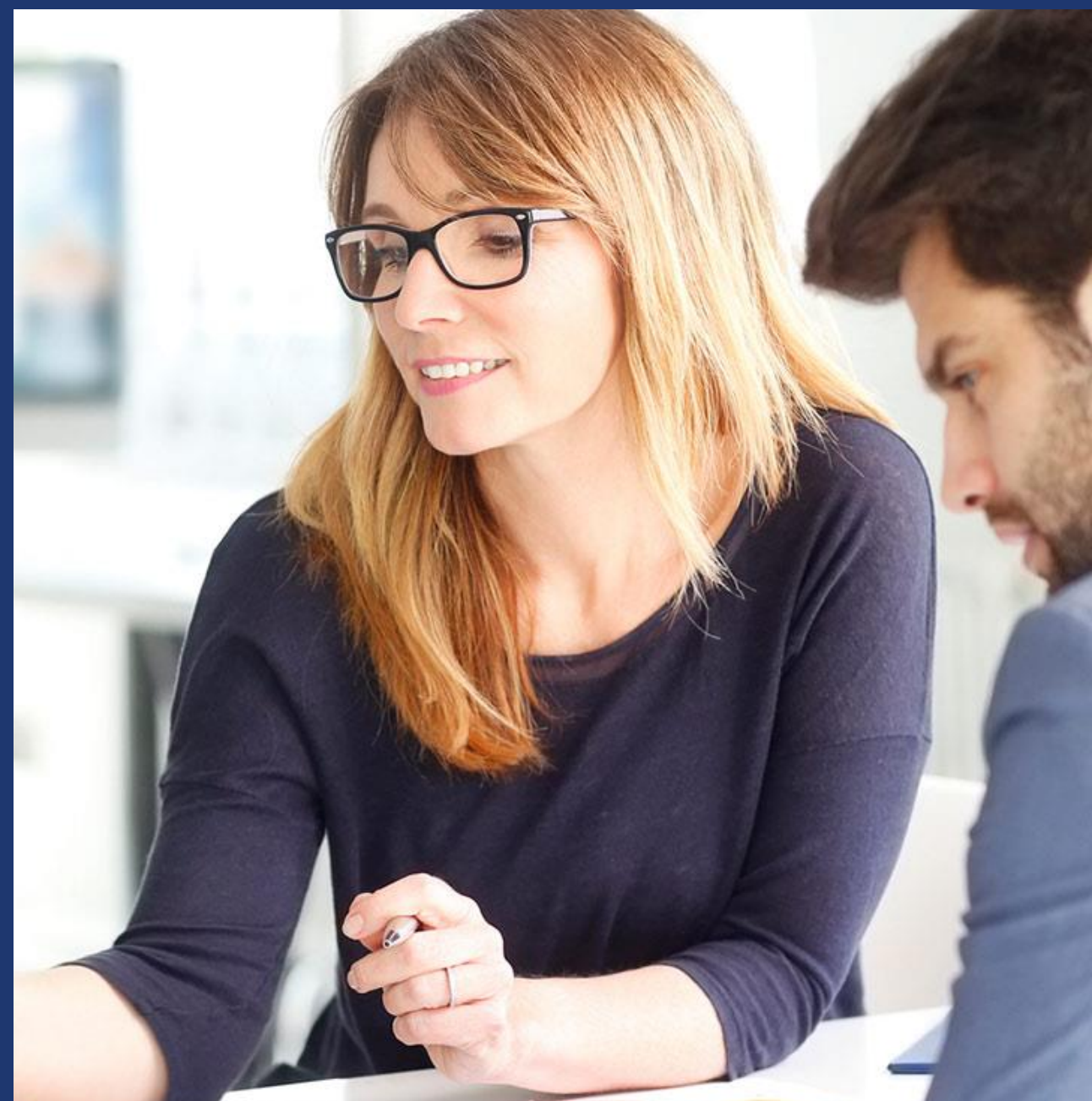
EARLY ALERT SYSTEM (INSPIRE)

2

DIRECT CONTACT BY ADVISORS AND FACULTY

3

UNDERSTAND FINANCIAL VULNERABILITY  
ACADEMIC VULNERABILITY  
MENTAL HEALTH VULNERABILITY (CARES TEAM)



# COVID-19 IMPACT AND RESPONSE



FACE-TO-FACE



EXCEPTIONAL CARE



TESTING



REMOTE PIVOT

# BUDGET PHILOSOPHY

## REDUCED FUNDING

### PRINCIPLE #1

## Preserve Mission

- ✓ Preserved all student-related funding
- ✓ Reduced non-essential budgets and all current expense budgets
- ✓ Asked employees to return departmental savings

[See More](#)

### PRINCIPLE #2

## Protect People

- ✓ Had no lay-offs
- ✓ Reduced executive staff
- ✓ Restructured divisions
- ✓ Redefined roles
- ✓ Eliminated open positions

[See More](#)

### PRINCIPLE #3

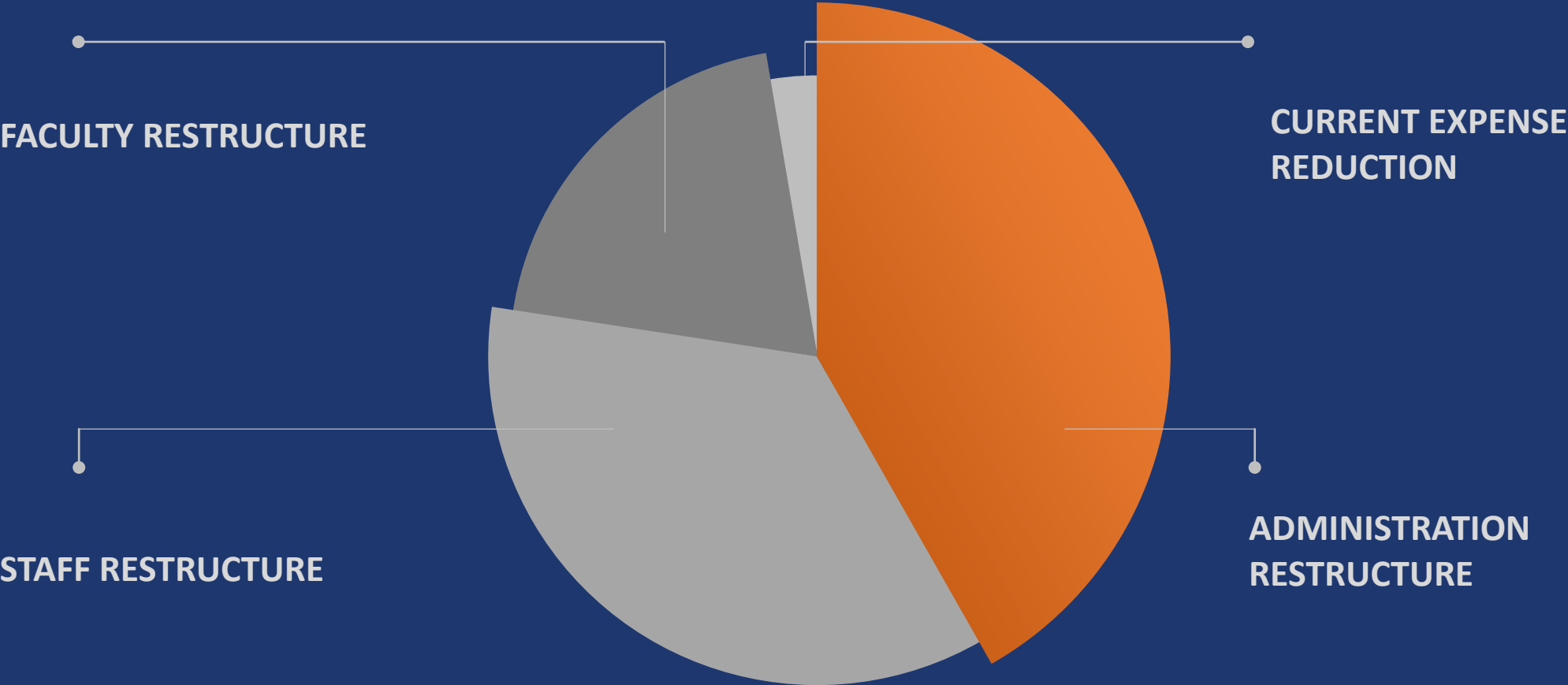
## Promote Revenue- Generating Activities

- ✓ Invested in recruitment
- ✓ Enhanced marketing
- ✓ Built out online

[See More](#)

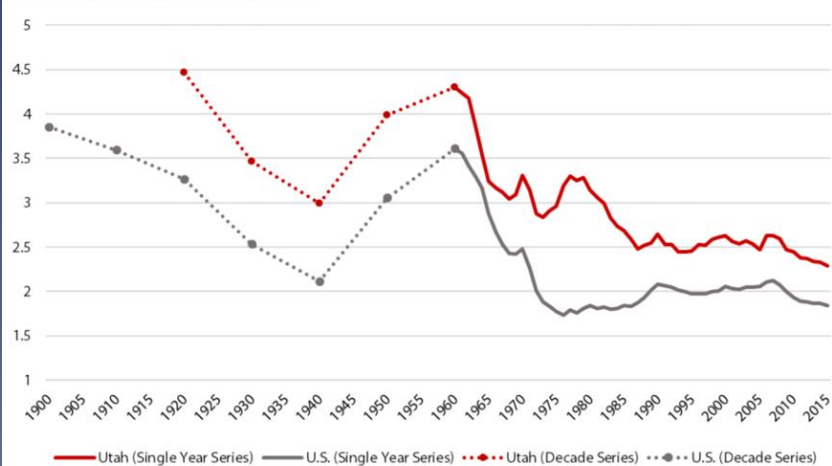
# BUDGET REDUCTIONS

2.5% Cut = \$740,000



# CURRENT ENVIRONMENT

Figure 1: Total Fertility Rate, Utah and U.S.



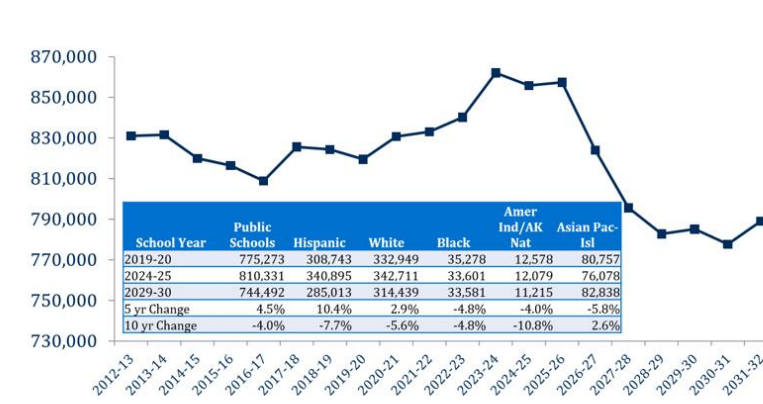
Sources: National Center for Health Statistics; Gapminder; Utah Department of Health; U.S. Census Bureau Decennial Counts; Utah Population Database, University of Utah

INFORMED DECISIONS™

gardner.utah.edu

## Projected number of high school graduates

West 2013-32

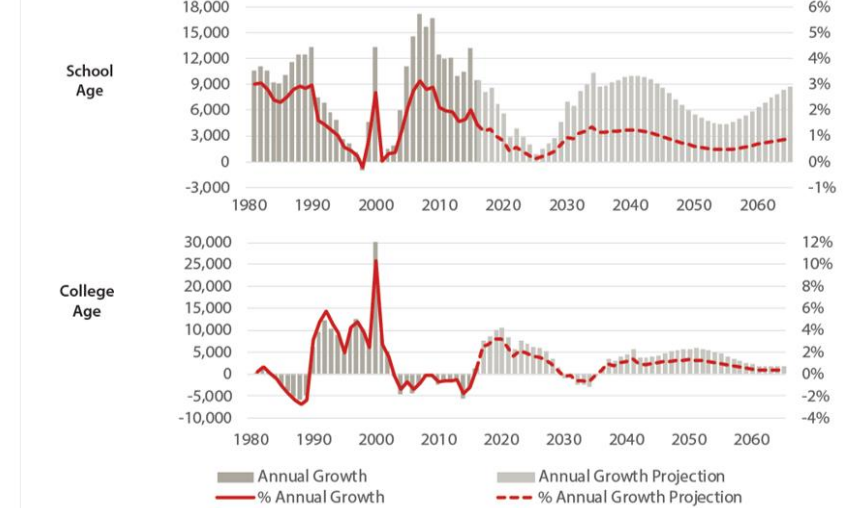


(AK, AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, SD, UT, WA, WY)

RUFFALO

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Utah School Age and College Age Population Estimates and Projections: Annual Growth and Percent Change 1980-2065



Sources: 1980-1989: Governor's Office of Planning and Budget, Population estimates by sex and single year of age: 1980-1989; 1990 to 2009: Governor's Office of Management and Budget, 2012 Baseline Projections; 2010 to 2065: Kem C. Gardner Policy Institute 2015-2065 State and County Projections



**CLAYTON CHRISTENSEN:**  
50 percent of the 4,000 college and universities in the US will be bankrupt in 10 to 15 years.

# NON-TRADITIONAL STUDENTS

**1** Number of current college students in the US: **20 million**

**2** Number of people in the US that have some college but no degree: **36 million**

**3** Number of people in Utah with some college but no degree: **370,000**

## ***Some College, No Degree***

A 2019 Snapshot for the Nation and 50 States



National Student Clearinghouse™  
Research Center™

# UNDERSERVED POPULATIONS **SIX COUNTIES**

- **Traditional Students (18-24 year-olds)**

- Technical education
- Homeschoolers
- Native American students
- Hispanic students

- **Non-Traditional Students (25-45 year-olds)**

- Place-bound students
- Some college, no degree
- Short-term training
- Veterans
- Prison education





# WORKFORCE ALIGNMENT

- Certified Nurse Assistant (CNA)
- Welding Technology
- Automotive Technology
- Industrial Manufacturing
- Composites
- Emergency Medical Tech (EMT)
- Industrial Mechanics
- Construction Technology and Management
- Diesel Technician
- Precision Agriculture
- CNC Machinist
- Nail Technician
- Cosmetology





*Snow Accelerated Online will be a national leader in providing accessible, affordable and flexible education for rural and other underserved populations*

### Program Characteristics

- ✓ Online
- ✓ Low Cost, Affordable
- ✓ Self-Paced
- ✓ Scalable
- ✓ Stackable
- ✓ Transferrable
- ✓ Industry-Aligned
- ✓ Prior Learning Assessment



### Program Audiences

- ✓ Working Learners
- ✓ Place-Bound Adults
- ✓ Homeschoolers
- ✓ Prison Education
- ✓ Non-Traditional Students
- ✓ Rural-Underserved Focused
- ✓ Some College, no degree

# CURRENT PATHWAYS

## TRADITIONAL

- University-bound
- Residential
- Transfer
- High Touch



UtahStateUniversity.



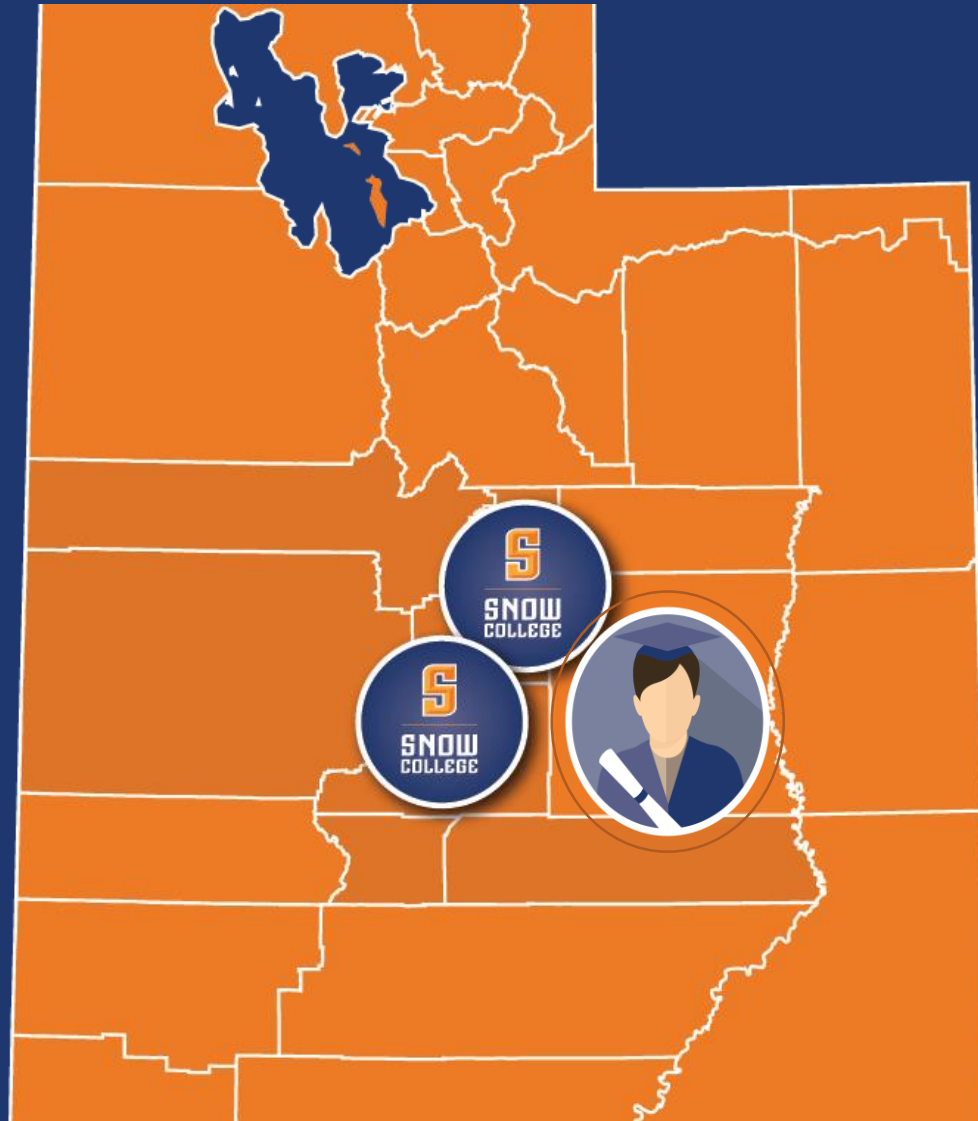
WEBER STATE  
UNIVERSITY



# CURRENT PATHWAYS

## TECHNICAL ED

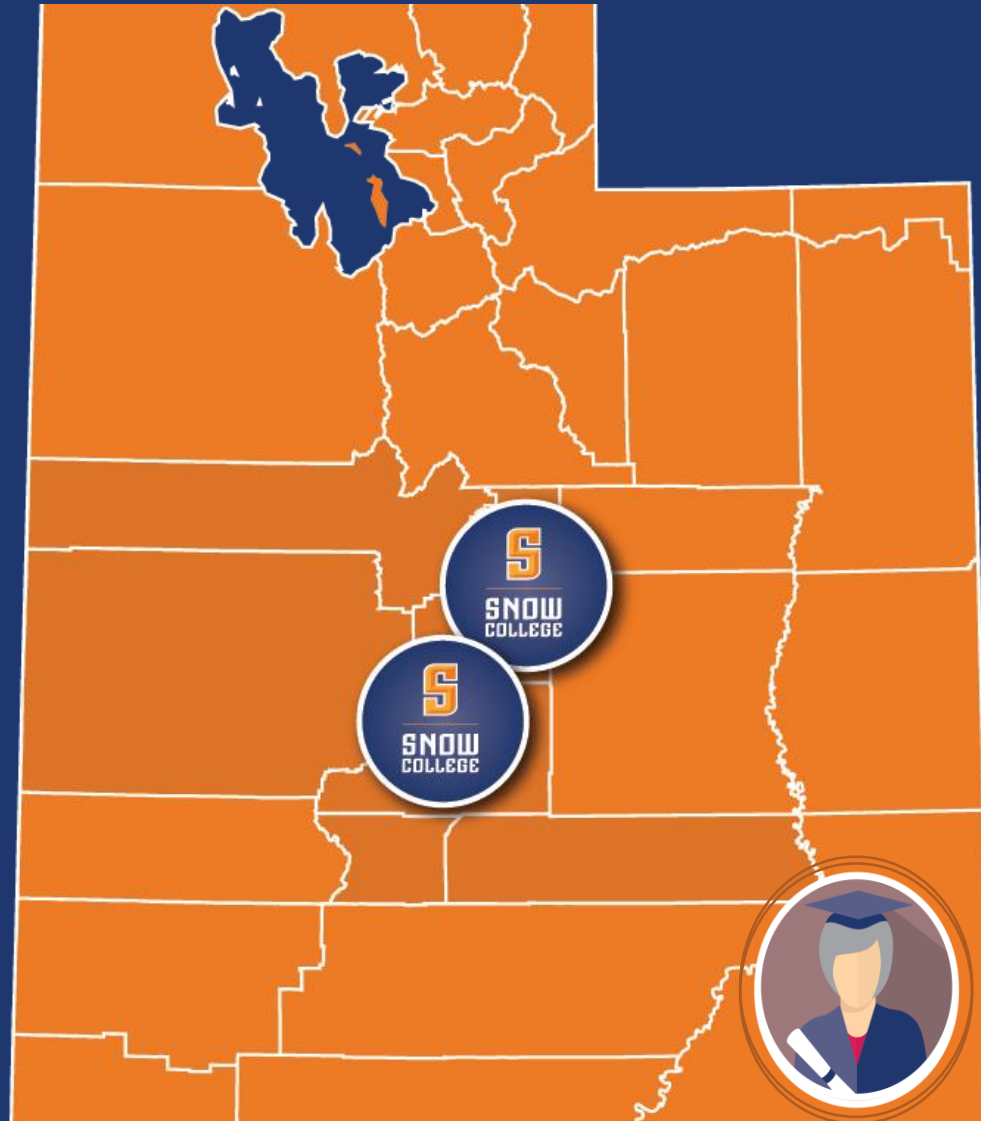
- Competency-based
- Stackable
- Industry-aligned
- Employability
- High Touch



# CURRENT PATHWAYS

## ONLINE

- Anytime, anywhere
- Micro-credentials
- Flexible Schedule
- High Touch



## WORKFORCE PREP



# SUPPORT REQUESTED Performance-Based

- STUDENT SUCCESS COACH
- STUDENT MENTAL HEALTH AND WELLNESS
- IT SUPPORT
- BOTTLENECK COURSES
- TITLE IX SUPPORT
- FRONT LINE STAFF



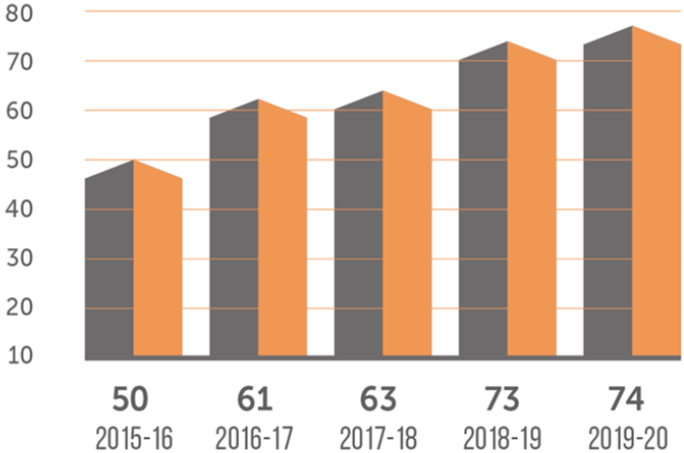
# SUPPORT REQUESTED

## Technical Education

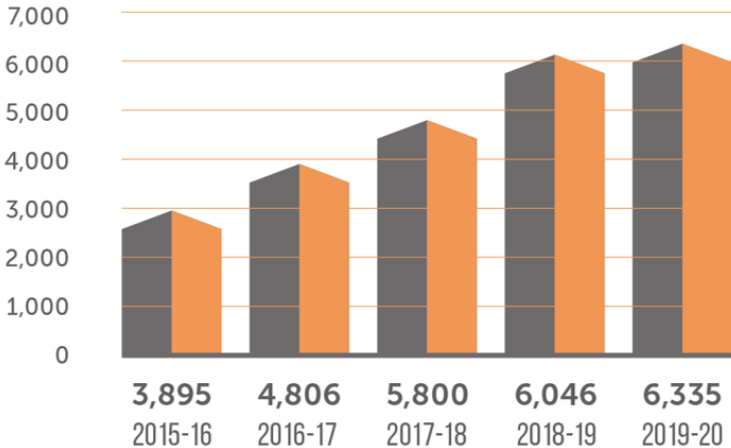
- FACULTY PROFESSIONAL DEVELOPMENT
- STUDENT SUPPORT
- PROGRAM ADVISOR/COUNSELOR
- CBE/OPEN ENTRY OPEN EXIT SPECIALIST
- FRONT LINE STAFF
- TUITION EQUALIZATION
- EQUIPMENT

# CONCURRENT ENROLLMENT

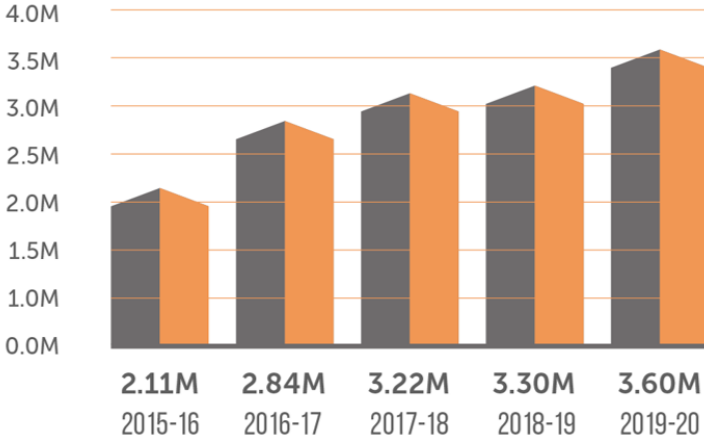
Number of Schools



Number of CE Seats

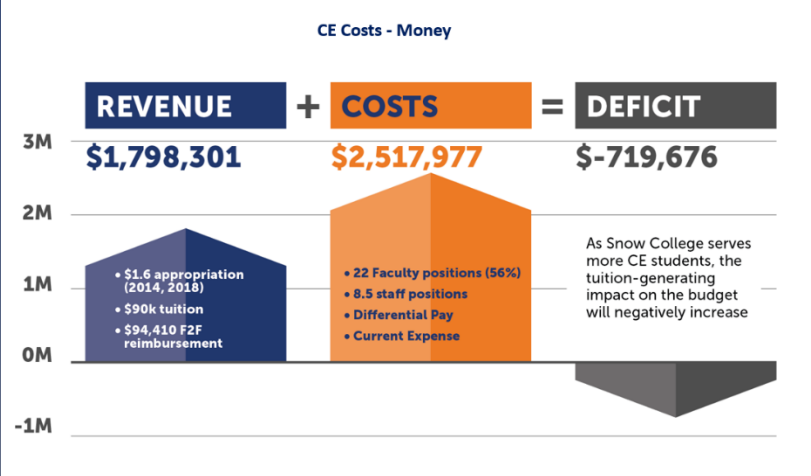
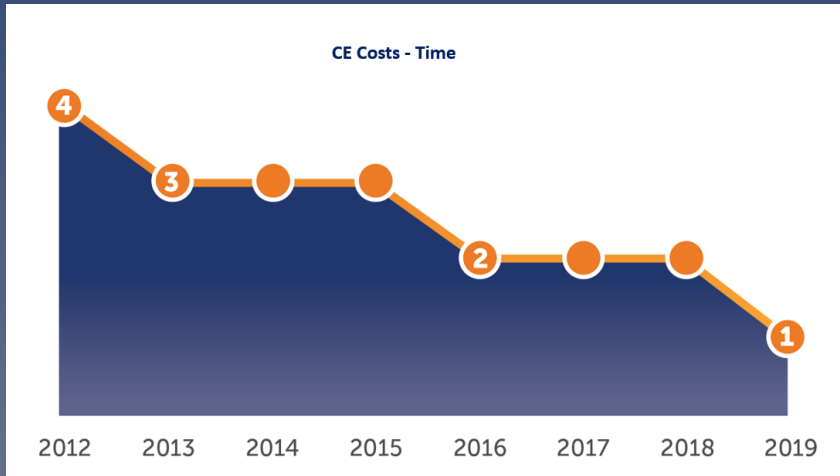
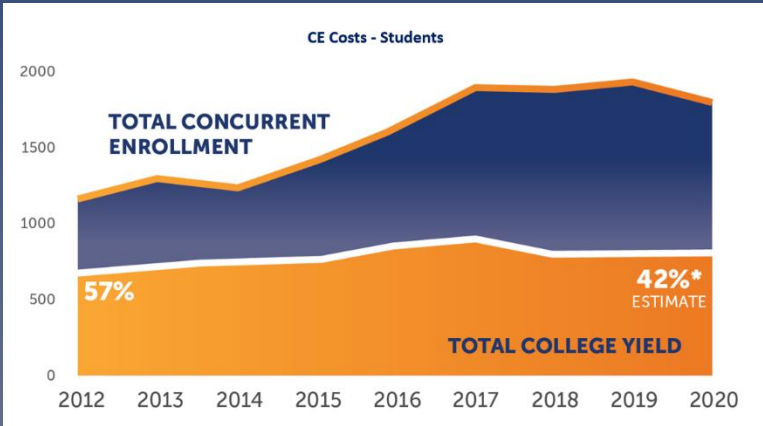


Tuition Dollars Saved





# CONCURRENT ENROLLMENT



**THANK YOU**

