

Partnering for Student Success

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About Your Presenters

- **Erik Jarvis**
 - Project Lead for Smart Campus
 - 20 years of IT experience
- **Rosa De La Rosa**
 - Project Lead for Smart Campus
 - Bachelor's degree from Western Kentucky University
 - Master's degree from University of Kentucky
- **Paul McKinney**
 - Associate Vice President for Student Financial Stability
 - Bachelor's degree from the University of North Alabama
 - Master's degree from Capella University
 - Ph.D. from Mississippi State University in Community College Leadership
- **Marianne R. L. Young, Ph.D.**
 - Assistant Vice President for Financial Wellness
 - Bachelor's degree from Transylvania University
 - Master's degree and Educational Specialist degree from University of Kentucky
 - Ph.D. from University of Kentucky in Studies in Higher Education

Overview

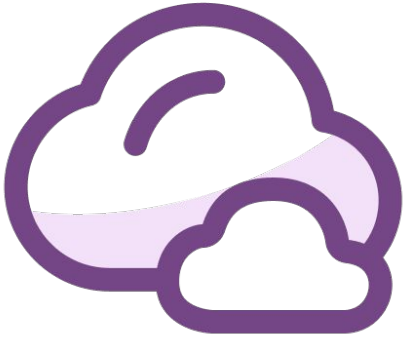
- Power of partnerships
- Innovations
- Future considerations



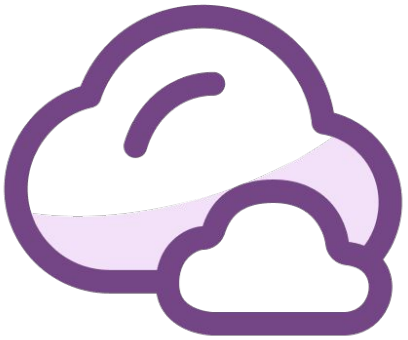
Power of Partnerships

- What makes a good partner?
- What are some benefits of partnership?
- What are some challenges of partnership?

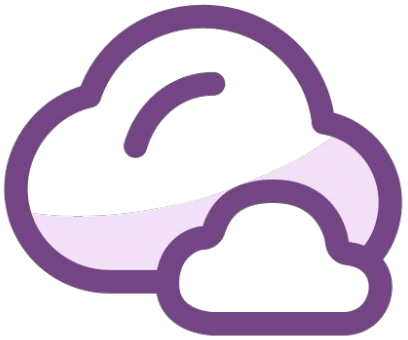




What makes a good partner?



What are some benefits of partnership?



What are some challenges of partnership?

Innovations in Student Success

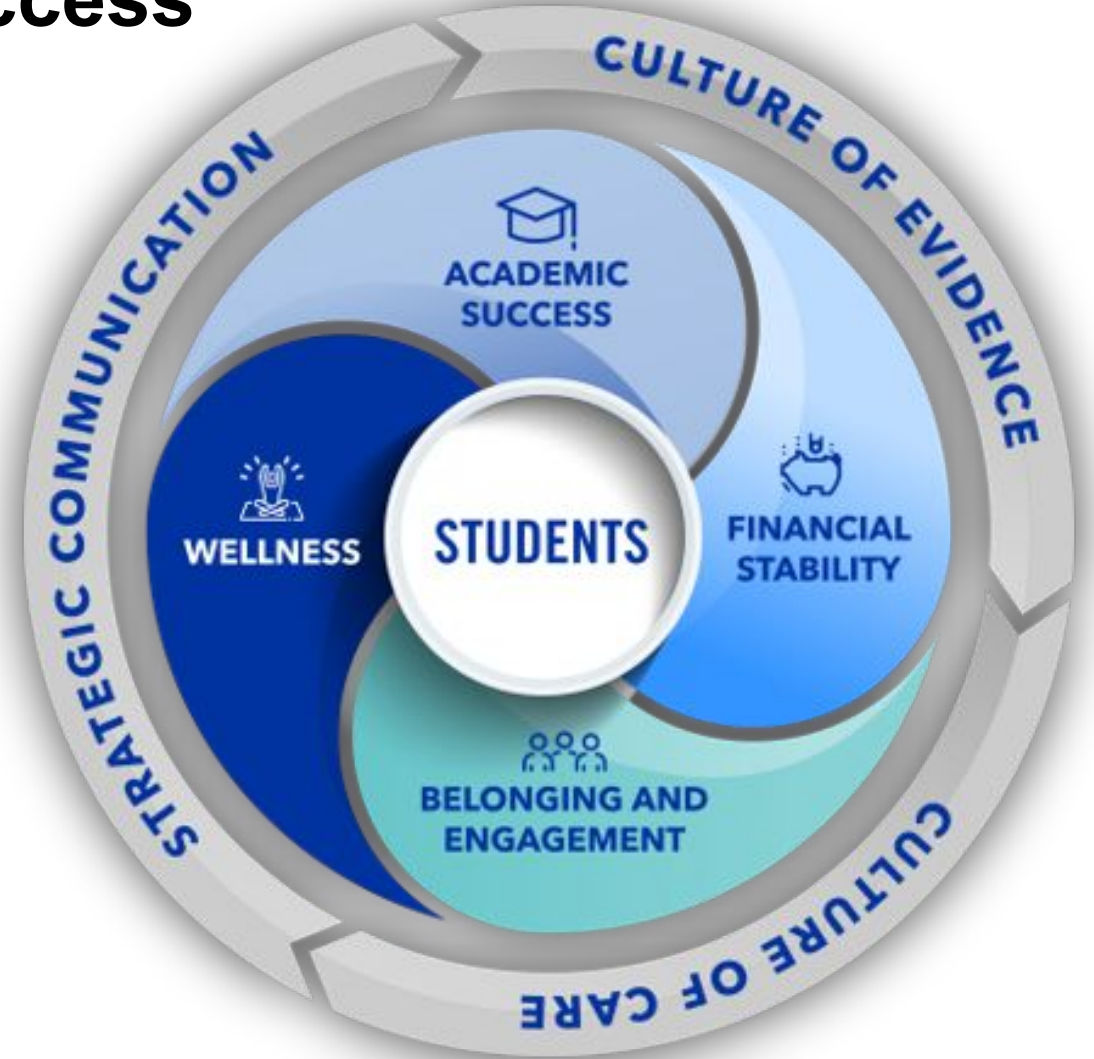
- LEADS
- iPad Initiative
- The Cornerstone
- E-Sports
- UK Invests
- UK Downtown Studio



OUR PRINCIPLES FOR STUDENT SUCCESS

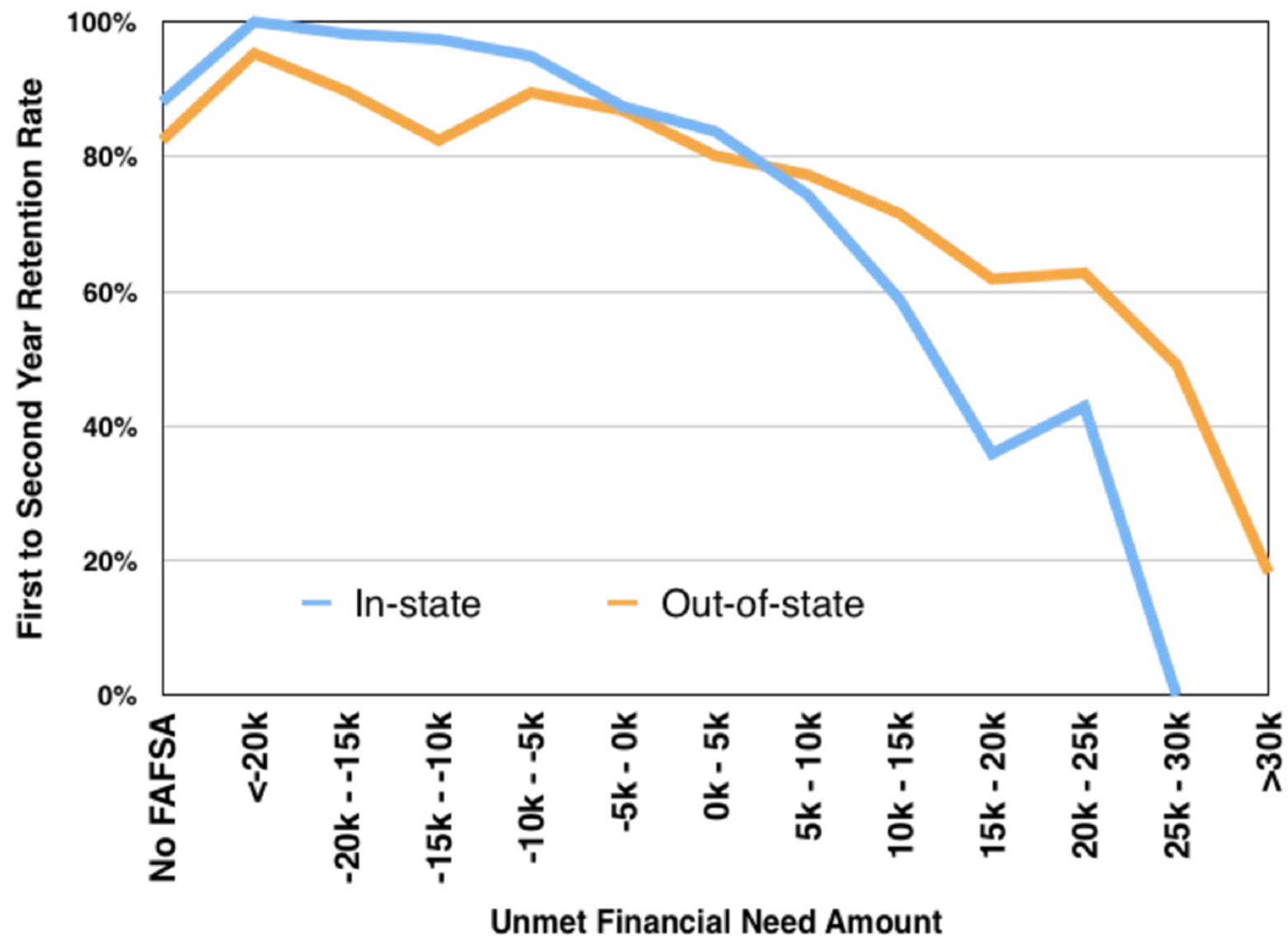
Four Key Elements to Student Success

1. Academic success
 2. Financial stability
 3. Belonging and engagement
 4. Emotional and physical wellness
- Create a culture of evidence with models and analytics
 - Align data with strategic communications, outreach and intervention



UK LEADS - LEVERAGING ECONOMIC AFFORDABILITY FOR DEVELOPING SUCCESS

UK LEADS – EFFECT OF UNMET NEED ON RETENTION (BY RESIDENCY)



Factors Impacting Retention

Lower Retention Rates

- First Generation
- From Appalachia
- Non-resident
- Living Off-Campus
- Submitted a Late Deposit

Greater Retention Rates

- Higher Weighted High School GPA
- Unmet Need Lower
- Account Balance Lower
- Higher First Semester Attempted Credit Hours

Components

- **One-Time Grants**
 - **One-time grants awards to students**
- **Scholarships**
 - **Recurring scholarship awarded to students**
- **Financial Wellness and Literacy**
 - **Meeting with Financial Wellness Coach to talk about financial goals**

Strategies for distributing One-Time Grants

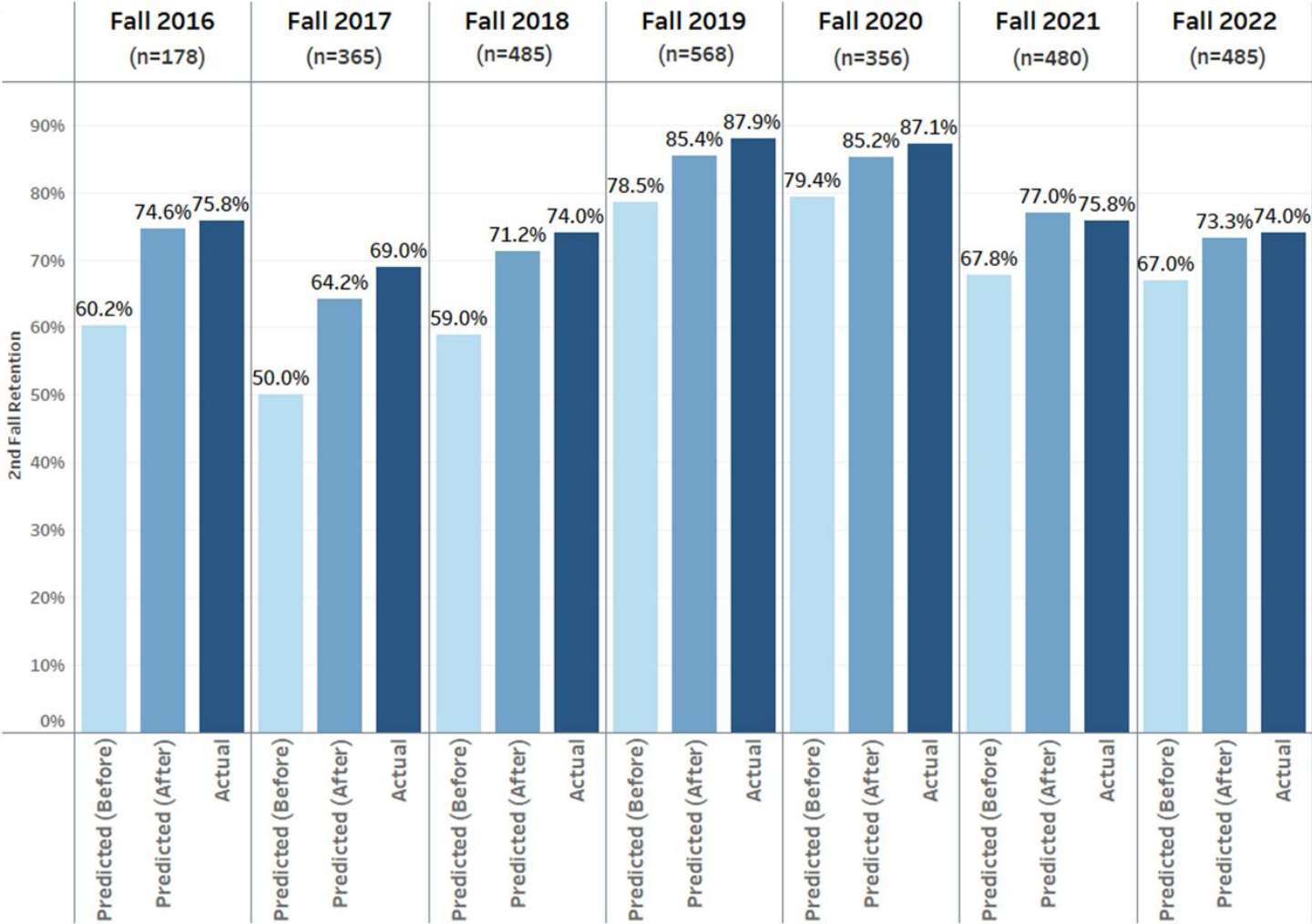
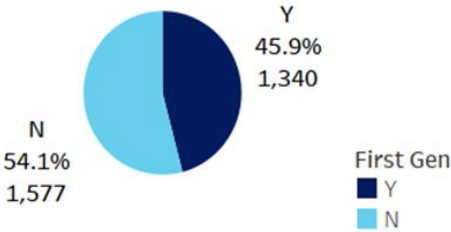
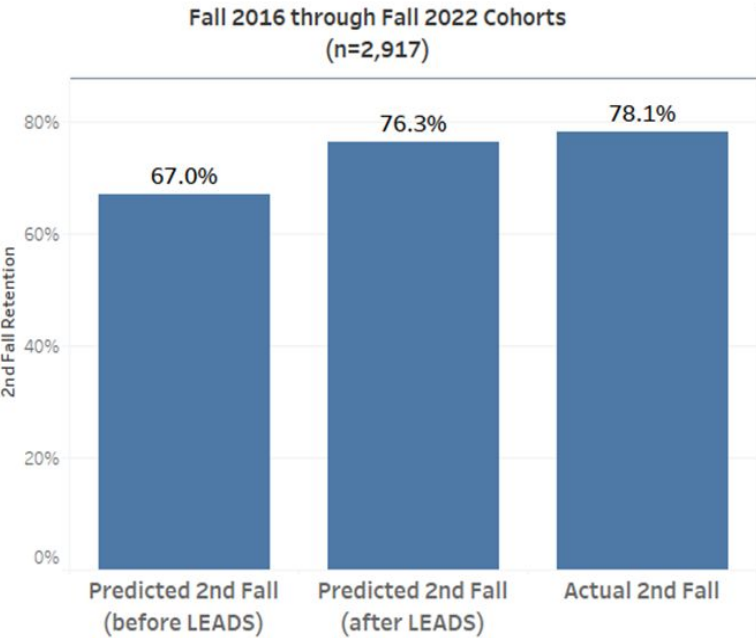
- All options contained different combinations of retention indicators, both financial and demographic:
 - Unmet need of \$5K or more
 - First income quartile
 - Financial hold on September 23
 - Account balance of \$5K or more
 - HSRI less than 50
 - First generation
 - Living off campus
- Evaluated each of the options, based on three-year average retention rates in attempt to identify optimal criteria

Optimal strategy

- Simulated the effects of an additional need-based award for ALL students with unmet need between \$5K - \$25K
- Selected $\approx$ 200 students whose predicted retention improved the most after receiving an additional grant
- *Based on the model results, these are the students who are in the greatest need of funds to offset their unmet need*

UK LEADS – ONE-TIME GRANT SUMMARY

Predicted vs. Actual
2nd Fall Retention







iPad Initiative

UNIVERSITY OF KENTUCKY PARTNERSHIP WITH APPLE

Discussions between
University of Kentucky
and Apple.

2018
Fall - Spring



On-site meeting
between University of
Kentucky and Apple.

2019
January



Inception of UK Smart
Campus and iPad
Initiative. 6,120 iPad kits
distributed.

2019
Fall



Transition to remote
learning. 6,379 iPad kits
distributed.

2020
Fall



Return to campus. A total
of 6,301 iPad kits
distributed.

2021
Fall



7,003 iPad kits
distributed.

2022
Fall



6,561 iPad kits
distributed.

2023
Fall



7,337 iPad kits
distributed.

2024
Fall



7,821 iPad kits
distributed.

2025
Fall



iPad Partnerships



Impact on Students

Student-Led Operations & Workforce Development

- Student-led operational model
- Student readiness for modern workplaces
- Supports hybrid and mobile learning models



The Cornerstone

Built to lower the cost of innovation

- **15,000 square feet of multi-use space**
 - Nearly 1000 events
 - 25-30,000 Attendees
- **Accessible by design**
 - Free to Reserve
- **Flexible by design**
 - Space, Technology, and Staff adapt to the need
- **Iterative by design**
 - Test, Learn, Refine, Repeat
- *A place where shared initiative can take shape*



Esports @ UKY

Create. Community. Compete.

- 30,000 Student Gamers
 - *not just 30 competitive players*
- **CREATE**
 - Students build events, productions, and experiences
- **COMMUNITY**
 - Gaming becomes an entry point for connection and belonging
- **COMPETE**
 - Competitive play is one part of a broader engagement model
- *Nearly 4000 unique student users last year*

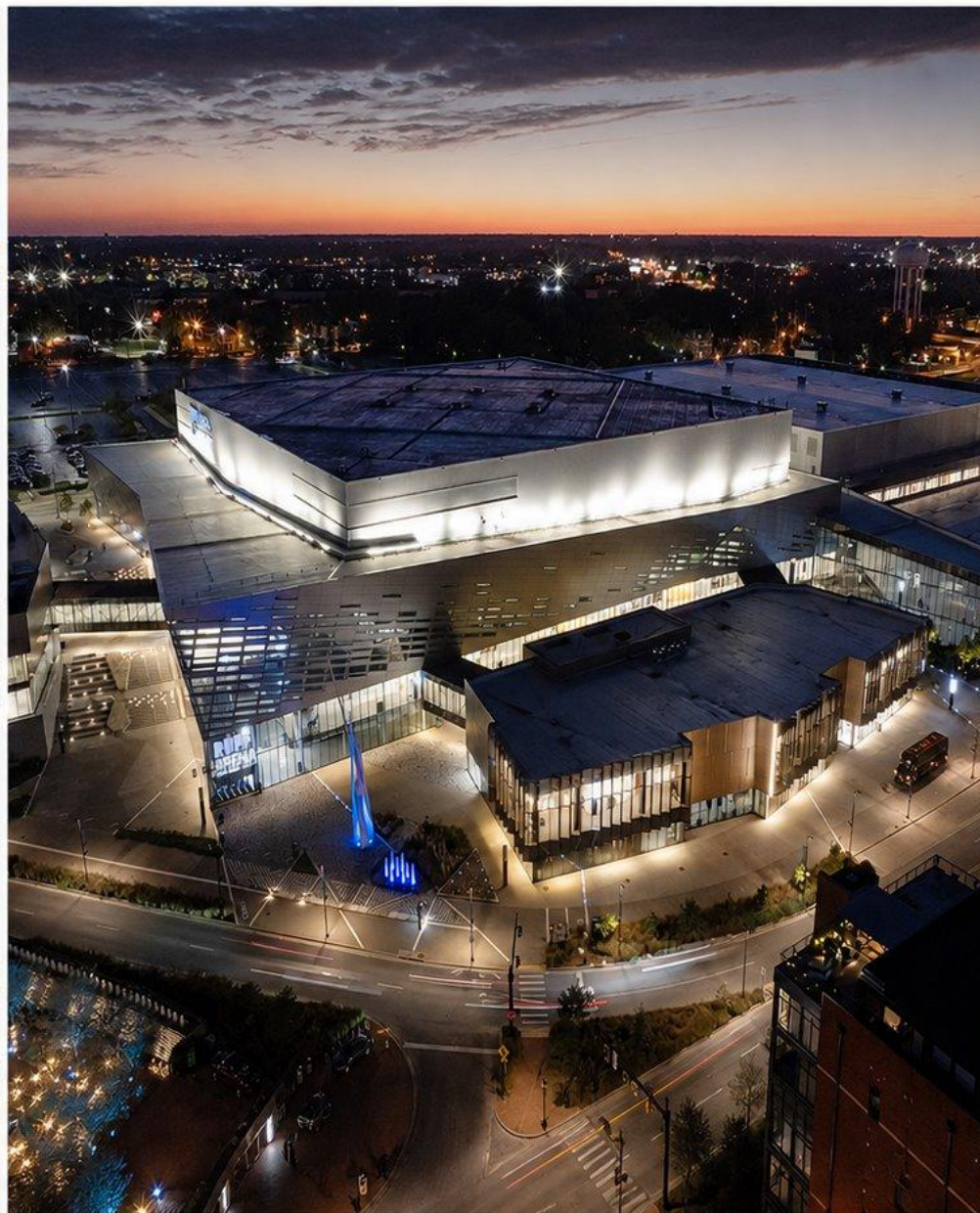






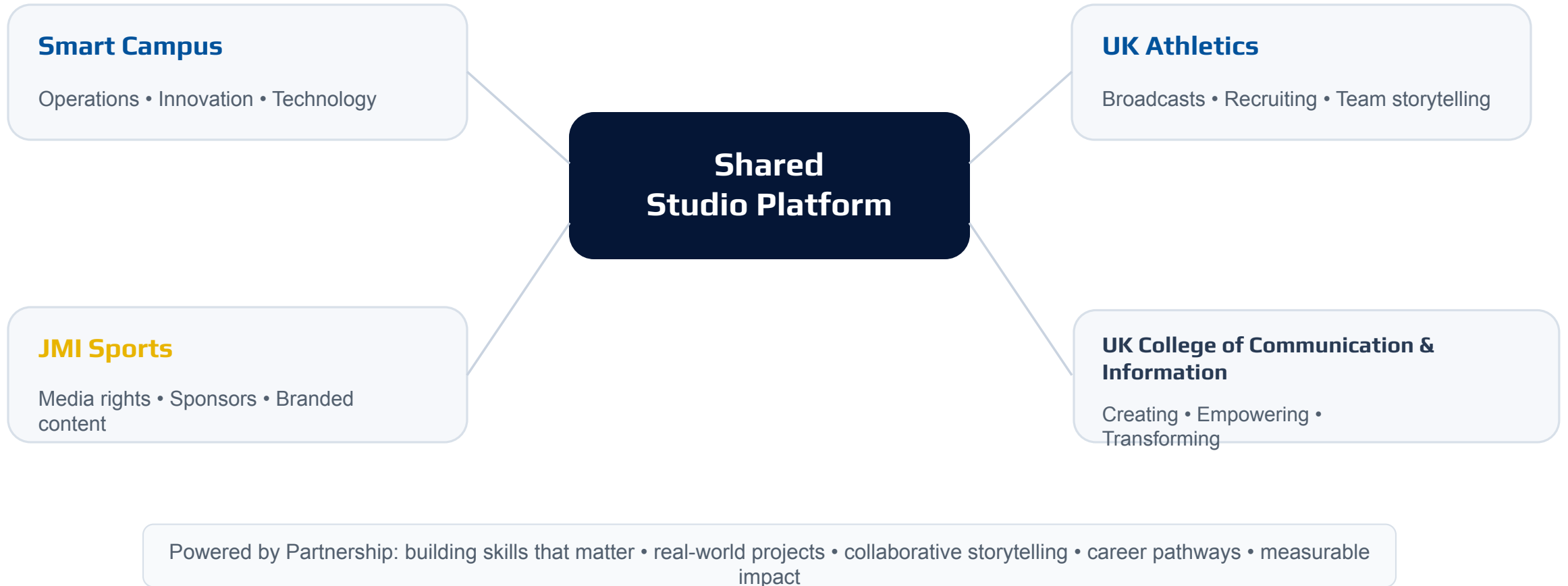
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UK Downtown Studio



Four Partners. One Studio.

A shared space for production, storytelling, student learning, and partnership opportunities.



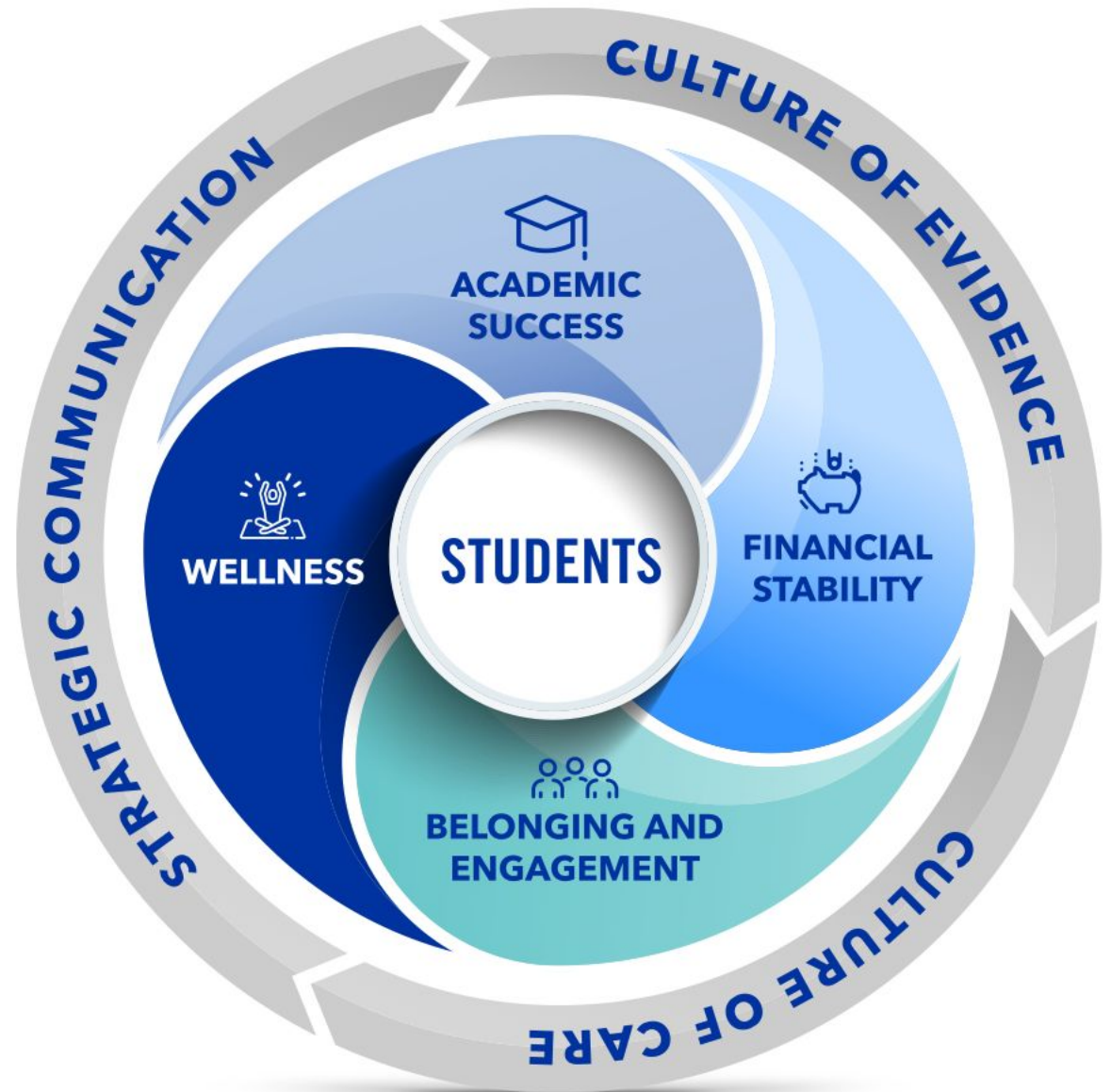
Studio Partnerships



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UK Invests

KEY ELEMENTS OF STUDENT SUCCESS



**Holistic
student-
centered
initiative
anchored by
financial
education**



**Personal
brokerage
account
through
specially
designed
Fidelity app**



**Opportunity to earn
rewards through
incentives in four
categories that help
foster lifelong habits
that lead to**

***"lives of meaning
and purpose"***



FINANCIAL EDUCATION

(up to \$75 per semester)



EMPLOYABILITY SKILL BUILDING

(up to \$75 per semester)



INVOLVEMENT

(up to \$50 per semester)



WELLNESS

(up to \$50 per semester)



@11% RATE OF RETURN

\$774,992



\$1,447,811

EXAMPLE 1:
\$48,000 with
an 11.00%
rate of return

= **\$774,992**

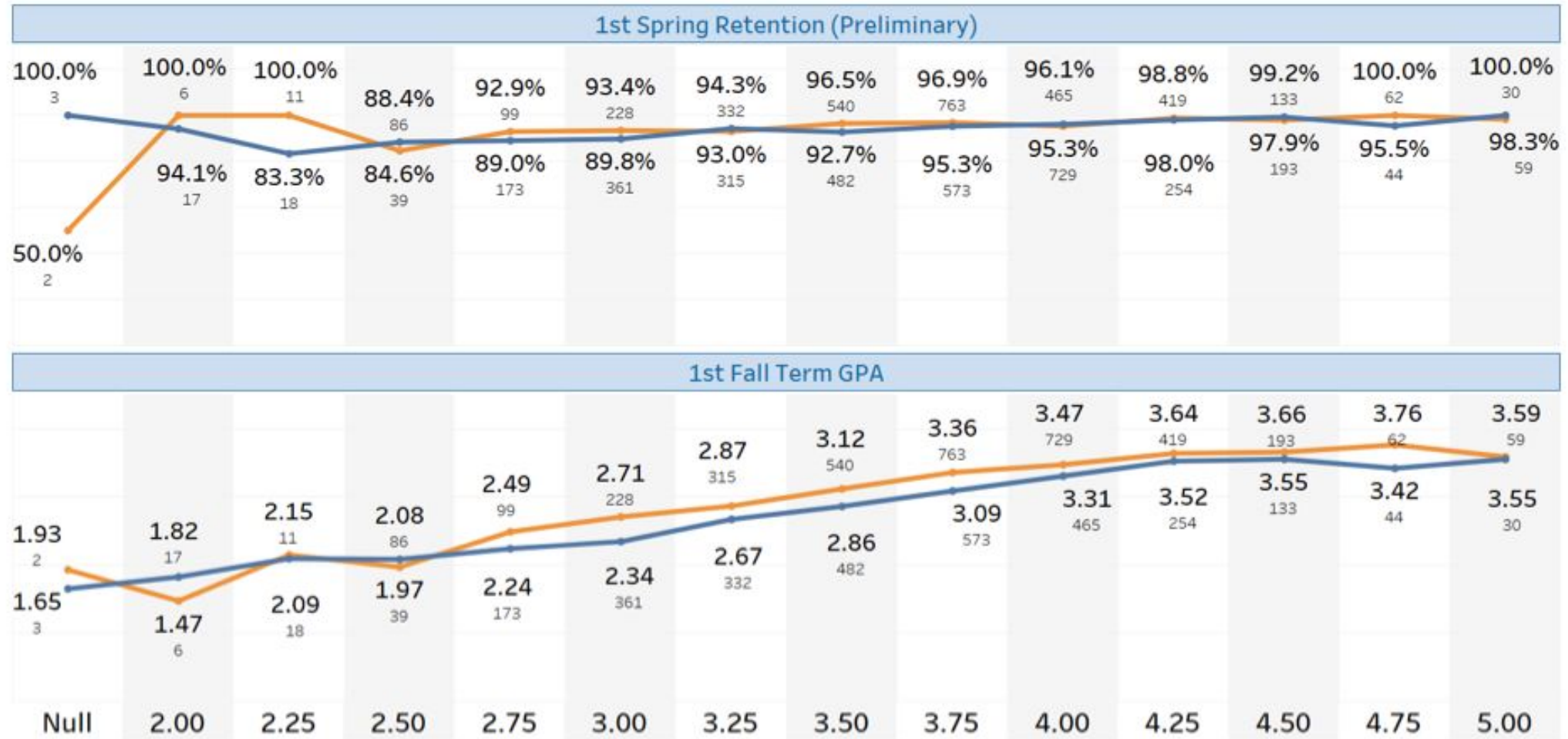
EXAMPLE 2:
\$12,000 with
an 11.00%
rate of return

= **\$1,447,811**

Fall 2023 Cohort - Has UK Invests Account (Y/N) by HS GPA



Fall 2024 Cohort - Has UK Invests Account (Y/N) by HS GPA





Questions?

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Power of Partnerships

- Partnership and creativity can support student success
- Partners are inside + outside of your organization
- Don't be afraid to reach out to new partners to support your work or offer your expertise

Thank you!

Resources

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