



Aligning the Residential College Model with Priorities of Large Institutions





Presented by Eric Kaufman

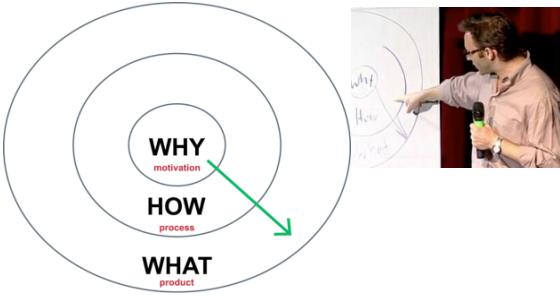




Objectives for this Session


- 1) Align the residential college model with priorities identified by the those studying higher education
- 2) Identify marketing messages that resonate with key stakeholders for large, public institutions
- 3) Discuss specific strategies for expanding the breadth of support for the residential college model

Overview

The REAL Data Revolution



How to Measure a College's Value







College Students' Current Goals

(AAC&U & Hart Research Associates, 2015)

Doing well in college	85%
Getting a good job	82%
Friendships/social connections	67%
Making a difference by helping others	64%

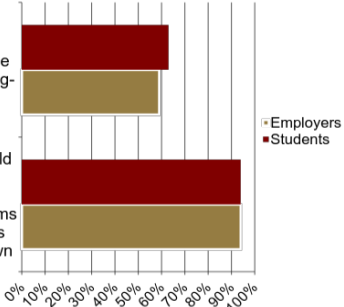



Most Important Skills for Success



(AAC&U & Hart Research Associates, 2015)

Both field-specific and broad range of knowledge and skills important to long-term career success

All college students should have educational experiences that teach them how to solve problems with people whose views are different from their own



Skill Category	Employers (%)	Students (%)
Both field-specific and broad range of knowledge and skills important to long-term career success	~65%	~75%
All college students should have educational experiences that teach them how to solve problems with people whose views are different from their own	~95%	~95%

Employers' Expectations of Graduates Have Increased

Our company is asking employees to **take on more responsibilities** and to **use a broader set of skills** than in the past



Employees are expected to **work harder to coordinate with other departments** than in the past



The **challenges** employees face within our company are **more complex today** than they were in the past

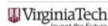


To succeed in our company, employees need **higher levels of learning and knowledge** today than they did in the past



% who agree with each statement

Source: *Raising the Bar* (AAC&U, 2010)



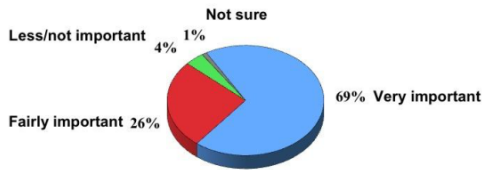
How important is it for colleges and universities to provide the type of education described below?

This particular approach to a four-year college education provides both **broad knowledge** in a variety of areas of study and more in-depth knowledge in a specific major or field of interest. It also helps students develop a **sense of social responsibility**, as well as **intellectual and practical skills** that span all areas of study, such as **communication, analytical, and problem-solving skills**, and a demonstrated ability to **apply knowledge and skills in real-world settings**.

Source: *How Should Colleges Prepare Students to Succeed in Today's Global Economy?* (AAC&U, 2007)



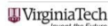
How important is it for colleges and universities to provide this type of education? (see previous slide)



Business Leaders

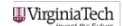
* 76% of employers would recommend this type of education to a young person they know.

Source: *How Should Colleges Prepare Students to Succeed in Today's Global Economy?* (AAC&U, 2007)



Life in College Matters for Life After College

- "Feeling supported and having deep learning experiences means everything when it comes to long-term outcomes for college graduates" (Gallup, 2014, p. 6).
- More specifically, those "who felt 'supported' during college... are nearly three times as likely to be thriving than those who didn't feel supported" (Gallup, 2014, p. 7)



Practice For Life: Making Decisions in College



practice for life

Making Decisions in College

LEE CUBA NANCY JENKINS
SUZANNE LOVETT JOSEPH SWINGLE



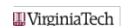
Making College Worth the Cost

The odds of strongly agreeing education was worth the cost are:

- 1.9x Higher if ... My professors at (University Name) cared about me as a person.
- 1.5x Higher if ... I had an internship or job that allowed me to apply what I was learning in the classroom.
- 1.9x Higher if ... I had a mentor who encouraged me to pursue my goals and dreams.
- 1.4x Higher if ... I held a leadership position in a club or organization such as student government, a fraternity or sorority or an athletic team.
- 1.8x Higher if ... I had at least one professor at (University Name) who made me excited about learning.
- 1.3x Higher if ... I was a member of a national fraternity or sorority.
- 1.6x Higher if ... I worked on a project that took a semester or more to complete.
- 1.2x Higher if ... I had a paid job or internship.
- 1.6x Higher if ... I was extremely active in extracurricular activities and organizations while attending (University Name).

Each odds ratio represents the unique variation in the dependent variable (education was worth the cost) associated with each college experience while controlling for the other experiences and for the control variables (personal characteristics, amount of student loan debt and five-factor personality model characteristics).

GALLUP



Living-Learning Communities



The "Oxbridge" Residential College Model



A Collegiate Way of Living

Fundamental advantage of the residential college system: "the way students in the colleges educate one another."

- *A Collegiate Way of Living*, by Ryan (2001, p. 24)



Roommates: Outstanding Senior & New Freshman



Virginia Tech's Approach

"First and foremost, residential colleges at Ambler Johnston are places where students belong, learn, and give. These multi-disciplinary, freshman through graduate level living-learning communities, thriving with meaningful and sustained relationships among faculty, staff, students, and the worlds they pursue together, promote rich intellectual, cultural, and social context where students "know and are known." The residential colleges seek self-motivated, lifelong learners, with diverse interests, who will build a community of scholars in the spirit of Virginia Tech's motto, Ut Prosim (That I May Serve).



"In fellowship, all things grow!"



Our Vision

The Honors Residential Commons at East Ambler Johnston strives to engage a diverse community of students pursuing development of themselves, relationships with others, and the projection of their passions into the greater community with unwavering curiosity and a commitment to lifelong service and learning.



AboliShop: A Product of the Honors Residential College

Kwamina Oleans-Pobee – Computer Science, Physics, & Philosophy

Nicholas Montgomery – Mechanical Engineering & Computer Science

Wes Williams – Applied Economic Management & Narrative Justice



#VTHRC Fellowship Rewards

Joseph Mills with Dan Mateen and 2 others.
7 hrs · 21
Enjoyed DDay with Senior Fellow Steve Skripak! #vthrc



Like Comment Share
You, Alex Ochs, Joseph Mills and 17 others

Alexa Amster with Kendra Hale and 2 others.
8 hrs
"This is my first selfie on the HRC page!" - Tina #vthrc



Like Comment
You, Kendra Hale, Anna Stapp and 11 others



Jess King with Emma Gallagher and 3 others.
October 22 at 12:50pm

Lady Lair had a great time cooking pancakes and drinking smoothies this morning with Dr. Krometis and Leo! #lapjacksandlannels #vthrc



You, Alex Ochs, Christy Ash and 17 others

Love Comment

#VTHRC Fellowship Rewards



Supporting Program Ideas



What Questions Remain?



You can learn more about the Honors Residential Commons at Virginia Tech at www.hrc.org.vt.edu

