

IMPLEMENTING ALL-INCLUSIVE AND DIGITAL LEARNING: AN HSI STUDENT SUCCESS INITIATIVE

Carlos R. Morales, Ph.D. • Mark McClendon, Ed.D.

OCTOBER 2019 • 33RD HACU ANNUAL CONFERENCE

INTRODUCTION

In 2014 Tarrant County College (a Hispanic Serving Institution located in Fort Worth, Texas) embarked in a project designed to reduce the cost of education. Course materials costs make on average 35% of the total tuition every semester. Simultaneously, TCCD was establishing a new 100% online campus to serve more students with accelerated degree options through reduced costs. The aggregate of both initiatives allowing the college, to have its course materials delivered through an all-inclusive model, was seen as a way to reduce the cost of education, standardize course materials while increasing student retention and completion rates. The institution implemented an all-inclusive program to afford students access to course materials starting day one at a reduced cost.

OVERVIEW: TCC CONNECT CAMPUS



Sixth campus of Tarrant County College District



Strategic plan/Vision 2015



Non-traditional approach, non-traditional students



Established in 14 months



22,000 student enrollments, 350 faculty



TCC CONNECT CAMPUS LEARNING MODALITIES

eLearning

- **22** fully online and certificate programs
- **350+** online courses



Weekend College

- **700+** enrollment each semester

Student Services



Online
Advising

Remote
Proctoring

Online Tutor
24/7

Online
Writing
Center

ENROLLMENT BY MODALITY

Campus Enrollment			
Mode of Delivery	Fall 2017	Fall 2018	Fall 2019
eLearning	19,877	19,620	21,700
Weekend College	795	884	890
Campus Total	20,672	20,504	22,590

INITIATIVES PER YEAR

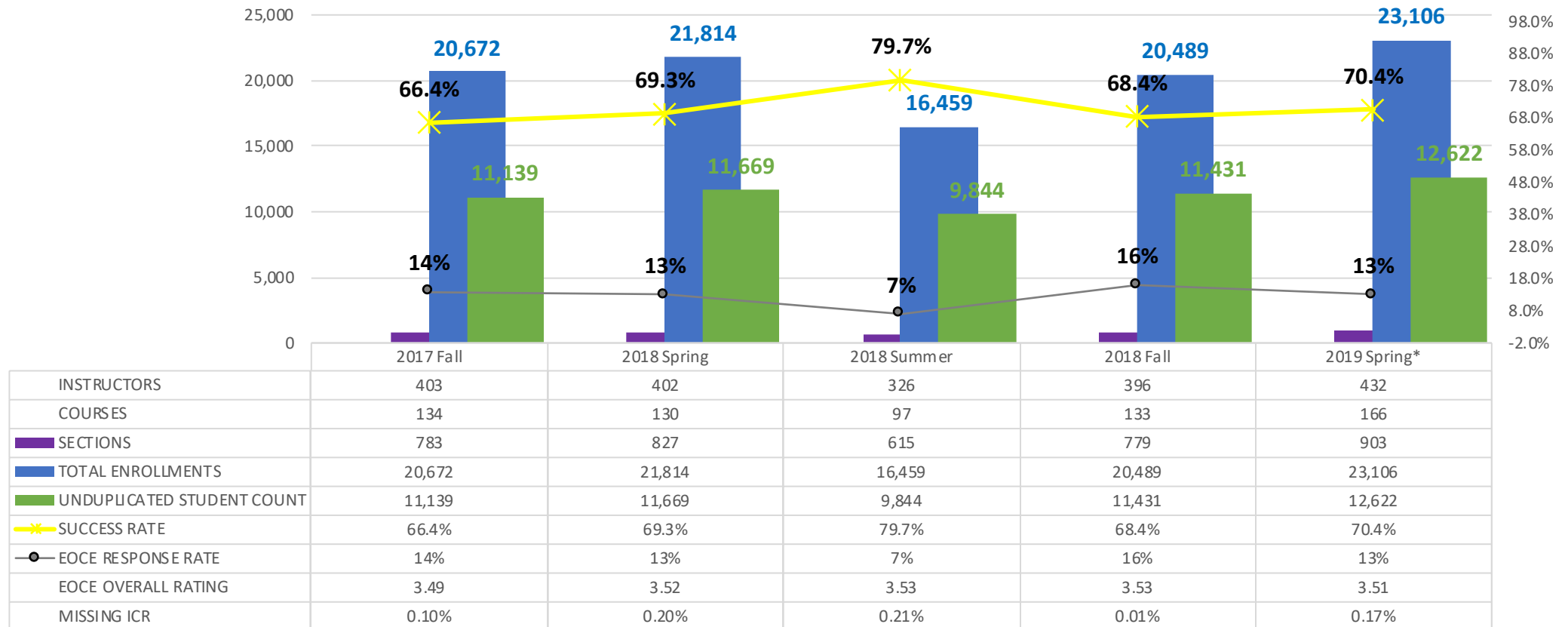
Initiative	Implementation date
Online Peer Course Development	Fall 2014
Redesigned Online Certification	Fall 2014
Wintermester Online	Winter 2016
Summer Online	Summer 2016
8-week Programs	Spring 2017
Monthly Starts	Fall 2017
Online Advising	Fall 2018
eFaculty Coach	Fall 2018

WINTERMESTER ENROLLMENTS AND SUCCESS RATES

Year	Enrollments	Passed with C or better		Received D or F		Withdrew	
2019	1,002	890	88.90%	69	6.90%	42	4.20%
2018	753	613	81.40%	63	8.40%	77	10.20%
2017	499	420	84.20%	36	7.20%	43	8.60%

ACADEMICS: STUDENT SUCCESS

Objective: *Increase student success rate by 2% annually*



TCC  Plus

TCC Plus ⁽¹⁾ is a new textbook model where cost of the textbook/digital content is included as an additional course charge on your schedule and fee statement

1. Based on the Inclusive Access model
2. Courses include the cost of your digital learning materials as an additional charge on your tuition
3. You will have access to the textbook/digital content on your first day of class
 1. From any device and at any time
 2. Digital content also may include interactive-learning platforms.

Interactive Learning Platforms are more than e-books.

1. They are interactive software platforms developed to provide an enhanced learning experience.
2. May include multi-media video and audio presentations and animation, and adaptive quizzes and homework sets, which link directly to the related section of text when incorrect answers are given.
3. They also allow for various levels of customization by the instructor, peer-to-peer sharing of notes, and the creation of digital

■ Source: (1) Tarrant County College/TCC Plus/Online /2019

Textbooks Statistics ⁽²⁾ :

- 66% of students did not purchase a required textbook because of the cost.
- 94% of the students who skipped buying the textbook said they recognized that doing so would have an impact on their grade.
- 75% of students said that they would prefer a print textbook over a digital textbook if cost was not a factor.
- Textbook prices increased by 1,041% between 1977 and 2015.

Sources:

(2) - Harris, R. R. (2018, April 12). The Comprehensive Guide To College Textbook Trends [Infographic]. Retrieved from <https://www.leadwinds.com/the-comprehensive-guide-to-college-textbook-trends/>

Why go All-Inclusive ⁽³⁾ (Pearson Perspective)

Establishing an All-Inclusive course materials model through your campus store has several benefits for your campus and business.

- Ensures all students in participating courses have access to required learning materials.
- Offers students and institutions greater convenience and consistent pricing.
- Drives 100% of course materials transactions through the campus store.
- Establishes a sustainable model for the distribution of digital learning materials.
- Lowers store's direct costs, including freight-in, receiving and preparing, and shipping returns.

Source:

(3) - Digital Direct Access – Pearson 2017

TCC PLUS

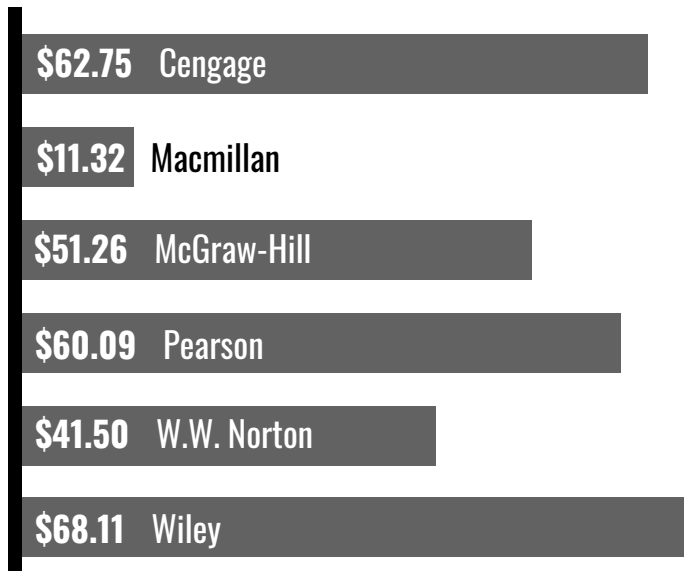
GOAL

PROVIDE COST-EFFECTIVE TEXTBOOKS TO STUDENTS



- Includes about 350 comparisons between Common Learning Material (CLM) and TCC Plus price.
- Covers about 75% of courses offered at TCC

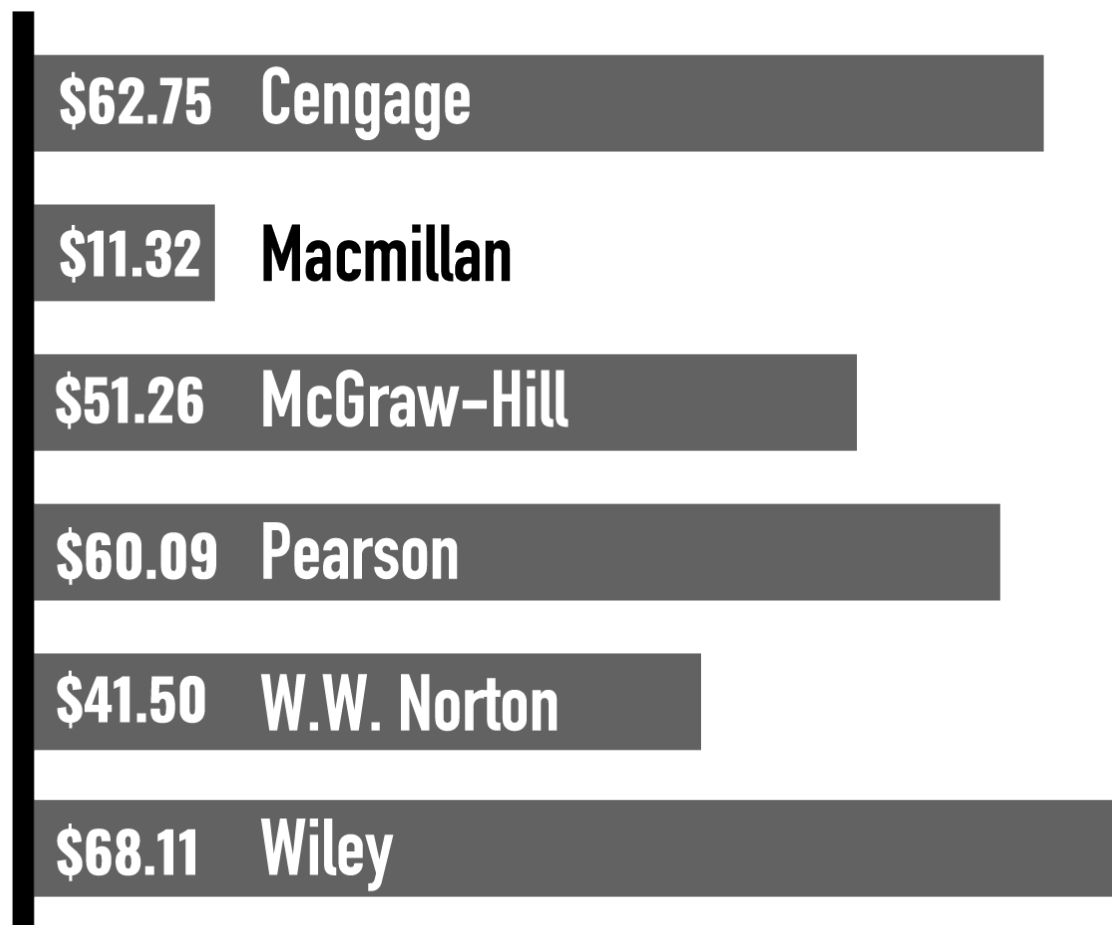
AVERAGE SAVINGS BY PUBLISHER:



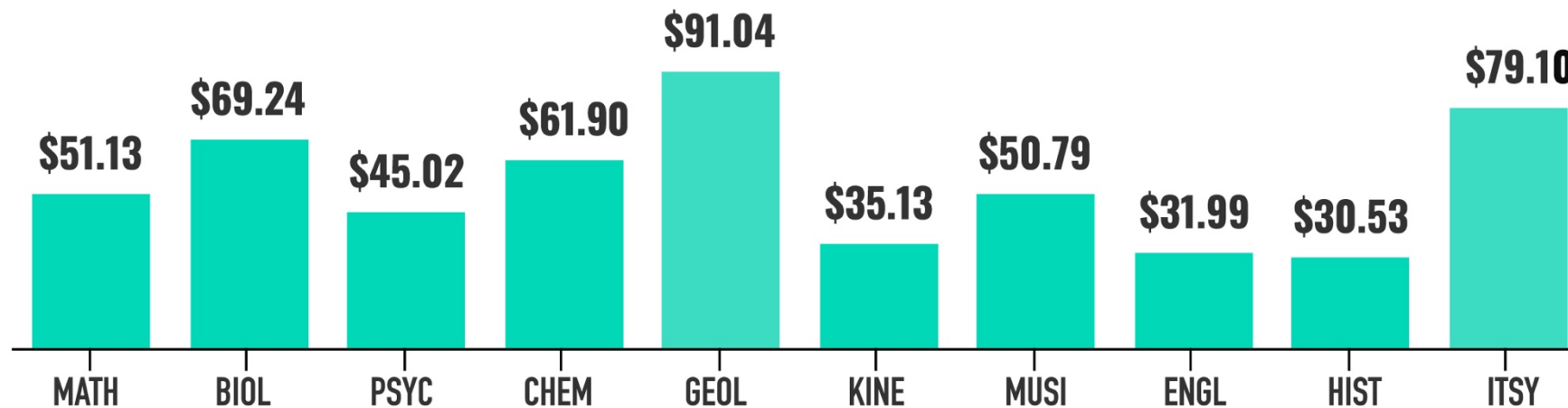


- *Includes about 350 comparisons between Common Learning Material (CLM) and TCC Plus price.*
- *Covers about 75% of courses offered at TCC*

AVERAGE SAVINGS BY PUBLISHER:



AVERAGE SAVINGS BY DEPARTMENT*:



* Includes departments with 10 or more courses for comparison

IMPLEMENTING ALL-INCLUSIVE AND DIGITAL LEARNING: AN HSI STUDENT SUCCESS INITIATIVE

Carlos R. Morales, Ph.D. • Mark McClendon, Ed.D.

OCTOBER 2019 • 33RD HACU ANNUAL CONFERENCE

Questions?

Carlos R. Morales, Ph.D.

President

Tarrant County College | TCC Connect Campus

Carlos.Morales@tccd.edu

Mark E. McClendon, Ed.D.

President

Biblioteca (*Startup - Digital Books & Library Management*)

Fort Worth, Lisbon, Zagreb