campus

formerly known as

MTI COLLEGE

Revolutionizing Distance Learning: A Case Study from Campus

Kaari Casey, VP of Academic Operations, Campus, Inc.
Nicole Scott, Director of Enrollment Operations, Campus, Inc.
Theresa Walsh, English Faculty, Campus Inc.

Campus, Inc.

Introduction

In 2022, MTI College was acquired by Campus in a strategic move to expand its impact nationwide. With over 60 years of history serving the Sacramento community, MTI College has consistently equipped graduates with the skills needed for success in the workforce. The merger aimed to broaden the scope of our online educational offerings and enhance student outcomes through innovative, data-driven approaches.

This strategic integration marked the debut of our leading-edge learning platform, Campuswire, signaling a new era of student success. As we evolve, our core mission remains the same: to equip students with the knowledge, skills, and confidence required to pursue successful careers.

Background Information

Two-year colleges attract a diverse range of often non-traditional students, including many first-generation students. According to the American Association of Community Colleges (AACC), these students are typically older, employed full-time, and manage family responsibilities, influencing their educational goals and decisions[1]. Many choose direct employment over transferring to four-year institutions after graduation[2]. Colleges are evolving to meet student needs through improved online education and robust digital infrastructures[3]. These initiatives aim to maintain the engagement and success rates comparable to traditional on-campus experiences.

Current Economic Impact
Economic changes in the post-pandemic era are reshaping student demographics and behaviors, with more students balancing full-time work and school[1]. Economic downturns, inflation, and job instability particularly strain economically disadvantaged students, impacting retention and graduation rates[3]. Colleges are responding by enhancing flexible learning options and comprehensive support systems[4].

Relevance in Today's Educational Landscape
With declining enrollment and changing views on the value of college education, Campus is aligning our programs with job market needs and reigniting interest in higher education. We are developing career and transfer pathways and enhancing online social connections to emphasize their affordability, accessibility, and adaptability.

Our Objectives

Our pilot of the Campus Associate of Arts in Business Administration (AABA) program launched in 2023 and is designed to revolutionize distance learning for students pursuing two-year degrees.

Key Objectives:

1. Increase Underserved Student Enrollment & Support

We aim to increase enrollment and outcomes for first generation and underserved student communities by enhancing support and fostering inclusive, accessible environments. We provide students with the tech they need to be successful and offer support teams data-driven insights for targeted interventions that enhance outcomes.

2. Foster Faculty Collaboration

Our faculty believe in our mission and desire to increase access to quality higher education by sharing their expertise and passion for online teaching. Faculty develop curricula that are responsive to current labor market needs and future work trends, ensuring our programs are both relevant and adaptable.

3. Develop Engaging Online Education Models

We are committed to creating innovative online programs that not only meet academic standards but also foster strong social and professional connections. Campuswire is central to this initiative, enhancing the learning experience to match the quality of traditional on-campus education.

Who We Serve

400+ students

26+ states

First Generation Students
- 42% First Generation
- 58% Non-First Gen

Student Community: Gender
- 71% Female
- 26% Male
- 3% Non-Binary

Student Community: Race
- White 36.83%
- Native Hawaiian 1.19%
- Mixed 12.67%
- Black 45.15%
- Asian 1.58%
- American Indian 2.57%

Innovative Program Model

Live Classes & Office Hours
Students meet live with professors, TAs, and classmates each week to develop deep, enduring relationships

Affordable Tuition
Tuition is set at less than the max Pell Grant award, helping students afford school without loans.

Tech Provided
Campus students receive the gear they need to attend school including a free laptop and wifi hotspot.

Access to Resources & Support
Students have access to mental health counseling and funding to get them through life challenges that may impact their education.

Dedicated Success Coach (1:75)
Students are paired with a personal success coach at a 1:75 ratio. Their coach supports them throughout their educational journey.

Free Tutoring
Students have access to live, 1:1 math, writing, and course-specific tutoring.

Curriculum Enhancements

Campus Academy
Campus students participate in a comprehensive training program that teaches them how to use technology to achieve their academic goals on Campuswire.
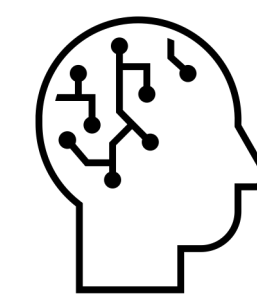
Infusing Artificial Intelligence
AI skills are crucial in the future of work. All students complete a credit-bearing course on AI for Business. Ethical AI use is infused across courses, including English and Writing.

Applicable Curriculum
Coursework is focused on relevant and useable skills, allowing students to apply their learnings while they complete their degree. Our marketing courses conclude with students completing their HubSpot certification, allowing them to add a professional certificate to their resume.

Student Success on Campuswire
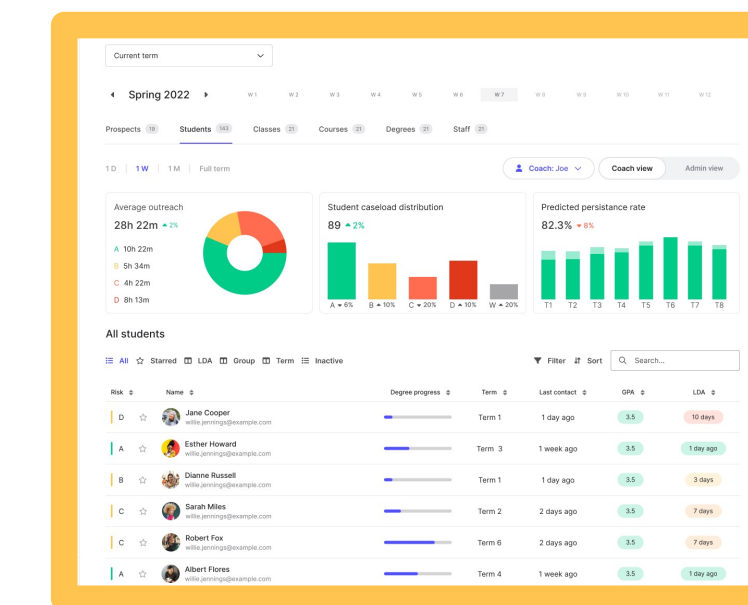
Student Trends
Campus reports trends for students in real-time. Coaches and faculty can track outcomes based on disaggregated student data and develop initiatives to close equity gaps.

Data-Driven Interventions
Success Coaches have access to a student's performance across their educational journey — identifying roadblocks, providing positive reinforcement and intervening when necessary.
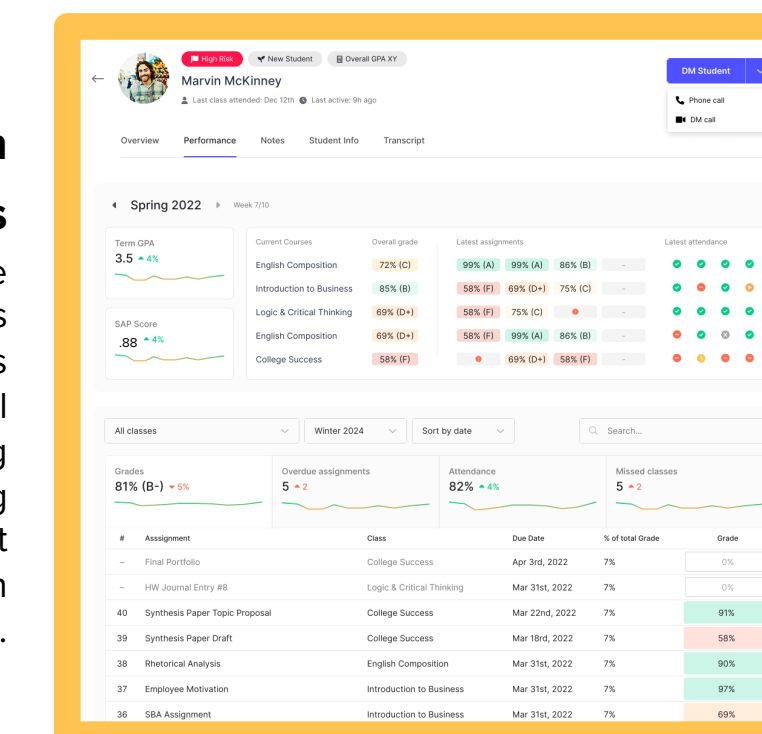
Constituent Feedback

81 Faculty NPS Score

Net Promoter Score (NPS)
NPS is a measure of participant satisfaction on a scale of -100 to +100.
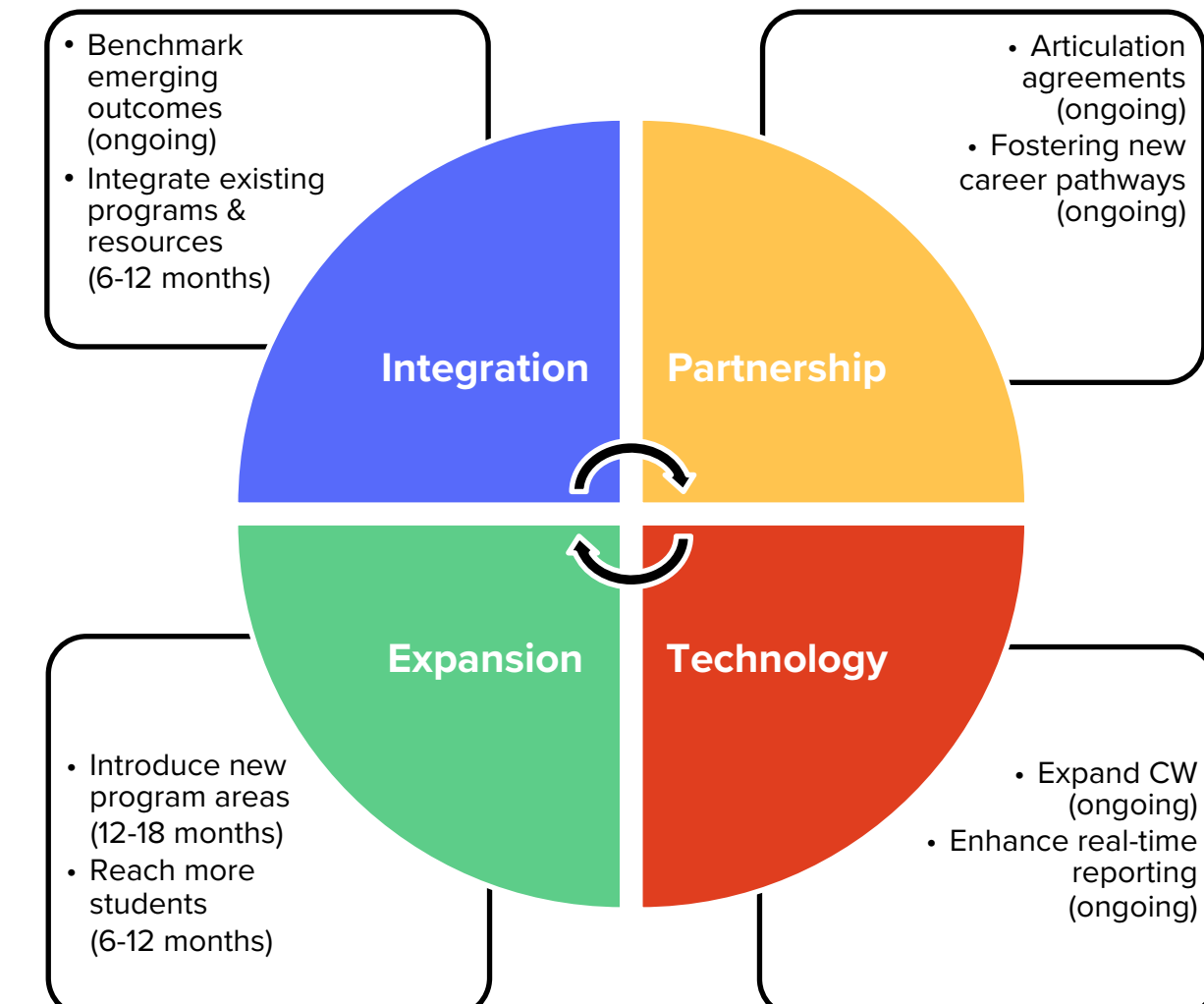
87 Student NPS Score

*"The course has been helpful and a **literal lifesaver** to get me back into school."* -Q1 Student

*"Campus is the only college program I've experienced that **works with me** when I have a problem."* -Q4 Student

Next Steps

- Benchmark emerging outcomes (ongoing)
- Integrate existing programs & resources (6-12 months)

Integration

- Articulation agreements (ongoing)
- Fostering new career pathways (ongoing)

Partnership

- Introduce new program areas (12-18 months)
- Reach more students (6-12 months)

Expansion

- Expand CW (ongoing)
- Enhance real-time reporting (ongoing)

Technology

References

1. Nomi, T. (2005). Faces of the future: A portrait of first-generation college students. American Association of Community College. Retrieved from http://www.aacc.nche.edu/Resources/aaccprograms/facesfuture/Documents/firstgenerationstudent.pdf
2. Karp, M. M., Cormier, M., Whiteley, S. E., Umbarger-Wells, S. M., & Wesaw, A. (2020). First-generation students in community and technical colleges: A national exploration of institutional support practices. Center for First-generation Student Success, NASPA. Retrieved from https://firstgen.naspa.org/files/dmfile/NASPA_First-generation_Community_Colleges_ES_Final_Nov4Reduced.pdf
3. Dow-Fleisner, S. J., Seaton, C. L., Li, E., Plamondon, K., Oelke, N., Kurtz, D., ... & Rush, K. L. (2022). Internet access is a necessity: a latent class analysis of COVID-19 related challenges and the role of technology use among rural community residents. BMC Public Health, 22(1), 845.
4. Pacansky-Brock, M., Smedshammer, M., & Vincent-Layton, K. (2020). Humanizing Online Teaching to Equitize Higher Education. Current Issues in Education, 21(2 (Sp Iss).) Retrieved from https://cie.asu.edu/ojs/index.php/cieatasu/article/view/1905

Contact Information

Kaari Casey, VP of Academic Operations
kaari@campus.edu | www.campus.edu

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