

The Seneca logo is displayed in a white rounded rectangle in the top left corner. It features the word "Seneca" in a bold, red, sans-serif font.

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The York University logo is located in the top right corner. It consists of the word "YORK" in a large, black, serif font, with "UNIVERSITÉ" and "UNIVERSITY" stacked below it in a smaller, black, sans-serif font. To the right of the text is a red square containing a white stylized letter "U".

**YORK**  
UNIVERSITÉ  
UNIVERSITY

A large red rectangular overlay box is positioned in the center of the slide, containing the main title and presenter information in white text.

Partnering to increase student  
success and retention:  
**THE REDIRECT MODEL**

A presentation by

Karine Lacoste, Kim Michasiw, Henry Decock and Alice Pitt

A white rectangular box at the bottom of the slide contains the conference details in black text.

**ONCAT 2015 Student Pathways in Higher Education Conference**

Toronto, April 20<sup>th</sup>, 2015

# Overview of presentation

- How did the redirect model emerge?
- The redirect model: Goals and key ingredients
- Redirect upon application pilot project
- Redirect for students in academic difficulty
- Next steps...

# How did the redirect model emerge?

- Institutions responding to government priorities for Postsecondary attainment
- Need to increase enrolment of students
- Too many students lost because they do not meet admission or progression requirements
- Desire of two partners to work together at finding solutions

# The redirect model

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# Aim of the redirect model

- Increase retention of students within the York Seneca environment
- Increase chances of academic success of students throughout their studies
- Provide students with a more accessible and successful pathway to degree completion

# Basic ingredients / Favourable context

- Existing transfer pathway between two partners/programs
- Programs with different admission requirements
- Difficulty of students to meet admission requirements or to maintain academic progression requirements
- Partners willing to redirect students as an alternate solution

# *1. Redirect upon application*

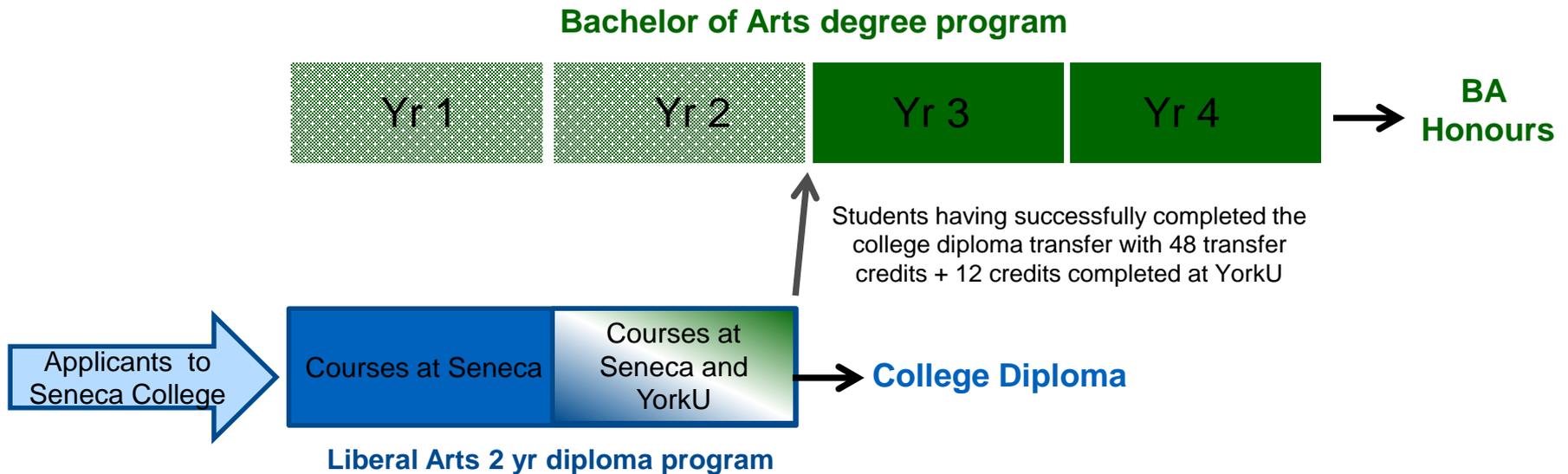
How does it work?

# Definition

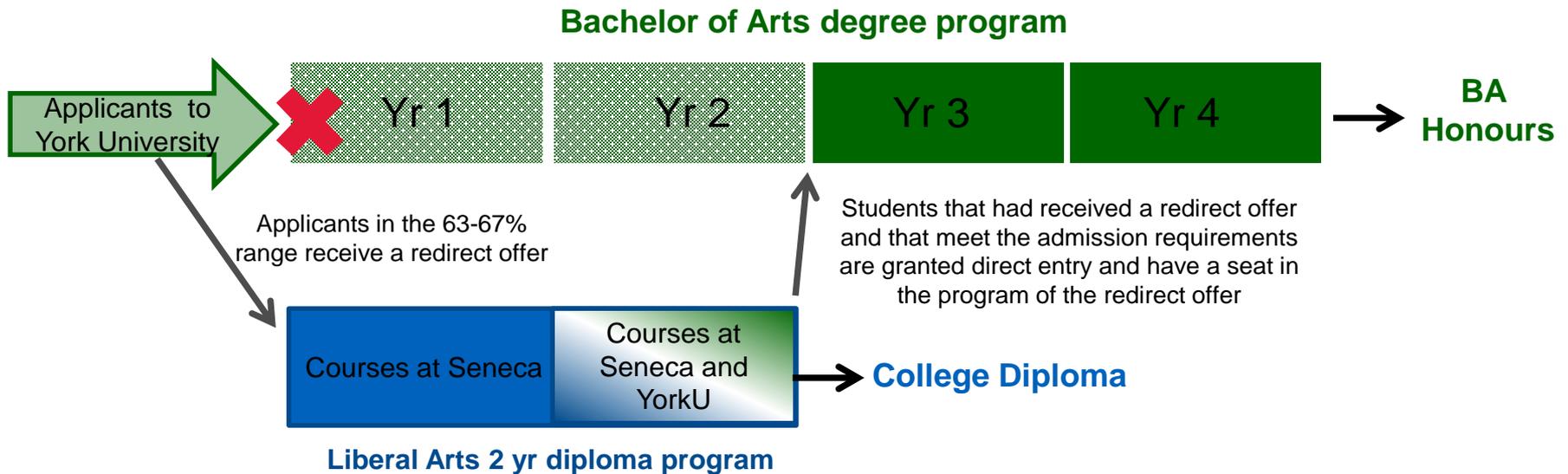
***Redirect upon application:***

Offering university applicants not meeting admission requirements the opportunity to begin studies in a specific college program which articulates back into the university degree program the student had initially applied for.

# Existing pathway



# Redirect pathway



\*Pilot project launched Spring 2014

# Timeline of « Redirect upon application » pilot project

## *Phase 1 – Redirect offer proposal and launch of pilot project*

Winter 2014: Development of pilot project proposal

Spring/Summer 2014: “Redirect offer” sent to pre-selected York applicants

## *Phase 2 - Application to Seneca College*

Summer 2014: Redirect candidates apply directly to Seneca’s LAT program

## *Phase 3 - Monitoring of student progress during first year of LAT program*

Fall 2014/Winter 2015: First year of redirect students in LAT program

## *Phase 4 – Monitoring of student progress during second year of LAT program*

Fall 2015/Winter 2016: Redirects to begin York courses & 2<sup>nd</sup> yr of LAT program

Spring 2016: First redirect students to graduate from LAT program

## *Phase 5 – Monitoring of student progress during studies at YorkU*

Fall 2016: Redirect students to transfer back to YorkU as full time students

Spring 2018: First redirect students to be awarded with a York degree

## How we actually implemented this pilot project...

- Selecting redirect candidates among YorkU applicants
- Communication sent by YorkU to redirects
- Seneca application forms and web page for YorkU redirects
- Info session to promote pathway to YorkU
- Application process to start courses at YorkU
- And now...tracking of students retention and academic success

# Administrative implications

For the University:

- Manual identification of redirect candidates
- Redirect offer / student advising

For the College:

- Implementation of a direct application for redirect candidates
- Manual processing of redirect applications

For both Partners:

- Alignment of information sent to student by both Partners
- Data-sharing: Exchange of student information between Partners

# Some preliminary results ...

- 38 / 207 students having received a redirect offer from YorkU applied to Seneca College (18%)
- 28 / 38 redirects having applied to Seneca College were enrolled in Liberal Arts after day 10 of semester 1 (74%)
- 21 / 28 of redirects were enrolled in Liberal Arts after day 10 of semester 2 (75%)
- Will know soon how many redirects are eligible to start taking courses this summer/fall/winter at YorkU while completing their LAT program at Seneca
- Difficulties encountered up to date....
- Next steps to complete project...

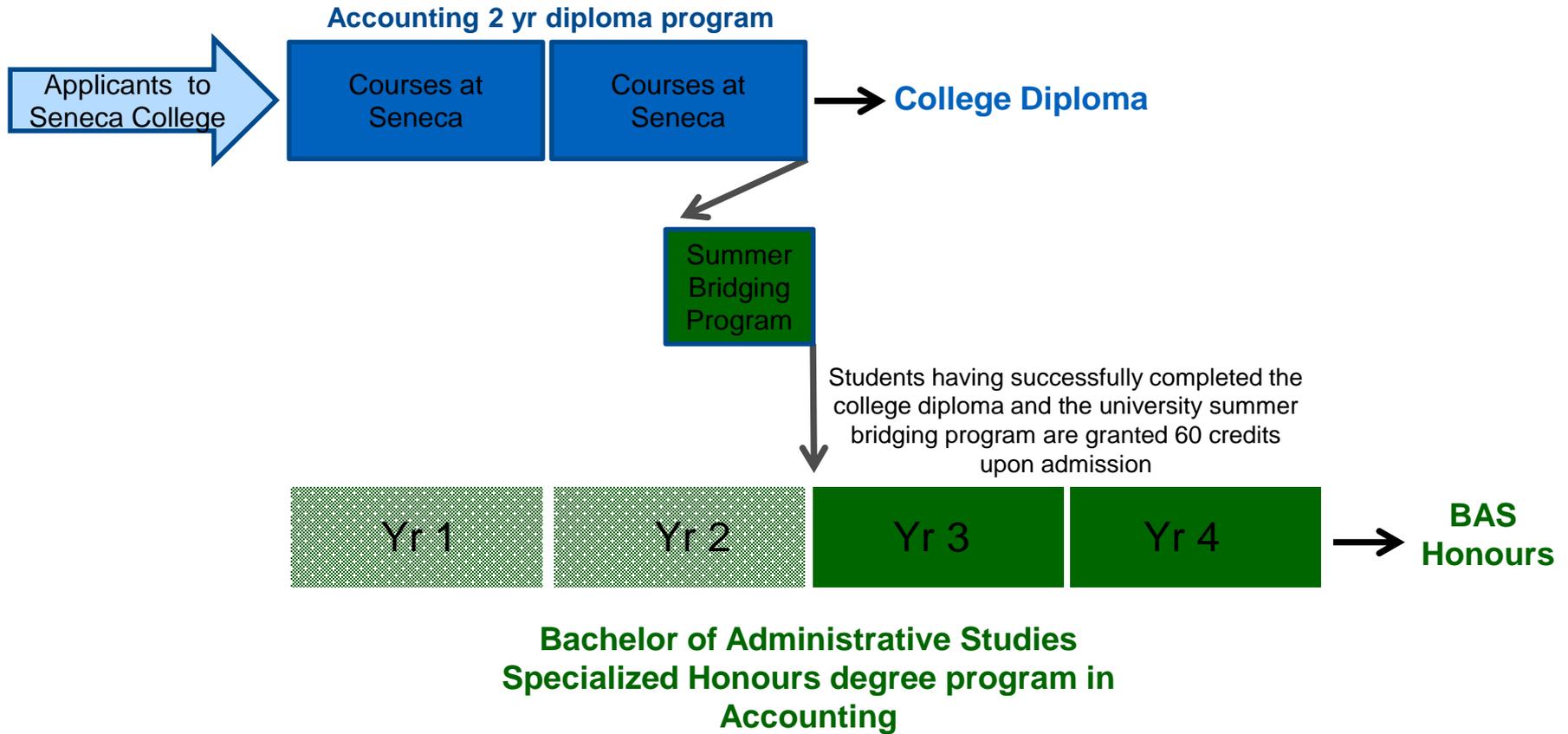
## ***2. Redirect of students in academic difficulty*** How does it work?

# Definition

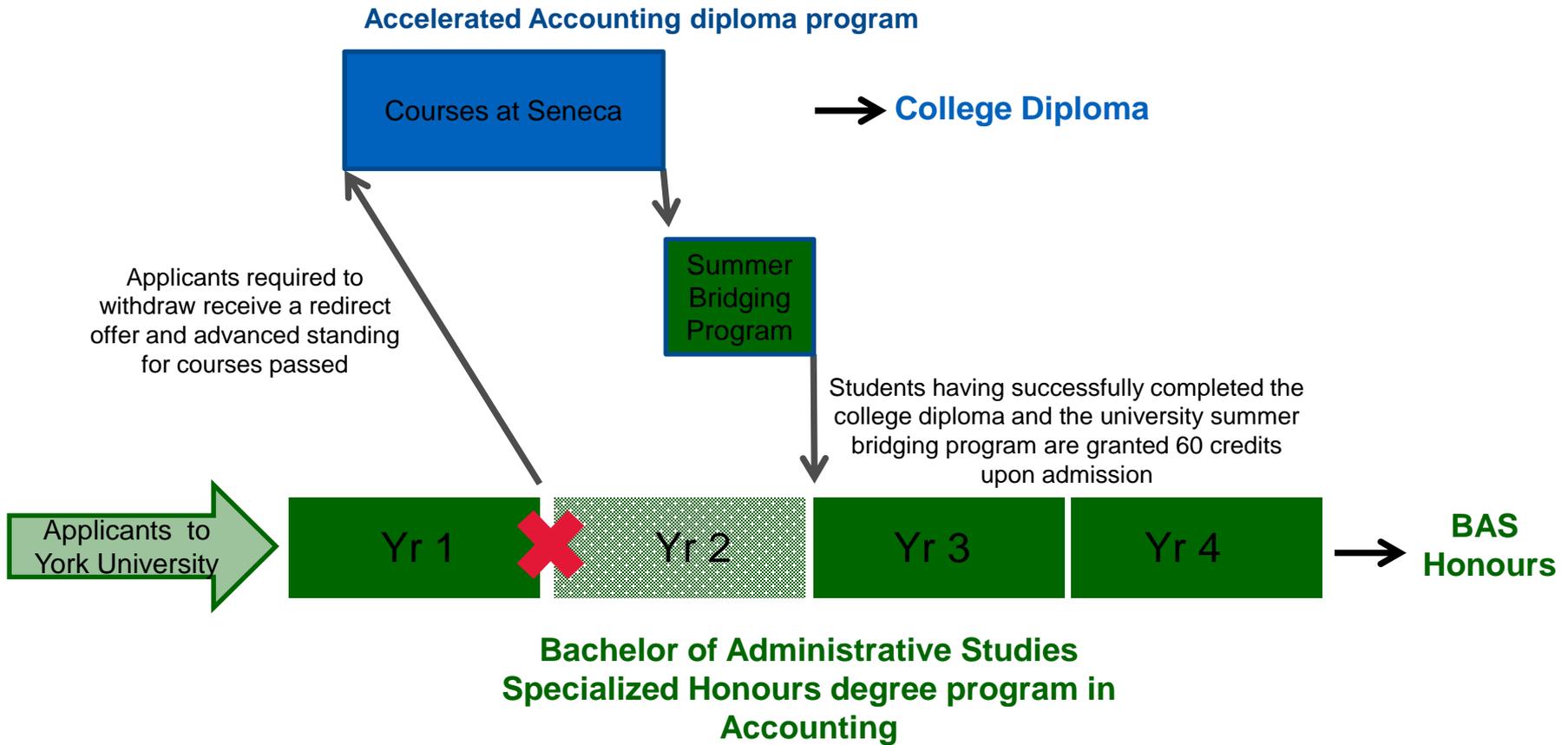
## ***Redirect of students in academic difficulty:***

Offering university students who are facing academic difficulties the opportunity to pursue their studies in a specific college program which articulates back into the university degree program the student was required to leave.

# Existing pathway



# Redirect pathway



\*Pilot project funded by ONCAT

# What are we presently planning for this other pilot project...

- Identify transfer credit granted for possible courses done by redirected students
- Figure out selection criteria and advising process at YorkU
- Identify issues and solutions to allow return of redirects to YorkU using summer bridging program
- Launch of “Redirect of students in academic difficulty” pilot project (September 2016)

# Next steps...

- Launch of “Redirect of students in academic difficulty” pilot project
- Address implementation issues of “Redirect upon application” pilot project in anticipation of second cohort of redirects
- Develop an electronic exchange platform to reduce manual processing and allow for greater volume
- Continue documenting pilot projects and academic progression of students to evaluate potential and implications of implementing at a larger scale...

# Take home message

The redirect model allows College-University Partners to:

- 1) Offer non-admitted applicants and struggling students an alternate pathway that allows them to be in the academic environment most suited for them to succeed so that they can stay motivated, engaged and graduate with a post-secondary credential;
- 2) Maximize the potential to retain students in a well-articulated, bidirectional learning environment rather than losing them to other competing institutions.

Thanks for attending!  
Questions? Comments?

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