TBR / SERS GRANT
COLLEGE MAJORS LEAD TO HIGH PAYING CAREER SALARIES
COLUMBIA STATE COMMUNITY COLLEGE
July 2020 – June 2021 (extended to Dec. 2021)

Dr. Christa S. Martin
Assistant to the President & Project Director

Patrick McElhiney, Grants Director
### THE PROBLEM

<table>
<thead>
<tr>
<th>What is the problem?</th>
<th>Graduation of URMs in college majors that lead to high paying career salaries.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who has this problem?</td>
<td>African American, Hispanic, other URMs and Pell Eligible students.</td>
</tr>
</tbody>
</table>
| Why should this problem be solved? | Efforts to close the equity gap in these college majors. |}

How will I know this problem has been solved?

- Enrollment and graduation in certain STM, Allied Health and Humanities and Social Science majors increases.
**BACKGROUND INFORMATION**

- Columbia State has over 80 majors.
- The National Career Cluster project presented 16 groupings for college education pathways.
- **Agriculture, Food & Natural Resources**
- **Architecture & Construction**
- **Arts, A/V Technology & Communication**
- **Business Management & Administration**
- **Education & Training**
- **Finance**
- **Government & Public Administration**
- **Health Science**
- **Hospitality & Tourism**
- **Human Services**
- **Information Technology**
- **Law, Public Safety, Corrections & Security**
- **Manufacturing**
- **Marketing**
- **STEM**
- **Transportation, Distribution, & Logistics**
BACKGROUND INFORMATION

The College averages nearly 1,750 new freshman each year. Many students change majors multiple times. The African American, and Hispanic students that are retained have graduated at rates drastically lower than the overall student population. The grant was based on Fall 2015 cohort data.

Overall students  4-year graduation rate  23.7%
African American students  4-year graduation rate  9.5%
Hispanic students  4-year graduation rate  10.5%
Pell eligible students  4-year graduation rate  17.8%
**WORKABLE SOLUTIONS**

<table>
<thead>
<tr>
<th>Solution #1</th>
<th>Solution #2</th>
<th>Solution #3</th>
</tr>
</thead>
</table>
| **GRANT IMPLEMENTATION TEAM.**  
- Amy Spears Boyd  
- Dr. Victoria Gay  
- Dr. Matthew Muterspaugh  
- Dr. Kae Fleming  
- Dr. Emily Siciensky  
- Tammy Borren  
- Bob Trybalski  
- Diane Davis  
- David Smith  
- Patrick McElhiney  
- Dr. Christa S. Martin |  
- Work with Deans of STM, Allied Health and Humanities & Social Science to choose faculty and students.  
- Choose faculty, graduated students and career professionals to support videos focused on college majors and careers.  
- Choose majors and produce 16 videos that will be used as college information media and organizational commercials. |  
- Increase student enrollment of URMS and Pell eligible student in these majors by 5% in two years.  
- Increase student graduation from these majors by 3% in two years.  
- Note: COVID Pandemic has cause all projections to be moved out to Spring 2023. |
THE DATA

• Sample data shows:
  • Health Sciences 2018-2019
    • 256 graduates / 20 URM / 7.8%
  • STM 2018-2019
    • 81 graduates / 13 URM / 16%
  • STM & HASS related 2018-2019
    • 611 graduates / 90 URM / 14.7%
THE DATA

• Reviewed national data indicates that in the lowest paying fields, African Americans are over-represented in four of six majors.

• Hispanic students fair a small amount better, being three of the six majors at the lowest part of the income tabulations.

• $35,000 is the starting salary in many low-paying majors and most jobs here seldom grow to $55,000 over a 10 year career.

• STM degrees start around $50K and grow to $75K or more with very limited URMs working in these careers.
### THE DATA

<table>
<thead>
<tr>
<th>Major</th>
<th>Starting</th>
<th>Mid-Career</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>$64,483</td>
<td>$106,042</td>
<td>65%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Math &amp; Stat.</td>
<td>$53,350</td>
<td>$100,975</td>
<td>62%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Health Prof.</td>
<td>$46,900</td>
<td>$71,100</td>
<td>69%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Business</td>
<td>$45,690</td>
<td>$76,840</td>
<td>62%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Psychology</td>
<td>$36,300</td>
<td>$60,700</td>
<td>63%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Police, Fire</td>
<td>$35,300</td>
<td>$58,400</td>
<td>57%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Legal &amp; Prof.</td>
<td>$35,000</td>
<td>$53,000</td>
<td>61%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Education</td>
<td>$34,575</td>
<td>$51,600</td>
<td>80%</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

COLLEGE MAJOR / CAREER VIDEOS

- Anesthesia Technology
- Biology
- Computer Science
- Criminal Justice
- Engineering Systems Technology
- Graphics Design
- Medical Lab Technology
- Respiratory Care
- Education.

- Columbia State YouTube:
  https://www.youtube.com/playlist?list=PLLUNYGjWKSqkkSeHtt1tHid1Qw!p6hqN
DESIGNING / HOW DID IT WORK?

• Grant award total - $50,000
• Supplies - $10,000, Stipends - $12,800, Video Production - $26,000 (our Film Crew Department did the video production.
• Deans – 4 Faculty - 11
• Current Students – 20 Graduated Students - 10
• Staff – 12 Industry Professionals - 8
• Wednesday Morning Meetings - 12
• Video Sessions - 25
• Video Locations - 14
Barriers to opportunities for high level success exist that profoundly decrease URMs ability to succeed in college majors that lead to high salary paying careers. In order to serve a more diverse population, institutions of higher learning need to give a higher focus on this problem.

How can Columbia State Community College be creative and decrease the gap in enrollment in these majors and graduation in these majors that lead to high paying career salaries?

One creative way is to help increase the student’s interest, commitment, and ability to persist in college majors that lead to higher salary paying careers.

The National Career Clusters Framework, representing 79 Career Pathways in 16 groups, helps students navigate their way to great success in college and careers. Columbia State used the 16 groups to guide the project.
This project includes the opportunity for underrepresented minorities to be directly involved in marketing and media publications for the College. These students will work alongside graduates of Columbia State Community College in partnership with local industry that have hiring relationships with the College’s graduates.

It is important to share the successes on a wider media footprint in the College’s nine county service area. Students with criteria to be successful in these college majors should be identified as freshman during their first semester at the College. The classes they completed in high school, the GPA they attained, and the exposure to advanced classes and dual enrollment are characteristics that represent an easier transition into college majors that lead to higher salary paying careers.

The Career Cluster resource website offers a Career Clusters Student Interest Survey, (students respond to questions that help them identify their top three Career Clusters of interest based on their responses).

This website also has very detailed Access and Equity research for special populations, non-traditional students, delivery systems and infrastructure to assist higher education institutions in their quest to decrease disparities in achievement and become more aware of what barriers exist.

www.air.org/sites/default/files/CTEClusters.pdf, retrieved April 7, 2020)
FINAL RESULTS

• This grant will broaden the opportunities for the URMs and the local businesses in a positive partnership. The deliverable from the project was planned for 16 videos that can be recruitment tools for the College, information tools for the student trying to decide on a major, and marketing tools for the business to promote their company.

• These videos were developed and formatted for multi-year use with exposure and release on zip media, social media, syllabus links, college webpages, career fairs, and business marketing.

• The videos and templates will be available for the Tennessee Board of Regents TCATs, Community Colleges and Universities.
Columbia State Office of Access and Diversity reviewed institutional data and identified a need to increase meaningful contact with this population of students. At a starting point during their first semester as a freshman, we can identify these URM students and begin the work to push and encourage their movement toward these college majors.

The members of the College’s gatekeepers (faculty and staff) can influence this movement. During this grant, the development of college major videos with college major related jobs can give the student an opportunity of a lifetime to 1) meet management at the business, 2) work with previous graduates in the same college major, 3) to begin networking with representatives of the career in which they want to work.
QUESTION & ANSWERS

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