

How YouScience® helps increase enrollment at Sinclair Community College

Through an innovative pilot with YouScience, Sinclair Community College in Dayton, Ohio, increased feeder high school enrollment by 48%. Learn how.

Impact at a glance:

- **48%** increase in new student enrollment from feeder high schools.
- **3,000** high school students have used the Discovery assessment as part of the Sinclair initiative.

Faced with the possibility of declining enrollment, the Sinclair administration, including Director of Admissions, Dr. Korrin Ziswiler, developed a strategy to improve relationships with local high schools, increase enrollment, and support student success. The strategy focused on career and program counseling for high school students to increase students' confidence in their program or career of choice. Relying on Discovery from YouScience® and championed by Marquez Young, Assistant Director of Admissions, the team worked closely with five high schools in their area to impact enrollment.

More than an aptitude test

YouScience Discovery is more than an interest-based test, it measures both aptitudes and interests to produce scientifically-backed results. We've all taken the free interest-based online tests designed to be completed quickly and tell us if we should be a rocket scientist or an opera singer. YouScience is different.

Based on time-tested aptitude assessments, this guidance platform relies on data and AI to help identify aptitudes, validate one's strengths, and match those outcomes with educational and career pathways.

The challenge

For community colleges in the U.S., COVID exacerbated enrollment and retention challenges. In spring 2021, community colleges saw a 10% decline in overall enrollment compared to the previous year,¹ and bi-weekly surveys by the U.S. Census Bureau revealed more than 40% of households reported a prospective student had canceled all plans for community college. This was more than double the rate of traditional four-year college students.²

But even before the pandemic began impacting higher education at all levels, Sinclair Community College in Dayton, Ohio, was taking action to increase enrollment of new students. Their innovative pilot resulted in a 48% increase in new student enrollment from feeder high schools in their area.

Sinclair Community College serves 30,000 students each year. Its five campuses in southwest Ohio enroll a population diverse in income levels and race, and those living in rural, urban, and suburban areas.

1 <https://nscresearchcenter.org/current-term-enrollment-estimates>

2 <https://ccrc.tc.columbia.edu/easyblog/covid-enrollment-community-college-plans.html>

Positive Outcomes

The Sinclair team coordinated with high school administrators and high school students who were given the opportunity to complete a series of science-based brain games, through YouScience Discovery, to identify natural aptitudes, strengths, and interests. Each student was guided through activities to strengthen their sense of identity, explore careers, and develop plans for their future rooted in this newly found information about themselves.

Not only did Sinclair see an enrollment increase from all five high schools, they saw greater increases from the high schools in which classroom time was allotted to complete the brain games and allow students to participate in activities and discussions with Sinclair staff. The outcome of this partnership with YouScience illustrates it is not only critical for higher education and high schools to work together in one connected education chain, but also shows that students need mentorship and guidance to understand their results and use those to help them make difficult and life-changing decisions.

“YouScience has helped me decide what program I would like to pursue at Sinclair. I was on the fence about two programs that interested me but once I completed the assessment [during my senior year of high school], it allowed me to see my strengths and the program that fits my abilities better.”

— Sinclair student

Perhaps most importantly, students benefited from the opportunity Sinclair provided to them—both in bringing access to YouScience Discovery and by providing group and individual career exploration opportunities.

As an additional benefit, Sinclair improved relationships and partnerships with each of the five school administrations and their school counselors. This sets the stage for continued work that will pay off for the schools, the students, and the community.

Not only did Sinclair see an average increase of 48% from all five high schools, they saw greater increases from the high schools in which classroom time was allotted to complete the brain games.

To date, 3,000 high school students have used the Discovery assessment as part of the Sinclair initiative. Young and the admissions leadership team at Sinclair Community College are pleased with the early success of this pilot, and are evaluating opportunities to formalize a best practices model for utilizing YouScience Discovery with each of the high schools and exploring ways to evolve the program.

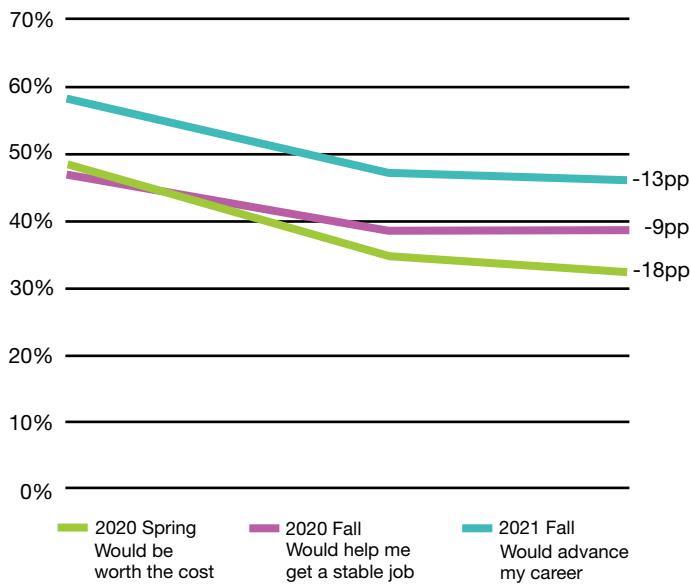
“YouScience has helped students confidently choose their career choice,” Young said. “I am a strong believer in natural abilities being most important to career choice, and strongly believe that YouScience assists students in a strengths-based way to build self-efficacy and self-advocacy.” Further, in alignment with the initial goal of improving retention, the new enrollees from the five pilot high schools will be monitored to evaluate the impact to persistence, providing a holistic and long-term approach designed to position Sinclair Community College for a strong future.



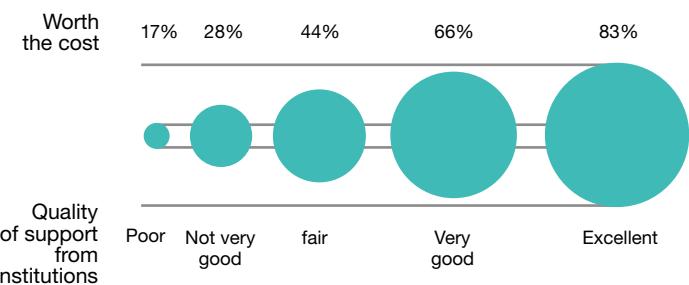
Sinclair Community College is a pioneer in the industry, getting ahead of nationwide trends evidenced in [Strada Education's Public Viewpoint Report](#) released in the spring of 2022. Among a variety of insights found in this full report, survey findings of adults indicate the perceived benefits of postsecondary education are declining.

However, where students indicate having the support connecting their education to a career, they are more likely to indicate a high value in post-secondary education. Further, as shown in the second chart, where students reported having a strong education-to-career experience during their postsecondary education, their outcomes—income, goal attainment, and perception of the value their education provided, more than doubled in percentage to other survey participants.

The perceived benefits of additional education are declining



When students have the support to connect their education to a career, they are more likely to say their education will be worth the cost.



Source: Strada Education Survey 2020-2021. Base: Adults ages 18 to 65 with an associate degree or less and not currently enrolled. Likely to enroll within 5 years. n=varies from 1,054 to 4,005.

About YouScience®

YouScience® is the leading technology provider in solving the skills-gap crisis for students and employers. YouScience® Brightpath is the first-of-its-kind aptitude-based guidance platform that leverages data and artificial intelligence to help individuals identify their aptitudes, validate their skills, and get matched with educational and career pathways.



To learn more about how YouScience can help your program, schedule a demo at youscience.com/demo-request/



or contact our sales team at sales@youscience.com.