

CASE STUDY



Morris College Sumter, South Carolina

CLIENT INTRODUCTION

Morris College is a historically black (HBCU), coeducational, liberal arts college, operated by the Baptist Educational and Missionary Convention of South Carolina. During the 2016-2017 year, the Department of Education reported that Morris College had an enrollment of 747 total students with 731 considered full-time. 98 percent of the student population was African-American, 1 percent biracial, and 1 percent Hispanic. In the Fall of 2017, 90 percent of students were reported at ages 24 and younger and the remaining 10 percent 25 and over. 82 percent of the student population was in-state with the remaining 18 percent out-of-state. There were no international students reported.

In the fall of 2017, first to second-year retention rates for first-time bachelor's degree-seeking undergraduates was 48 percent. From the 2011 cohort, there was a graduation rate of 21 percent and a transfer out rate of 52 percent.

GOAL

Morris College has set a goal to raise retention rates and increase graduation rates. In an effort to achieve these goals, Morris College has introduced the VitaNavis® analytics platform with tools such as the SuperStrong® interest assessment to their students. Quanda Sims, Director of Counseling who manages financial literacy at the institution of higher learning, provided details and insight into how Morris College is targeting student interests as a way to keep students engaged and motivated to complete their degree programs.

PROBLEM

Morris College has been working with the VitaNavis platform since the summer of 2017. Each incoming freshman and sophomore is placed in a General Studies Department. During this orientation, students discover their interests and how they align with majors starting with the SuperStrong assessment (derived from the valid and reliable tool) through the platform. The VitaNavis solution is a key element in the course. Morris College has also used the platform as a way to direct students into fields of study. The

college is no longer allowing students to select “undecided” as a major. Mrs. Sims stated, “This program (VitaNavis) is a great tool for helping students determine where they need to go academically as they enter college overwhelmed and undecided on a major.”

OUTCOMES

The program has been widely accepted by the instructors as it is “easy for them to sell to the students and encourage them to utilize the tools more.” The Enrollment Services and Admissions are using the data provided to assist students in deciding on a major and also changing to a major that better suits the student's skills and interests.

DATA

Since this was started with the 2017 cohort there are no official retention and graduation rates to use for comparison at this time. However, Mrs. Sims believes that students have a better sense of direction after utilizing the tools, such as the SuperStrong assessment, Career Pathways (tied to O*NET, IPEDS, and BLS data), and Personal Scales (how students

prefer to learn, lead, work with others) on the VitaNavis platform. She and the new president are eager to see how this correlates into graduation and retention rates since as of the beginning of January of 2019, 355 have gone through the platform.

Mrs. Sims stated that her advice to any other school considering using this tool would be to strongly press or require all incoming freshman to participate, as well as students that seem to be “lingering” in liberal arts studies.



PLAN + PURPOSE = PERSISTENCE

The VitaNavis® platform is a product developed by The Myers-Briggs Company as a way to provide solutions for and develop partnerships with colleges and universities by driving informed decision-making during student onboarding and throughout a student’s academic pathway and beyond. The VitaNavis platform provides students with lifetime access to discover their interests, personality, and skills as well as provide faculty and administration with individual, cohort and aggregate data insights to both detect and support early alert and intervention and resource planning.

COMPANY OVERVIEW

The Myers-Briggs Company empowers people and organizations around the world to improve teamwork and collaboration, identify and solve complex personal development challenges. As a Certified B Corporation®, we’re a force for good. Our powerfully practical solutions are grounded in a deep understanding of the trends that affect people and organizations today, and we’re ready to help you succeed. For more than 60 years, The Myers-Briggs Company has provided renowned brands that include The Myers-Briggs Type Indicator® (MBTI®), Strong Interest Inventory®, Thomas Kilmann Conflict Mode Instrument (TKI®), FIRO®, CPI 260®, and California Psychological Inventory™ (CPI™) instruments—and now, the VitaNavis® platform.



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