

# Austin Community College

## EMERGENCY AID AND THE CULTURE OF CARING

**Richard M. Rhodes, Ph.D., President/CEO**  
**THECB 2018 Higher Education Leadership Conference**  
**Hilton Austin Airport Hotel**  
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# COLLEGE VALUES & EA STRATEGY

**ACC values student success and equity in which all students have equal opportunity and support to achieve their academic goals.**

- Emergency Aid provides one-time monetary grants to students facing unexpected financial crises that would lead them to withdraw from classes
- Several options for Emergency Aid **unified by one online application:**
  - ACC Foundation: \$750 maximum award
  - ACC Support Center: \$1,500 max award, case managed support
  - Trellis: ~\$650 award given directly to service provider
  - Utility Assistance: City of Austin utility bills covered
- **2017-18: 199 students awarded aid; \$149,000 awarded**



# MEASURING RETURN ON INVESTMENT

## Key Measurements – More than Revenue



Equity

Persistence

Revenue

Engagement

# ROI: Equity

## Demographic Information AY 2017-18

Race/Ethnicity	General Student Population	EA Recipients
Hispanic	36%	35%
White	44%	30%
Black	7%	29%
Asian	5%	4%
Native American	>1%	2%
Hawaiian/Pacific Islander	>1%	1%
Did Not Disclose	4%	1%

Gender	General Student Population	EA Recipients
Female	55%	76%
Male	45%	24%

# ROI: Persistence and Completion

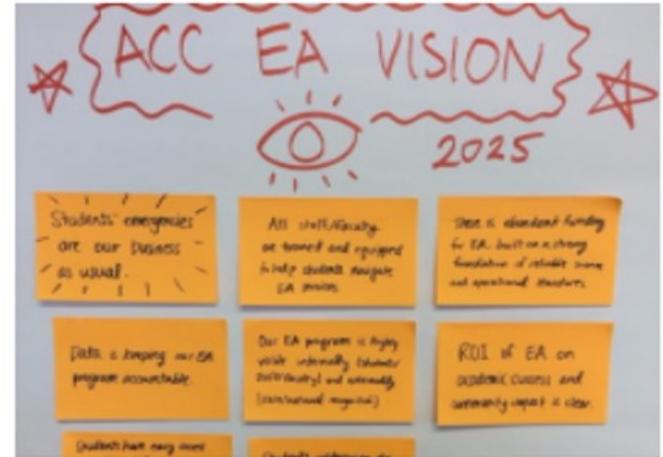
<b>AY 2017-18</b>	<b>General Student Population</b>	<b>EA Recipient</b>
<b>Fall '17 to Spring '18 Persistence</b>	<b>69%</b>	<b>82%</b>
<b>Spring '18 to Fall '18 Persistence</b>	<b>55%</b>	<b>63%</b>

- **31% of 2017-18 Emergency Aid recipients completed a credential**

# ROI: ENGAGEMENT & CULTURE

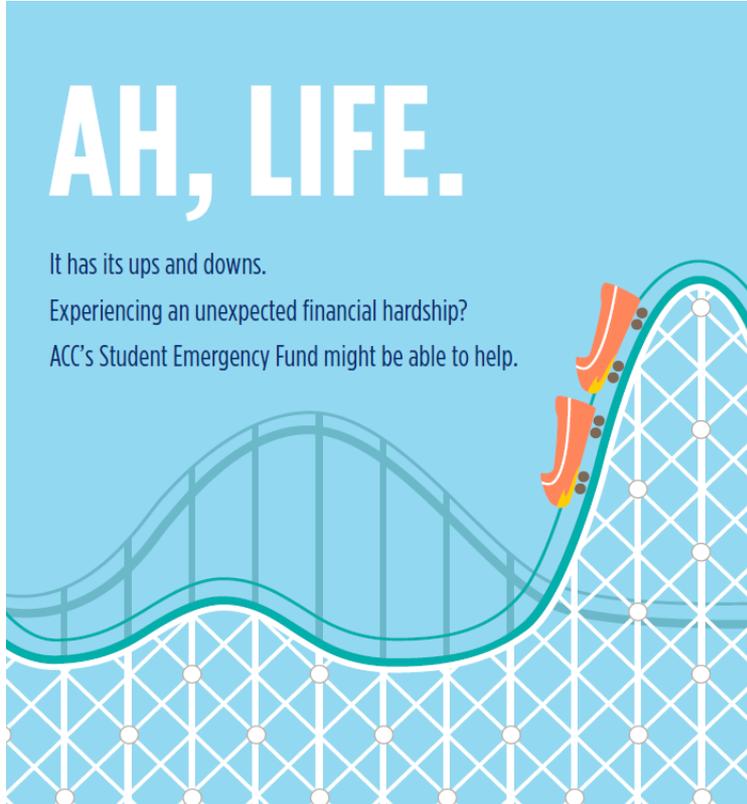
## EA Engagement Changes the College Culture

- Faculty and staff collaboration
  - Faculty Champions
  - Syllabus Statement
- Willingness to engage in addressing student food, housing, and financial insecurity:
  - Tuition payment policy changes to eliminate registration holds at \$50
  - Partnerships with community organizations to support emergency funding and pay tuition balances
  - Central Texas Food Bank and Student Life food pantries
- Additional funding follows success



# ROI: ENGAGEMENT & CULTURE

## EA Engagement Changes Student Engagement



**AH, LIFE.**

It has its ups and downs.  
Experiencing an unexpected financial hardship?  
ACC's Student Emergency Fund might be able to help.

ACC's Student Emergency Fund  
Learn more at [austincc.edu/sef](http://austincc.edu/sef)

 AUSTIN  
COMMUNITY  
COLLEGE  
DISTRICT

I'm so sorry I haven't responded sooner, but I wanted to sit down and reply properly. Thank you and everyone over there SO much for your help. ...

I'm so grateful. Now that my car is functioning and legal, I can put my brain back to work on moving things around so that I can continue school, or maybe look for a job while I continue school and obtain my certification.

This service made a huge, huge difference to my kids and I. Thank you so much!

Ashley Adams

P.s. a friend of mine who is also a single mom is thinking about attending classes at ACC. ... She is very interested ... I told her I'd give her your email.

