



# Program Choice the Netflix Way:

How to design an intentional first-year experience that helps students from low-income and first-generation backgrounds understand their Why and make a choice to achieve their credential.

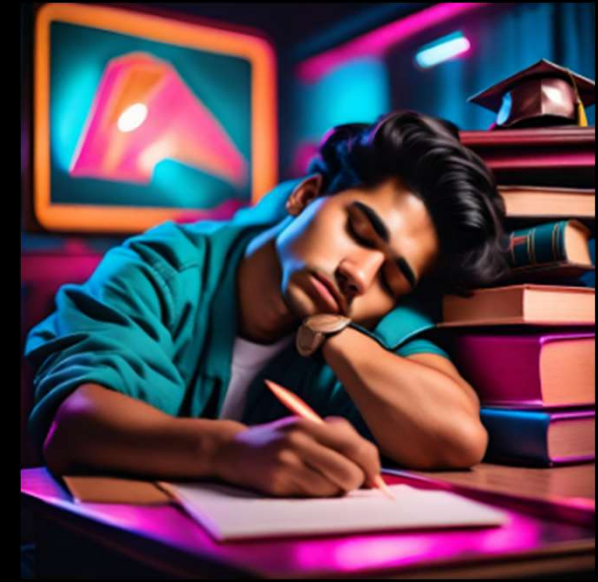
Karl Smith, Vice President of Student Affairs, Tacoma Community College

NETFLIX

# CHOICE ARCHITECTURE

## IS IT WORTH IT

“Only a third of students believe they will graduate with the skills and knowledge to be successful in the job market (34%) and in the workplace (36%).”



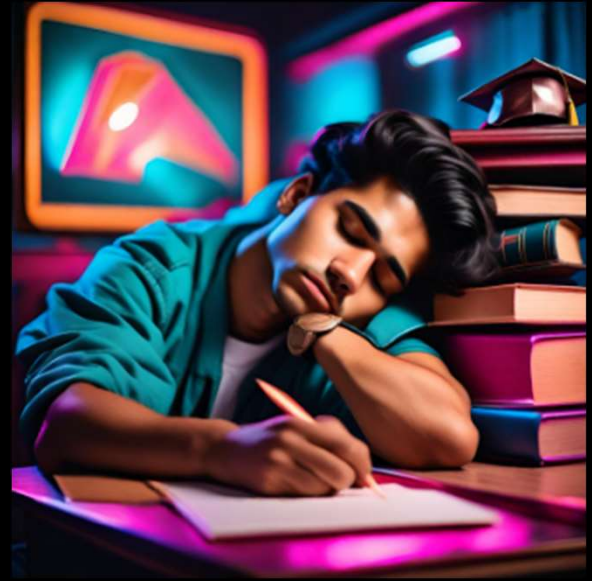
## Top 10 Strategies in the U.S. Today

- 1** Remove Barriers
- 2** Mandatory Orientation & Advising
- 3** 1<sup>st</sup> Year Seminar
- 4** Career Integrated Curriculum
- 5** Career Development The Continuum

# CHOICE ARCHITECTURE

## IS IT WORTH IT

“Just half (53%) believe their major will lead to a good job”



## Top 10 Strategies in the U.S. Today



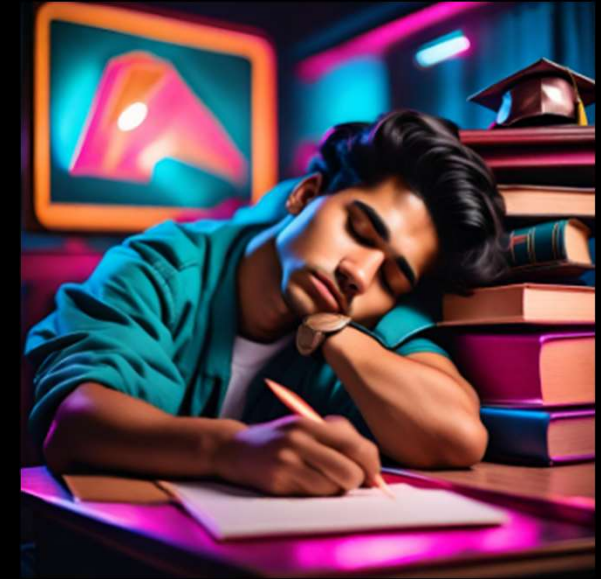
# CHOICE ARCHITECTURE

## IS IT WORTH IT

“Career services and advisors are helpful for minority, first-generation and older students”



Episode 2



Continue Watching 1 seconds

# Choice Architecture

---

A **choice architect** is someone who uses tools of choice architecture to **indirectly influence the choices of others** to make a desired behavior more likely to occur.



# Choice Architecture: Nudging Tactics

---

- Social Proof
- Order Effects
- Simplifying Messaging
- Removing Friction
- Commitment Devices
- Social Norms
- Just-in-time Prompts
- Endowment Effect
- Visual Cues
- Rewards and Punishments
- Opt-out Default
- Limiting the number of options
- Framing
- Creating friction
- Anchoring
- FOMO
- Priming
- Activating social identities
- Decoy Effect

# Career Education Tactics



- Career Development Continuum
- First Year Seminar (Imbedded Career Curriculum)
- Integrate Career and Curriculum
- Imbedded New Student Orientation
- Academic/Career Connected Learning Communities
- Internships/Externships/Research
- Career Advising



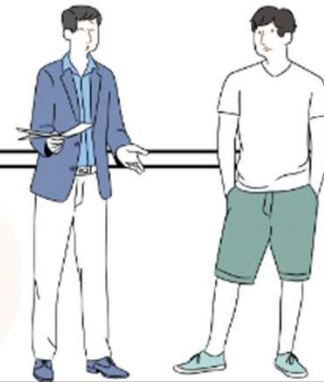
"Two semesters in, and I still have no clue what I want to study. This is harder than I thought."



"College is like that. Just take some random classes; you'll figure it out."

## English 101

"You've got to try harder."



"I'm trying, but I just don't know what I'm supposed to be doing. It's like I'm wandering in the dark."

## Advising Office

"Do not worry Take these classes. You'll figure it out."



"I can't keep going like this. I need a break."



"I'm taking some time off, to work, earn some money, and figure out what I really want. When I'm ready, I'll come back with a clearer purpose."



Stop-out Calling Campaign

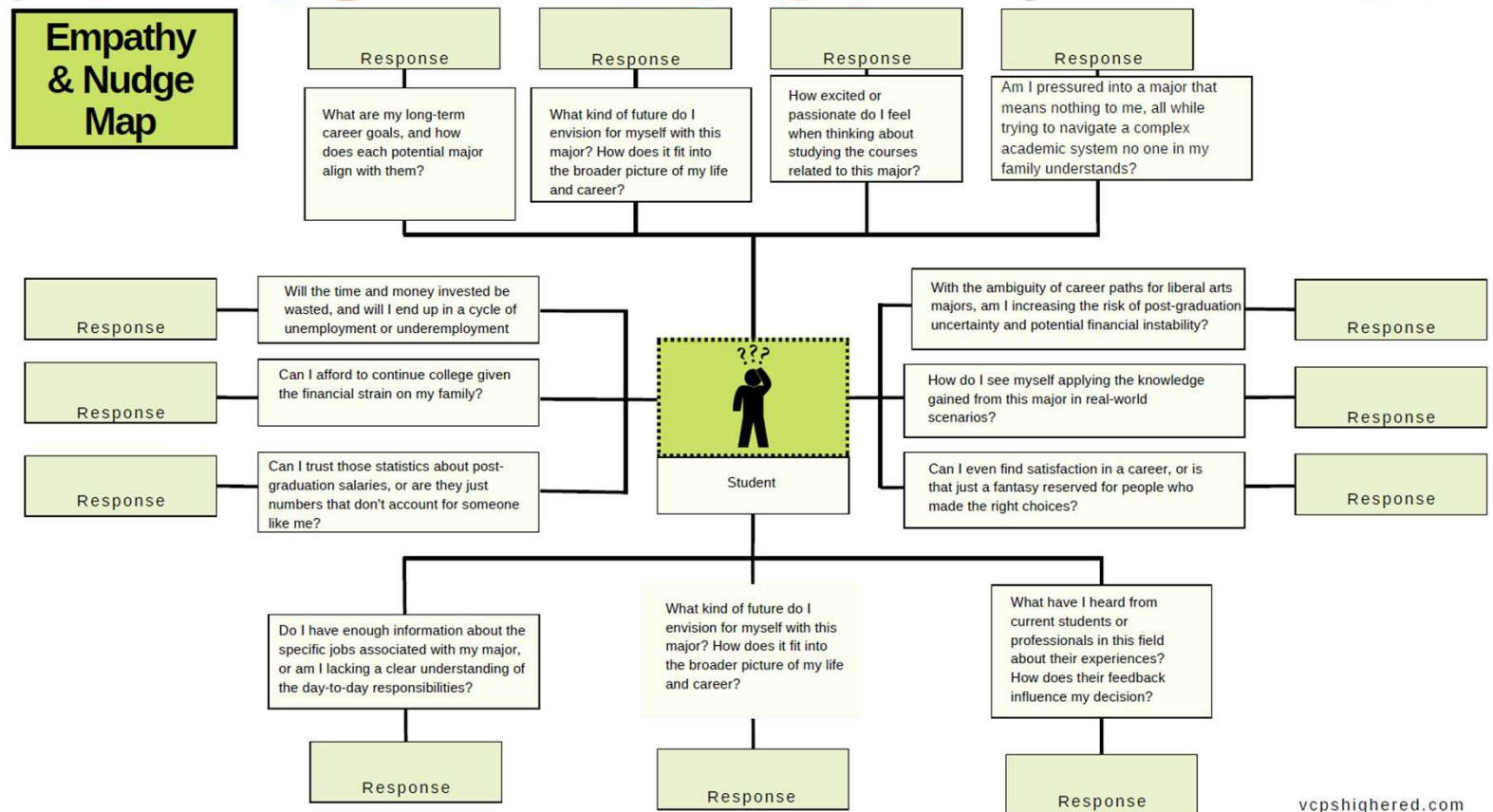




Why?



# Activity: How Do You Want to Influence Students? What Nudges will you use?



---

The power of a  
nudge can be  
used for GOOD  
and BAD!





# Empathy Exercise for Low-Income Students

How do you know what is in the best interest of students?

# Local Community College Estimated Cost of Attendance



## Living With Parent, No Dependents

Tuition and Fees	\$4,388
Books and Supplies	\$1,600
Room and Board	\$3,188
Personal	\$1,600
Transportation	\$1,796
Total	\$12,572

## Off-Campus, Supporting Dependents

Tuition and Fees	\$4,388
Books and Supplies	\$1,600
Room and Board	\$7,940
Personal	\$1,600
Transportation	\$1,796
Child Care	\$4,262

# Average Annual Cost by Income

---

Household Income	Average Net Price/Year	Average 2 Year Total
<\$30k	\$7,133	\$14,266
\$30K – \$48K	\$7,819	\$15,638
\$48K – 475K	\$9,753	\$19,506
\$75k - \$110K	\$12,760	\$25,520
\$110K+	\$12,504	\$25,008





# Living Wage Typical Expenses: Orleans Parrish

<b>Avg Budget</b>	<b>1 ADULT</b>	<b>2 Adults</b>
<b># Child</b>	<b>0</b>	<b>1</b>
<b>Food</b>	\$3,926	\$8,966
<b>Child Care</b>	\$0	\$8,316
<b>Medical</b>	\$3,274	\$9,600
<b>Housing</b>	\$9,683	\$13,416
<b>Transportation</b>	\$5,477	\$12,045
<b>Civic</b>	\$3,074	\$6,821
<b>Other</b>	\$4,253	\$8,755
<b>Required annual income after taxes</b>	\$29,818	\$68,051
<b>Annual taxes</b>	\$4,880	\$11,687
<b>Required annual income before taxes</b>	\$34,698	\$79,738

# New Orleans Employment Opportunities

## Lobby Attendant - The Roosevelt Hotel New Orleans, A Waldorf Astoria Hotel

Hilton

New Orleans, LA 70112 (Central Business District area)

Estimated \$23.3K - \$29.5K a year ?

Full-time

8 hour shift

➤ Easily apply

- 6 months to 1 year cleaning experience in **housekeeping** or janitorial service preferred.
- A Public Area Attendant with Waldorf Astoria **Hotels** and Resorts is...

Posted 1 day ago · More...

## Housekeeping Supervisor

Embassy Suites

New Orleans, LA

Estimated \$26.4K - \$33.5K a year ?

Full-time

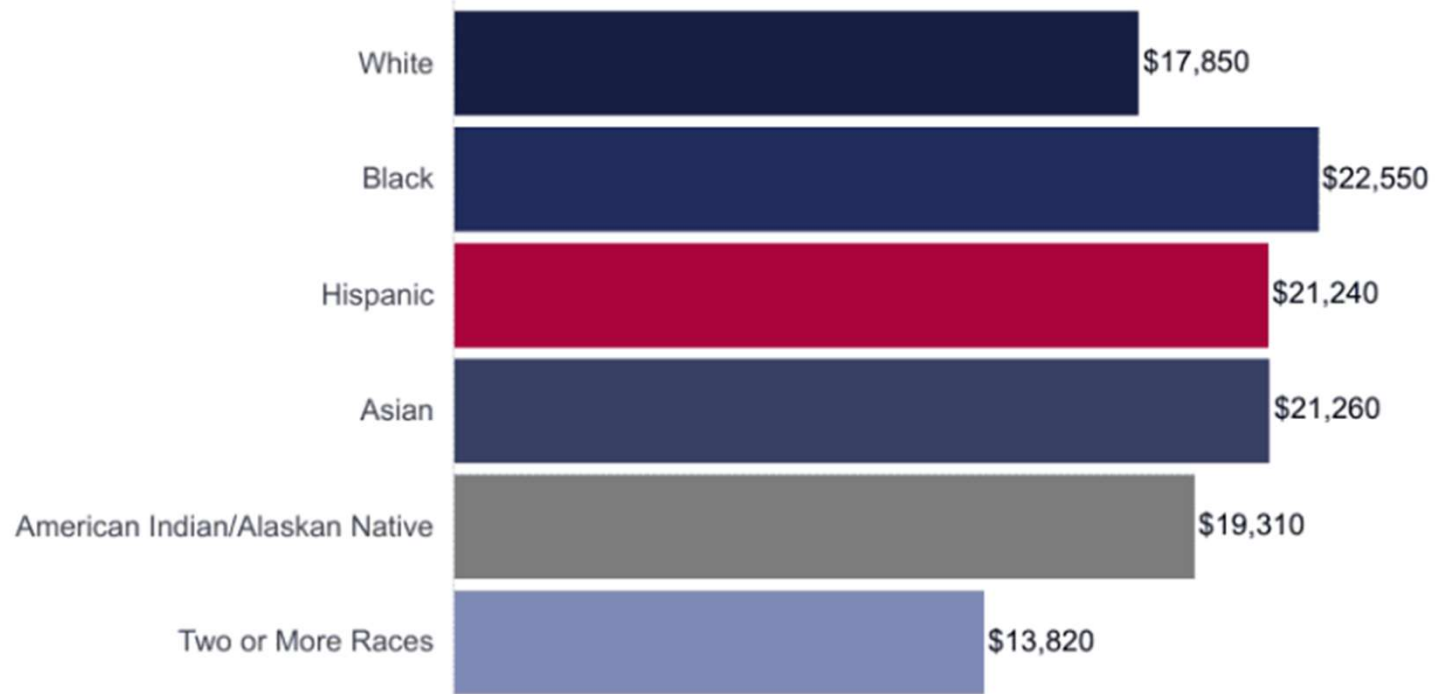
⚡ Responsive employer

- Ability to exert physical effort consistent with cleaning assigned rooms as per the **hotel** standards.
- The purpose of a **HOUSEKEEPING SUPERVISOR** is to direct...

Posted 30+ days ago

# Cumulative Undergraduate Loan Amounts

**Average Cumulative Amount Borrowed for Undergraduate Study**



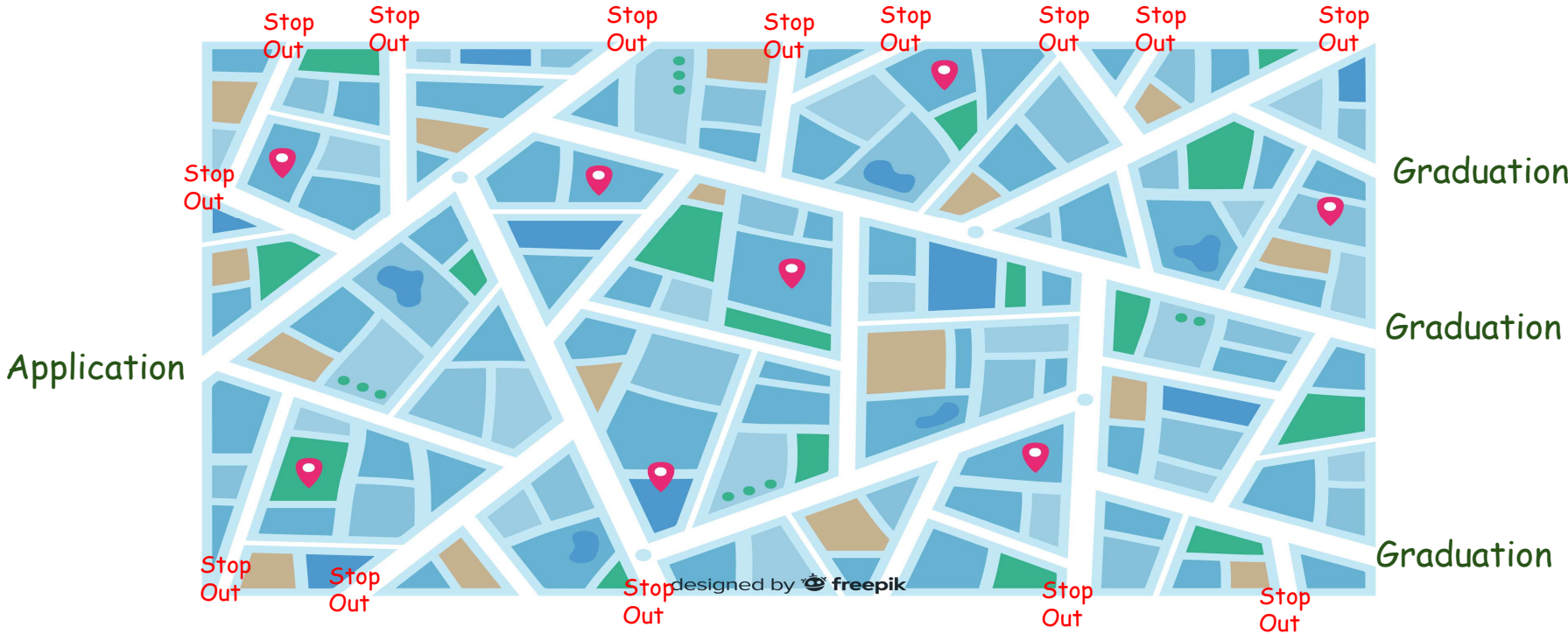
Source: National Center for Education Statistics



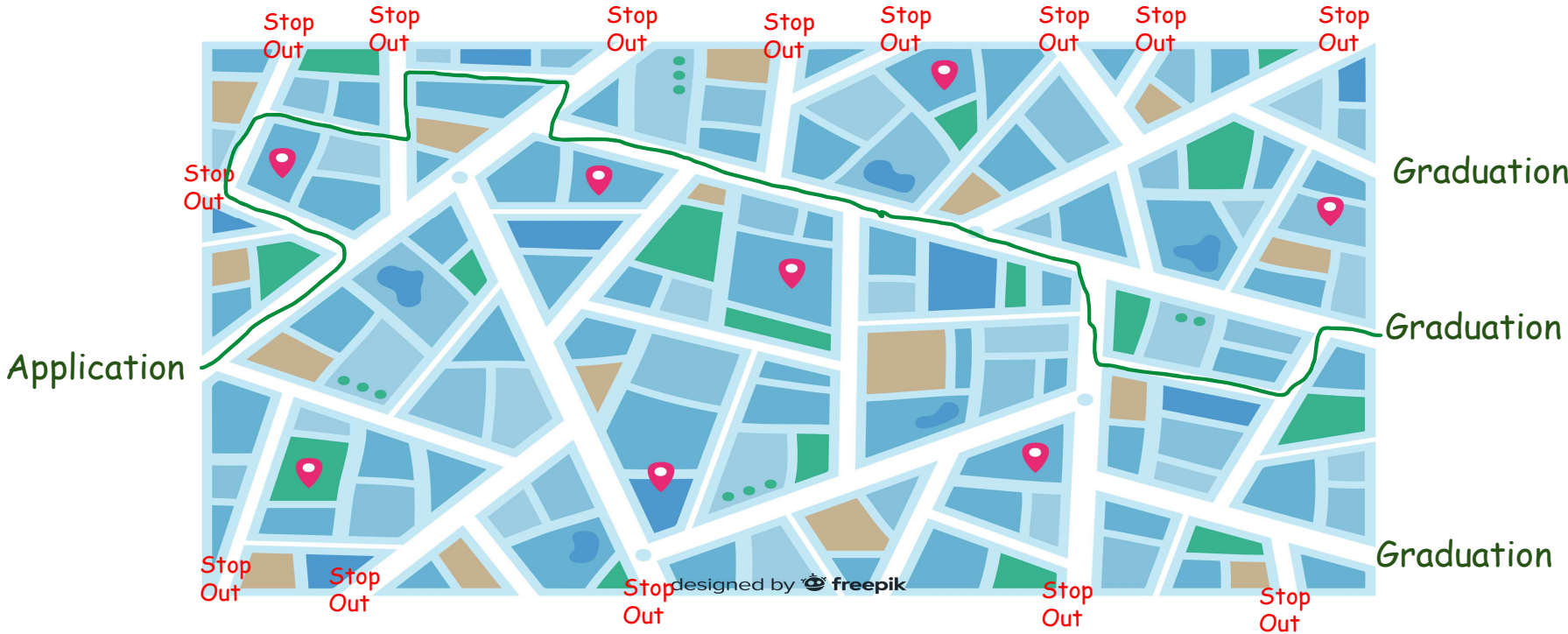
# DESIGNING THE PATH



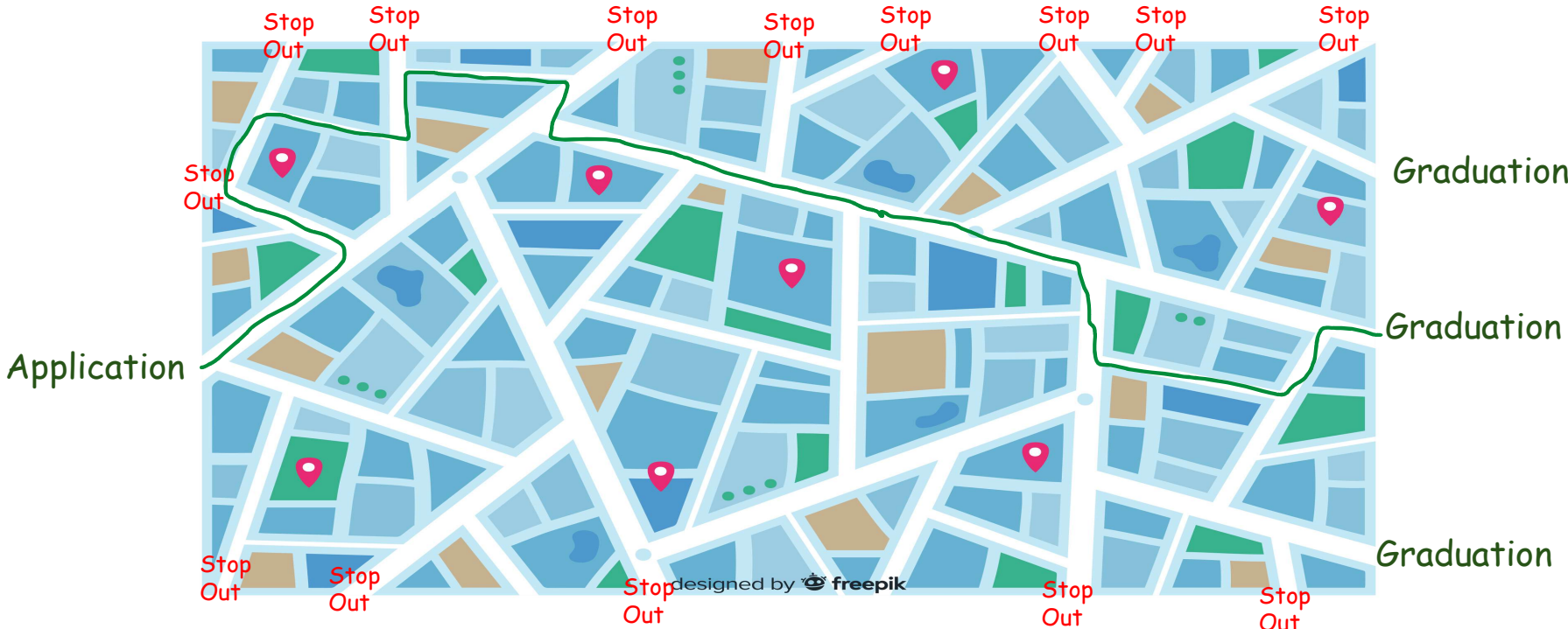
# Journey Mapping and Targeted Interventions



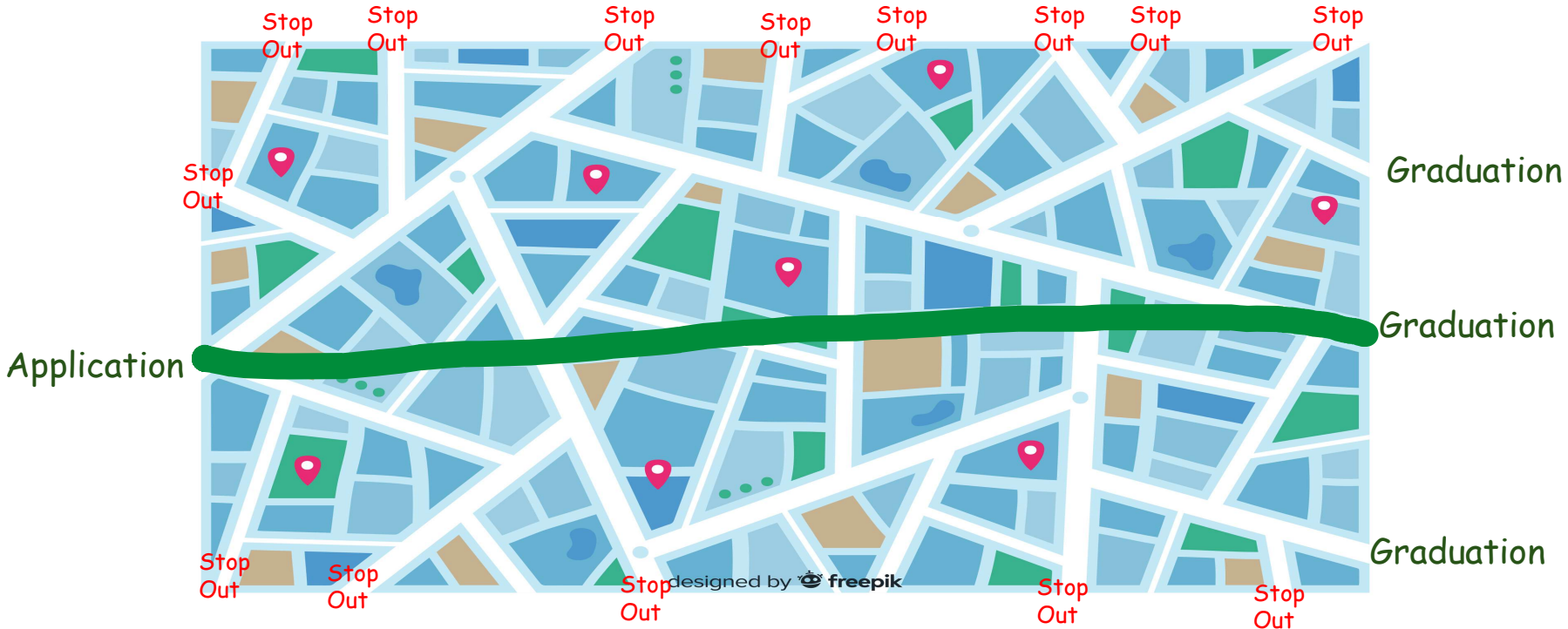
# Journey Mapping and Targeted Interventions



# Journey Mapping and Targeted Interventions



# Journey Mapping and Targeted Interventions





Now You  
Can Design

# Targeted Intervention/Journey Map



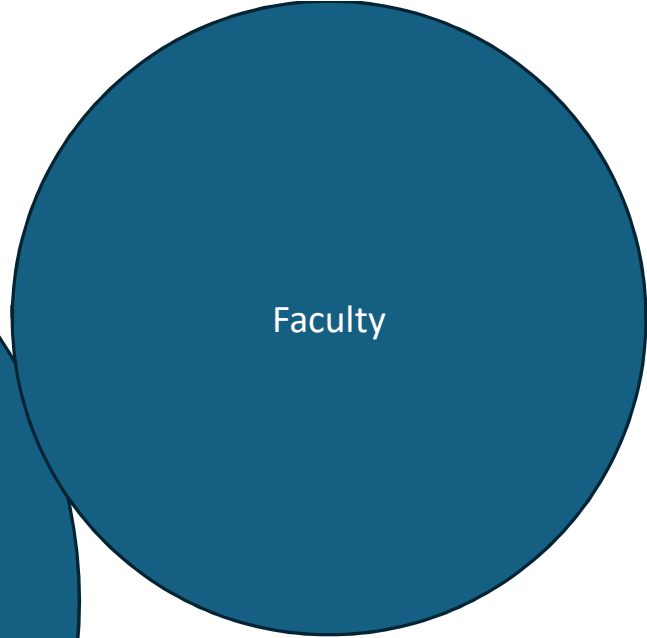
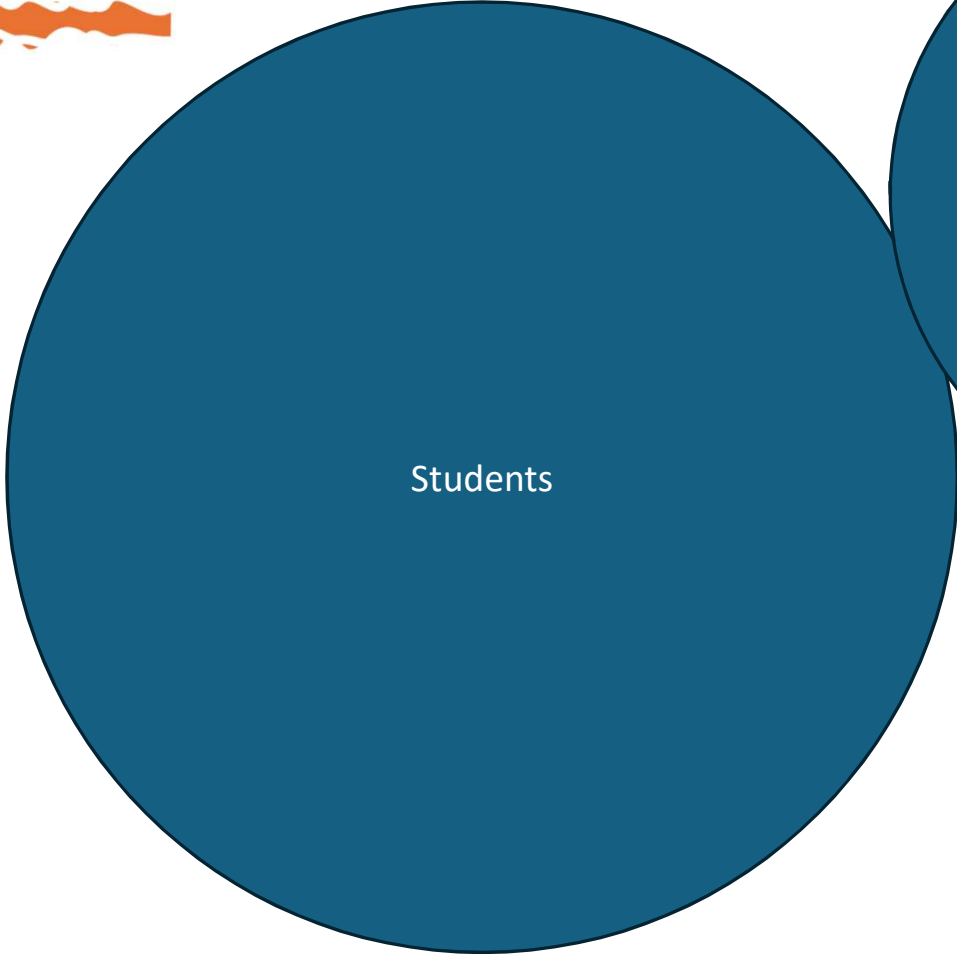


A group of white paper cutouts of human figures holding hands, arranged in a line against a green background. The figures are slightly out of focus, with the one in the center being the most prominent. The overall scene conveys a sense of community and support.

# The Missed Steps: Centering



# Student Centered





# The Missed Steps: Professional Development

A solid orange horizontal bar is located at the bottom of the slide, below the title.



Discussion  
Karl Smith  
[ksmith@tacomacc.edu](mailto:ksmith@tacomacc.edu)

Karl Smith, Vice President of Student Affairs, Tacoma Community College