

# Strategies for Marketing Concurrent Enrollment in AP-Focused Schools

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# Issues

- Two for the price of one – AP and Concurrent Enrollment as the same course. Can it be done?
- AP and Concurrent Enrollment taught as separate courses. Does it work? How to determine which students enroll in each?
- How to overcome the “AP reputation”.

# Issues

- How to overcome resistance from AP teachers.
- How to overcome resistance from parents.
- How to overcome the “community college bias”.
- Teacher requirement differences – masters vs. bachelors.

# Issues

- How to overcome the concerns that Concurrent Enrollment will cause competition and dissension among teachers.
- Weighted grades – sometimes AP is weighted and Concurrent Enrollment is not.

# Vista Murrieta High School Dual Enrollment

Partnership with Mt. San Jacinto Community College



# *Idealistic Objective*

- \* Provide a College going culture on our high school campus
- \* Provide students with an AP Alternative and allow students to pursue post secondary education while in high school
- \* Create access for high school students participating post-secondary education opportunities (academic & career)
- \* Improve college credit rates for high school students
- \* Reduce college costs for students and families
- \* Reduce the length time it takes for students to obtain their educational and/or career goals
- \* Encourage the expansion of dual-credit programs



# NEWS RELEASE

State Department  
of Public Instruction

Release: #10-18  
February 10, 2010

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## Schools Chief Jack O'Connell Issues Statement on College Board's Sixth Annual AP® Exam Report to the Nation

SACRAMENTO — State Superintendent of Public Instruction Jack O'Connell issued the following statement regarding today's release of the College Board's [6th Annual AP \(Advanced Placement\) Report to the Nation](#) (Outside Source):

"California continues to be a national leader in terms of the number of students who take AP and other advanced courses. As indicated in the College Board's new report on AP test data, 32 percent of California students in the class of 2009 took at least one AP exam during high school, compared to 26.5 percent nationwide. In addition, 20.8 percent of California students in the class of 2009 who took an AP exam during high school earned a score of 3 or higher (on a scale of 0 to 5), compared to 15.9 percent for the nation.

"I am especially pleased that the report shows that the Hispanic or Latino and African American subgroups of California students experienced relatively larger percentage gains in AP exam participation and performance when compared to white students. This is evidence that we are making progress in closing the achievement gap in California's public schools.

"California's success in the most recent cycle of AP exams is impressive as more students meet high expectations and closing the achievement gap.

Not impressive comparably to  
the to the AP Alternative!!!  
We can do better!!!

"Finally, I am pleased to point out that the College Board's report identifies the AP Spanish Language exam given to students at Calexico High School in the Calexico Unified School District (Calexico, California) as an 'Exemplary AP Program,' based on Calexico High School being a public school with the largest number of Latino students from the class of 2009 scoring a 3 or higher on a particular AP exam. I hope that this outstanding program can be replicated at schools with similar student populations throughout our state."

# College Board Statistics

## THE 200 COLLEGES AND UNIVERSITIES RECEIVING THE MOST AP GRADES

<u>College or University</u>			<u>Exams</u>	<u>Students</u>	<u>College or University</u>			<u>Exams</u>	<u>Students</u>
1.	University of Texas - Austin		29,369	12,410	51.	Massachusetts Institute of Technology	5,711	2,256	
2.	University of Florida		24,874	10,406	52.	University of California - Santa Cruz	5,658	2,719	
3.	University of California - Berkeley		20,378	7,290	53.	University of South Carolina	5,652	3,000	
4.	Texas A&M University - College Station		20,171	9,221	54.	University of Arkansas - Fayetteville	5,422	2,977	
5.	University of California - Los Angeles		19,797	8,117	55.	Texas Tech University	5,407	2,961	
6.	University of Michigan - Ann Arbor		14,569	6,613	56.	Auburn University	5,254	2,748	
7.	University of Central Florida		14,523	7,138	57.	University of Miami	5,199	2,651	
8.	Florida State University		14,178	6,614	58.	California State University - Long Beach	5,161	2,823	
9.	University of Georgia - Athens		14,044	6,918	59.	Florida International University	5,099	2,514	
10.	University of North Carolina - Chapel Hill		13,736	5,452	60.	James Madison University	5,080	2,428	
11.	University of California - San Diego		13,538	5,468	61.	University of Alabama	4,928	2,650	
12.	Brigham Young University - Utah		13,104	7,007	62.	Colorado State University	4,745	2,769	
13.	University of Illinois - Urbana-Champaign		12,922	5,630	63.	Rice University	4,709	1,803	
14.	University of California - Santa Barbara		11,868	5,334	64.	U	4,565	2,378	
15.	University of California - Davis		11,748	5,162	65.	V	4,557	1,732	
16.	University of California - Irvine		11,558	4,818	66.	U	4,548	2,857	
17.	Ohio State University		11,490	6,056	67.	U	4,537	2,211	
18.	University of Maryland		10,912	4,446	68.	University of Pittsburgh	4,452	2,131	
19.	University of Wisconsin - Madison		10,850	5,118	69.	University of North Texas	4,424	2,232	
20.	New York University		10,838	4,740	70.	University of Houston - University Park	4,388	2,126	

Credit rate ranges approximately between 30-45%!



# Our Local Goal

- \* Create access for MVUSD high school students to participate in post-secondary education opportunities (academic & career)*
- \* Provide students with an AP Alternative and allow students to pursue post secondary education while in high school*
- \* Improve college and career confidence*
- \* Reduce college costs for students and families*
- \* Reduce the length time it takes for students to obtain their educational and/or career goals*

# What the Research Says...

“Dual credit students have a higher college participation rate than high school graduates overall.”

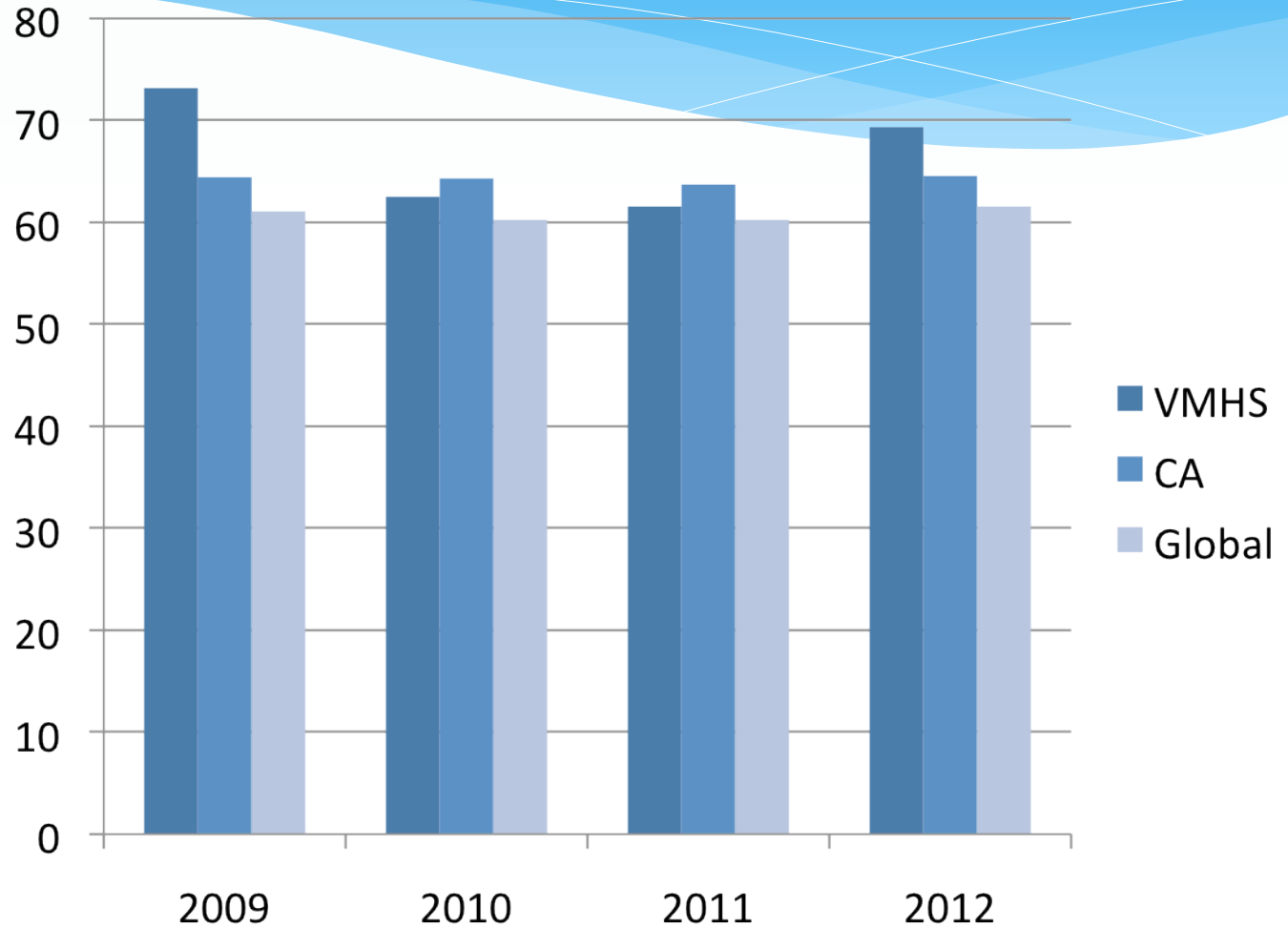
“Dual credit students who go on to college continue to the second year at a higher rate than freshmen who enter college without having earned dual credit.”

“Among freshmen who continue to the second year of college, dual credit participants earn a higher first year GPA.”

“Students who continue to the second year of college accumulate more college credit if they take dual credit in high school.”

# Isn't AP Enough?

AP Pass Rate Comparison  
(3 or higher)



# The AP Alternative

## **Advanced Placement**

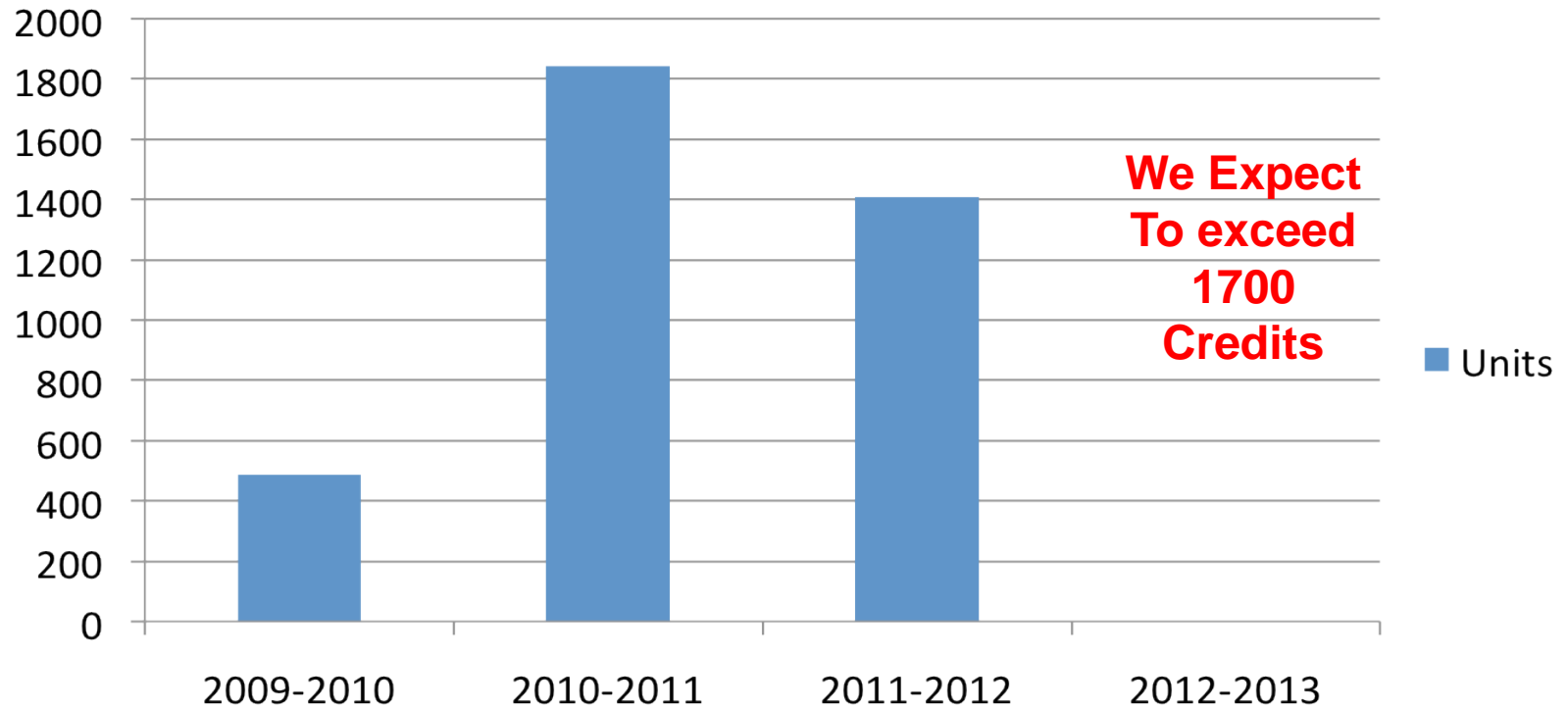
- Typically target the gifted
- College credit may or may not be granted
- College credit is granted based on passing summative assessment.

## **Dual Enrollment**

- Designed for a broader spectrum of student
- Credit earned is on a college transcript
- Students earn transferable credit based upon the grade in the classroom
- Credit is not dependent on a fee based test

# Units Earned to Date

Units



# VMHS Dollars Saved

Vista Murrieta High School Dual Enrollment 2009-2012

**Total Units Awarded: 5,096**

California Community College (Living with parents)	\$2,432,275
California State University (Living On-campus)	\$4,981,850
University Of California (Living On-campus)	\$6,736,250
Private University (based median cost Living On-campus)	\$10,724,875

# District Dollars Saved

## Murrieta Unified School District Dual Enrollment 2009-2012

**Total Units Awarded: 8,077**

California Communiy College (Living with parents)	\$3,851,579
California State University (Living On-campus)	\$7,888,906
University Of California (Living On-campus)	\$10,667,050
Private University (based median cost Living On-campus)	\$16,983,155

# A Culture of Rigor

Year	STUDENT POPULATION	AP EXAMS GIVEN	DE COURSES OFFERED	DE Sections offered	DE Units earned
2008-09	3500	784	0	0	0
2009-10	3251	942	4	4	489
2010-11	3305	944	6	16	1842
2011-12	3217	877	7	14	1408
2012-13	3349	TBD	9	18	TBD



# Courses Offered and Beyond

2009-10	2010-11	2011-12	2012-13	2013-14
Eng. 101/103	Eng. 101/103	Eng. 101/103	Eng. 101/103	Eng. 101/103
Math 105/110	Math 105/110	Math 105/110	Math 105/110	Math 105/110
	Math 210/211	Psychology 101	Psychology 101	Psychology 101
		ASL 103/104	ASL 103/104	ASL 103/104
			Music 100 Music 103	Music 100 Music 103
				Biology

# Unintended Outcomes

- \* ***Growth of our AP Program***

- \* 2008 VMHS had 3500 Students

- \* 2008 723 AP Exams were taken by our students

- \* 2010-11 VMHS had 3305 Students

- \* 2010-11 944 AP Exams were taken by our students

*More kids are taking rigorous Academic Classes*

# Dual Credit Planning Components



# Vista Murrieta High School

951-894-5750

*VMHS.net*

- \* Diana Ruiz- Counselor
- \* Eric Peterson- Counselor
- \* Darren Daniel- Principal
- \* Tom Spillman- Dean, MSJC

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