



VIRGINIA EDUCATION

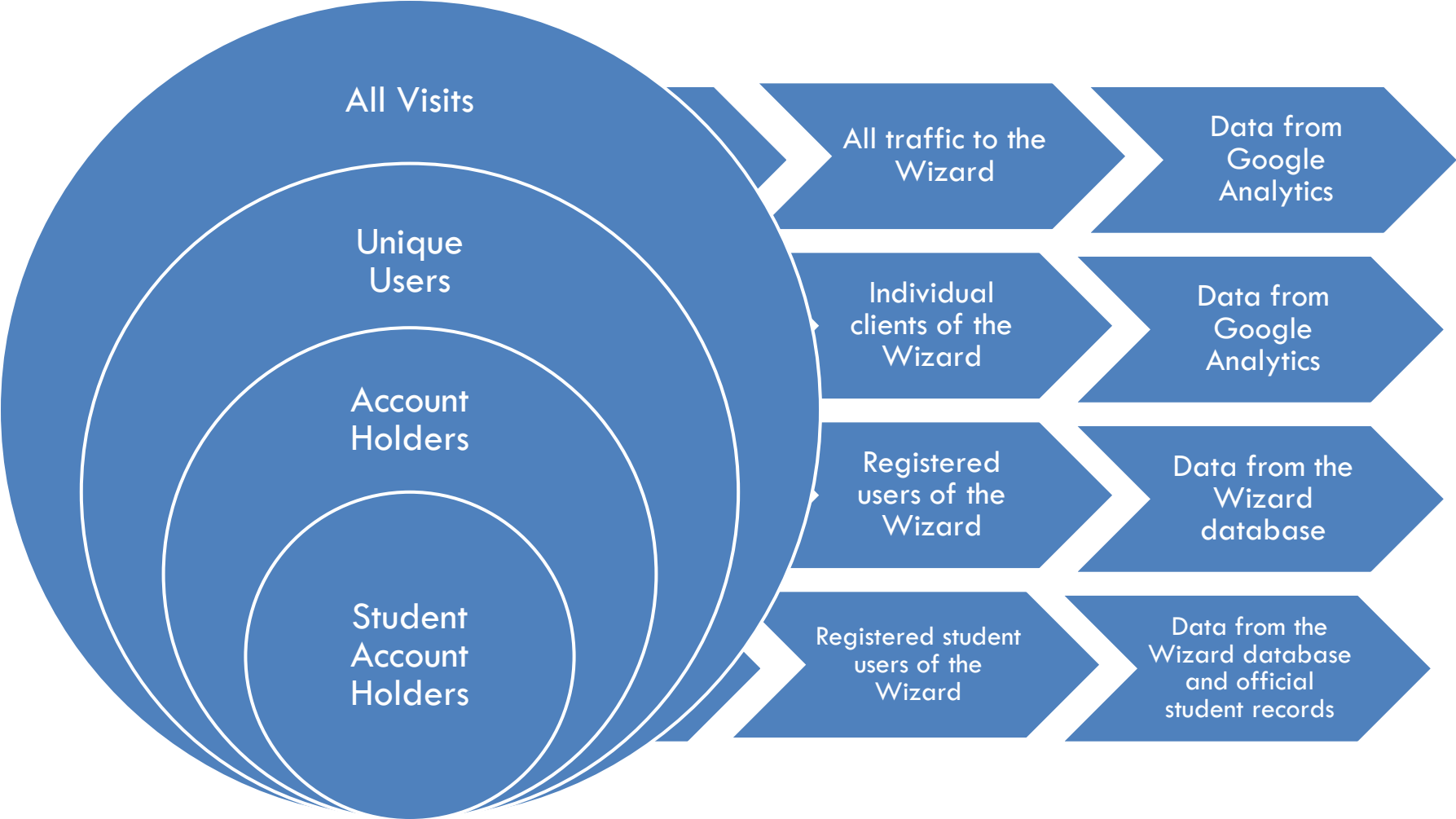
*Wizard*

**Transforming Career and College Planning:  
An Initial Review of the Virginia Education Wizard  
Advisory Council of Presidents, June 15, 2010  
Dr. Craig Herndon, Special Assistant to the Chancellor**

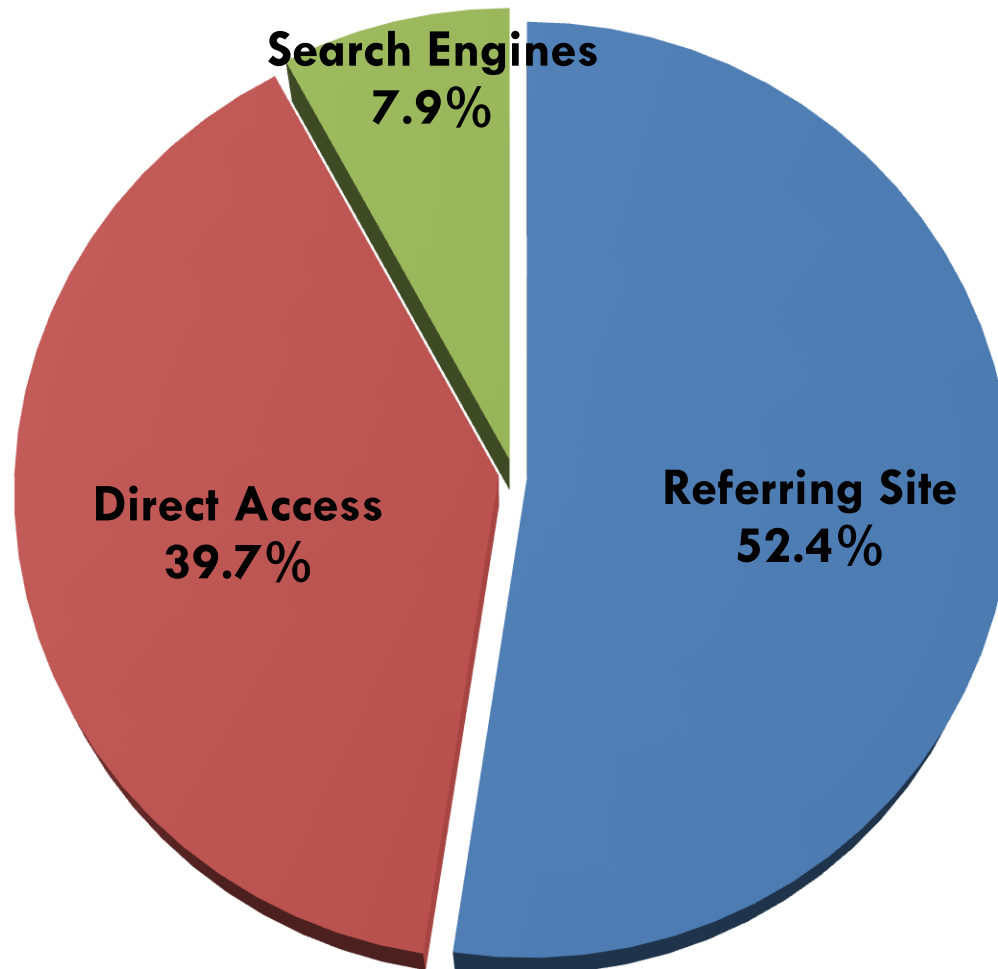
# The Virginia Education Wizard

- Revolutionary career and college planning tool
- Launched in March 2009
- Helps students:
  - ▣ Select a career
  - ▣ Find the right major and institution
  - ▣ Pay for college
  - ▣ Transfer

# Layers of Wizard Data



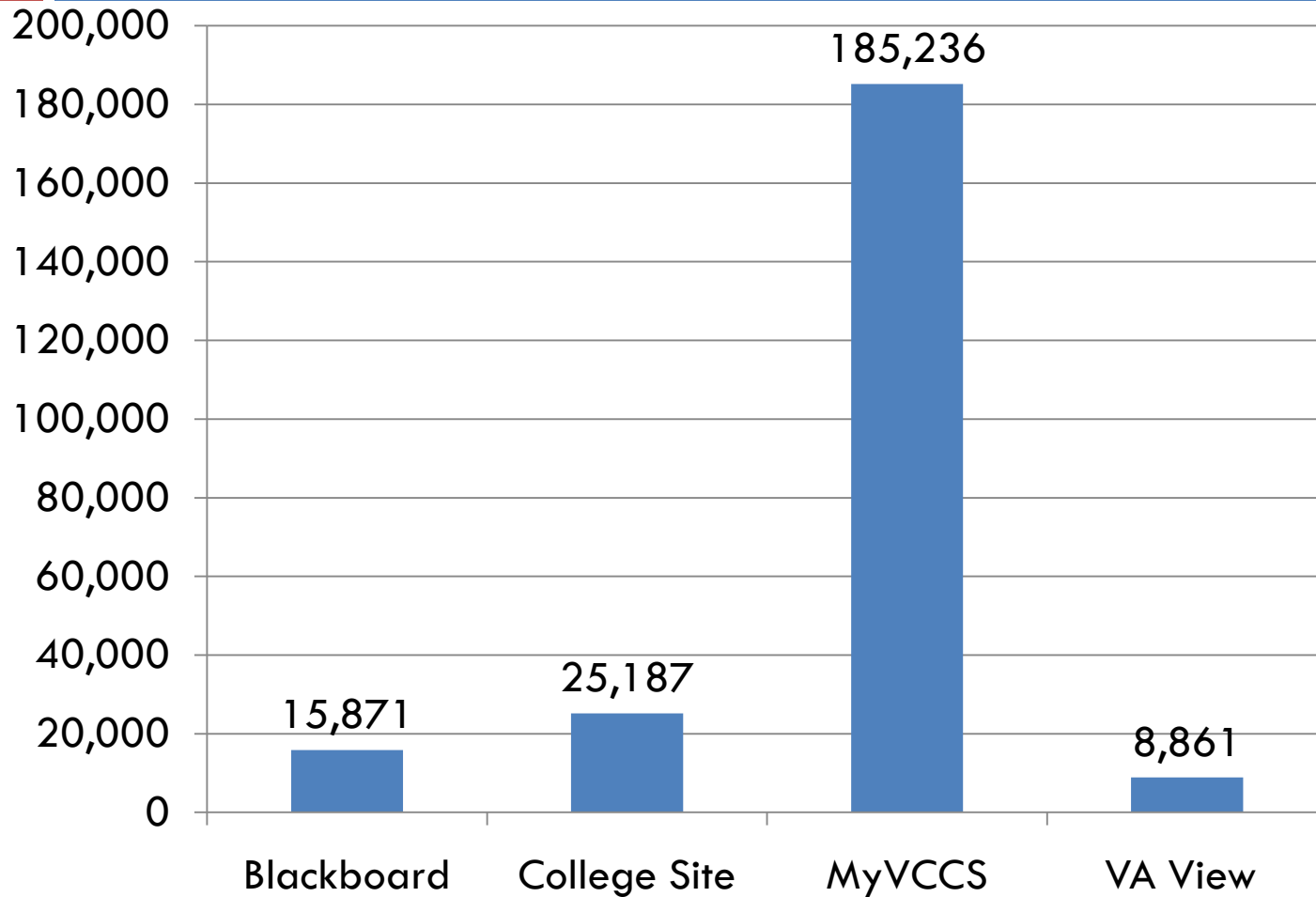
# Traffic to the Wizard



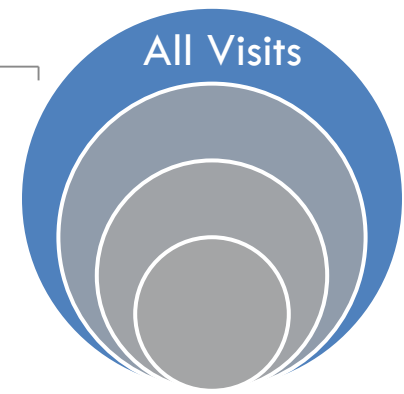
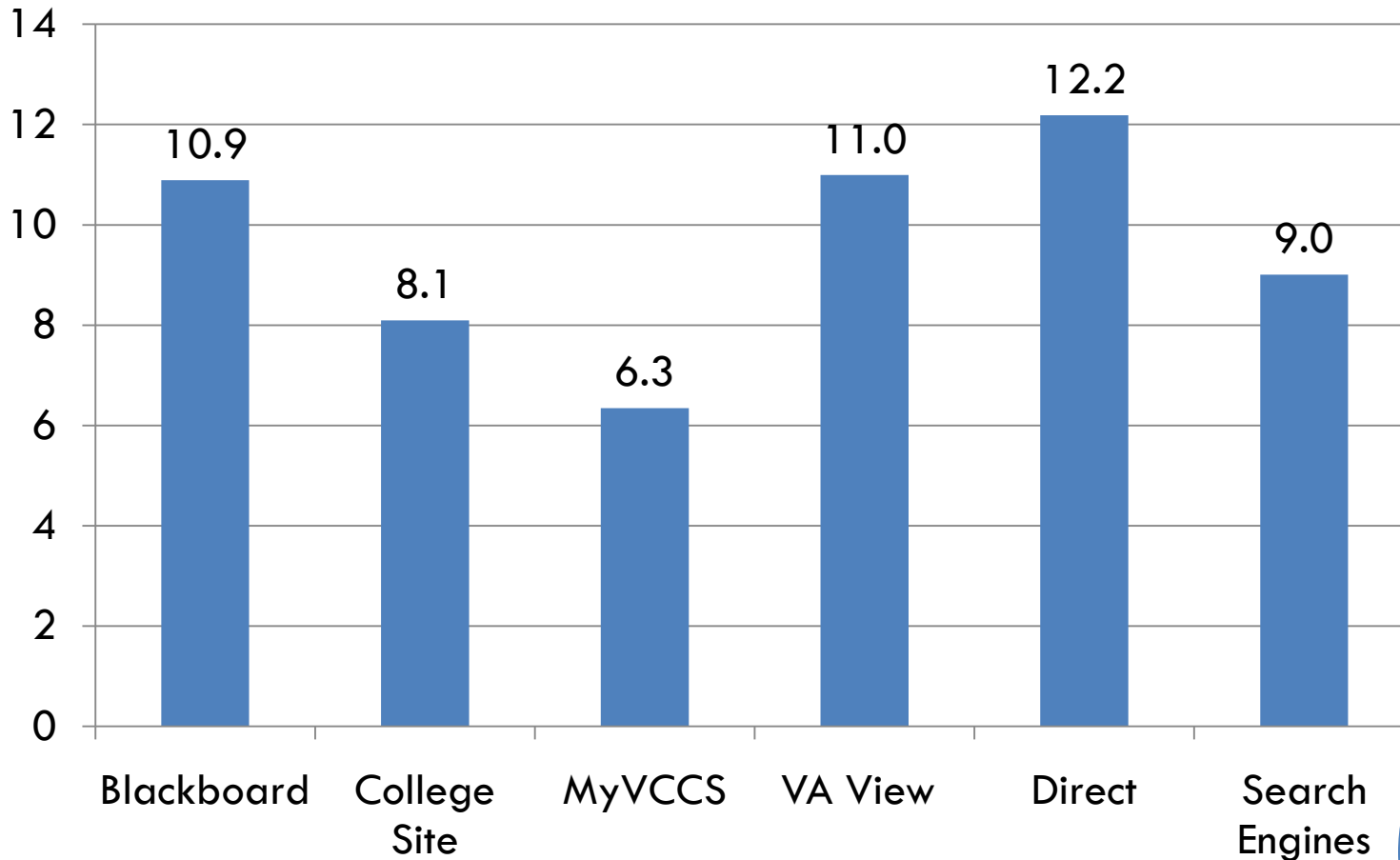
N= 487,889 Visits



# Top Referring Sites

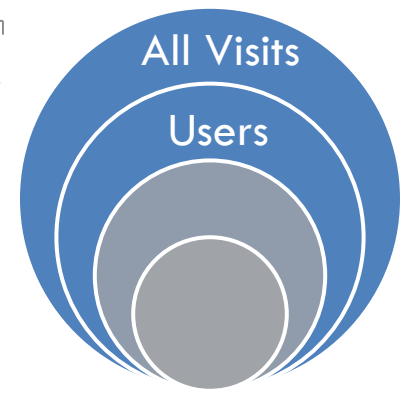
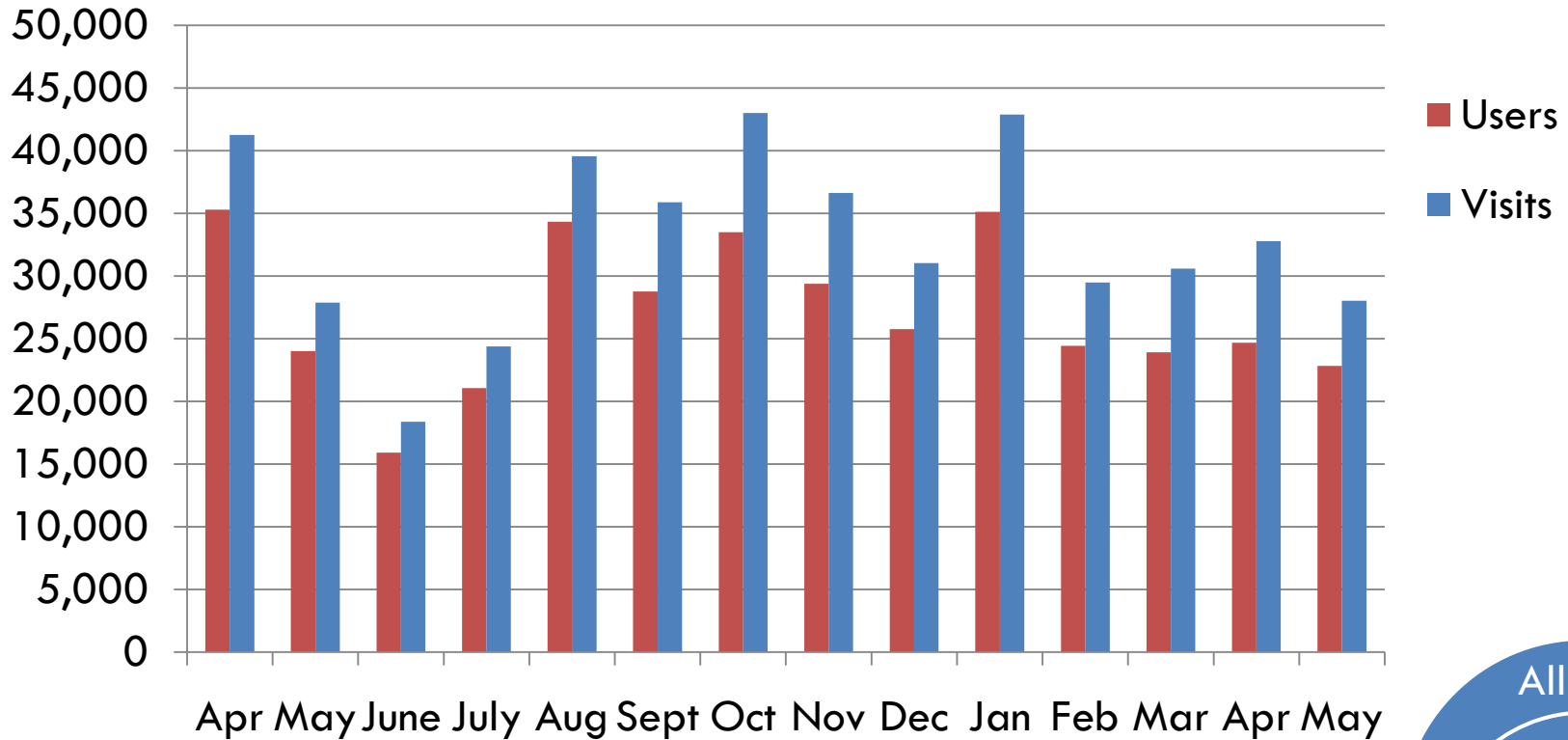


# Average Pageviews per Visit by Source

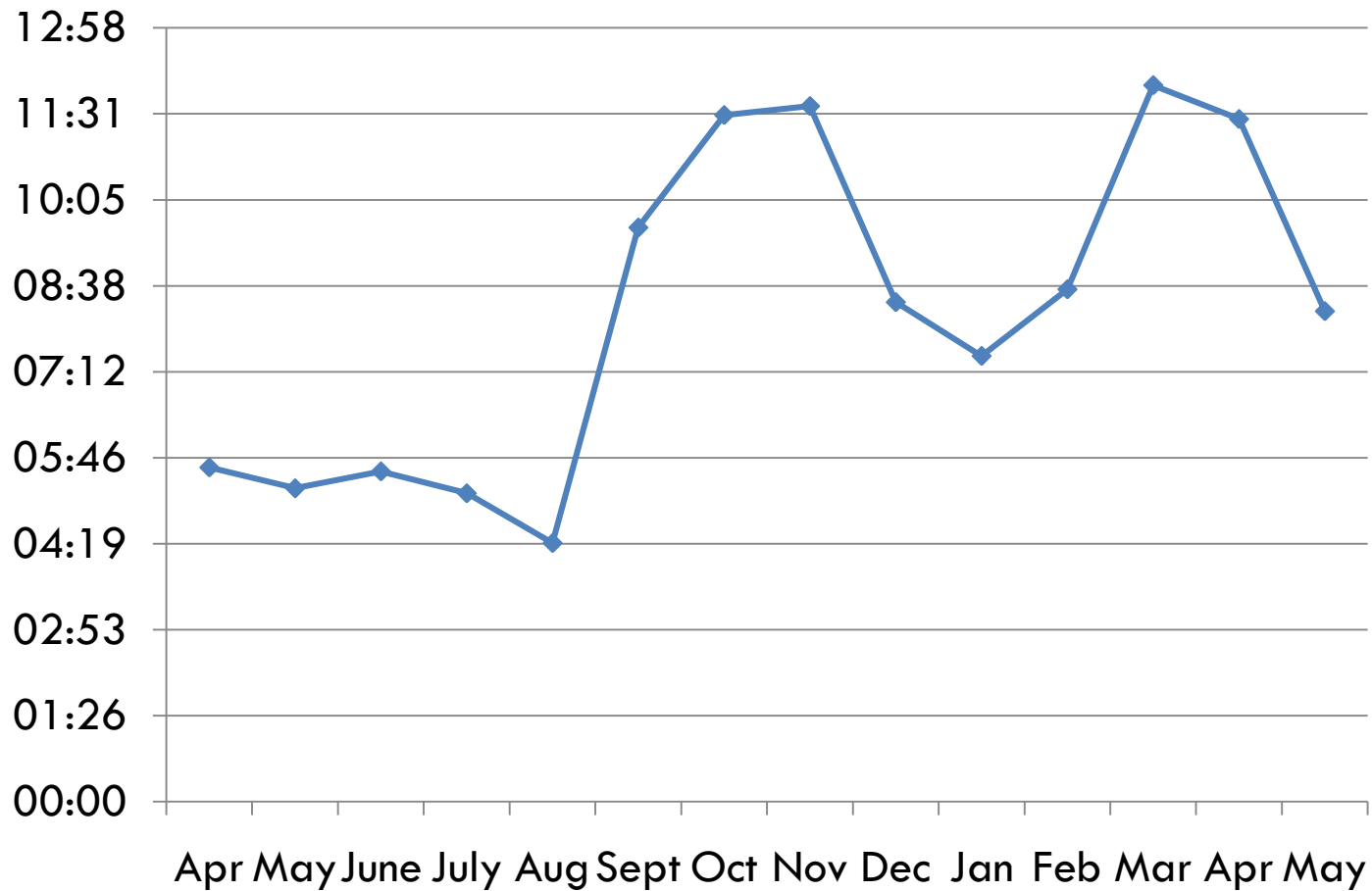


# Usage by Month

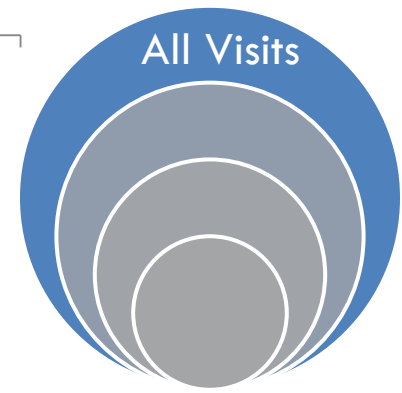
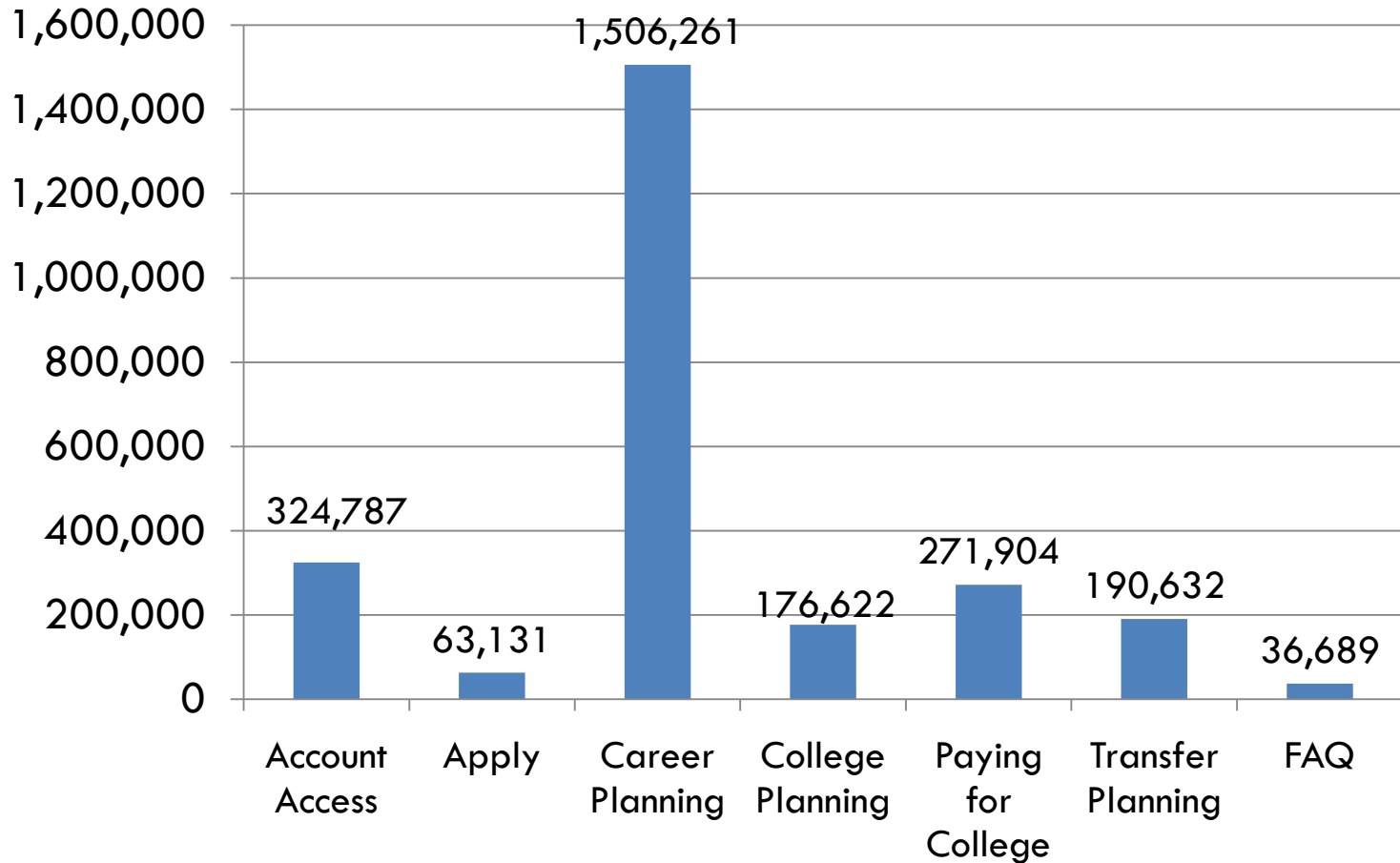
April 2009 – May 2010



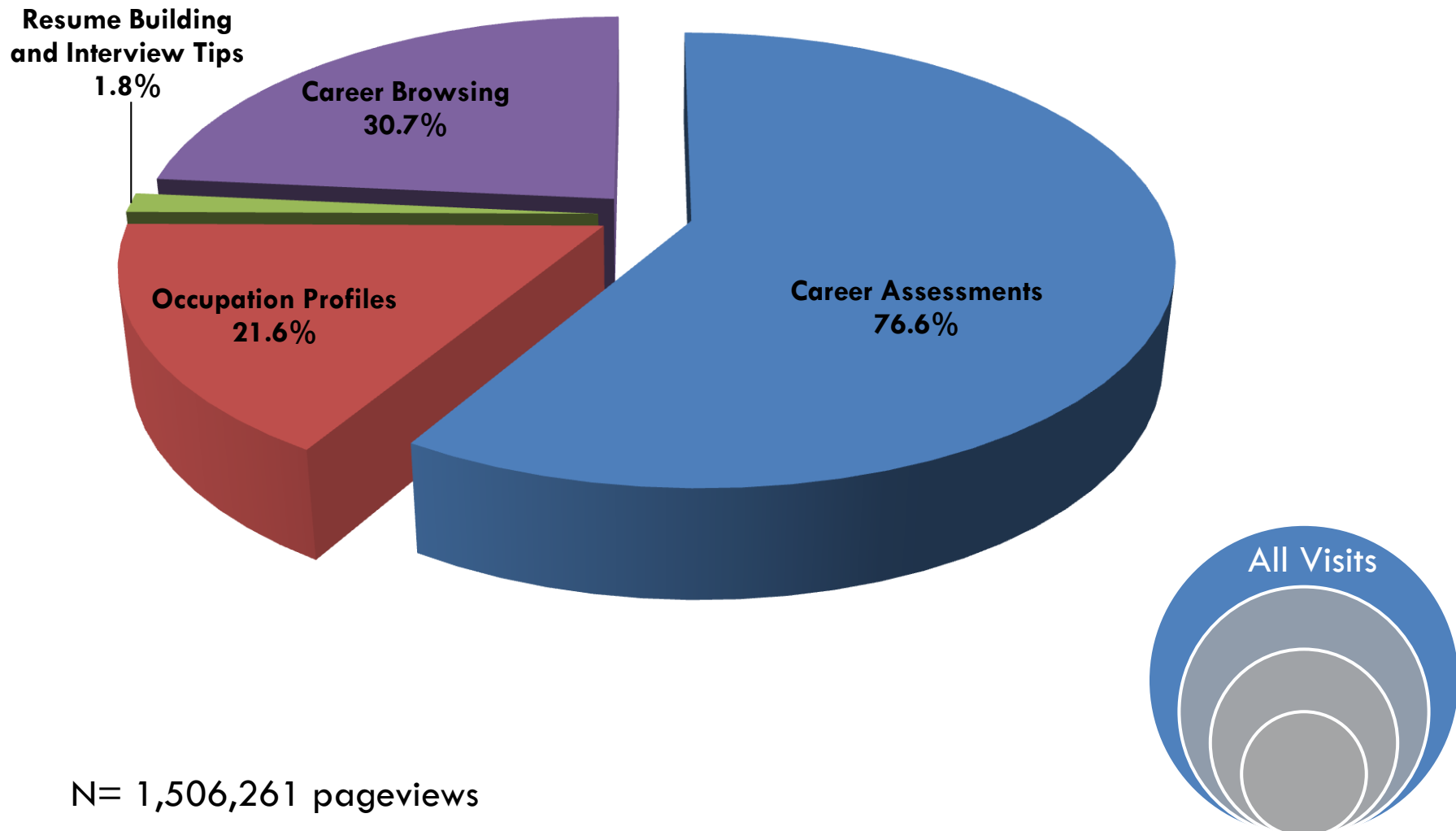
# Average Time Spent on Site, in Minutes and Seconds, per Visit per Month



# Pageviews by Functional Area

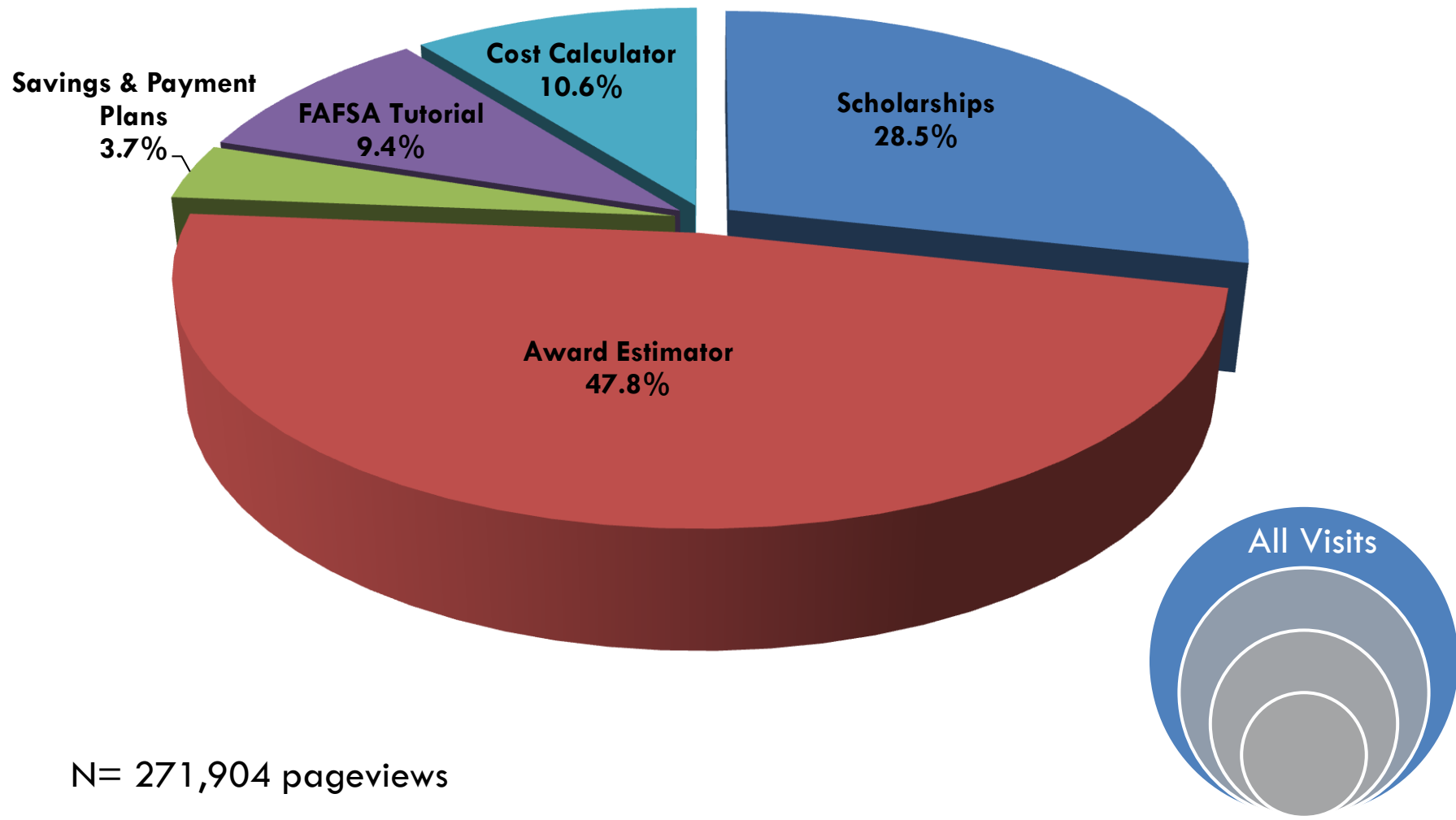


# Career Subunits as a Percent of the Functional Area's Total Hits

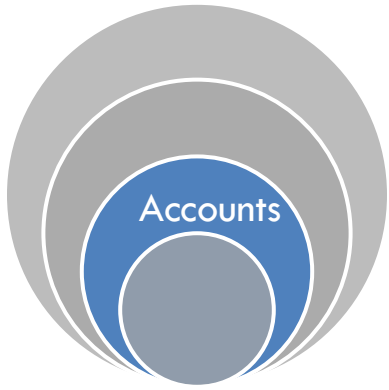
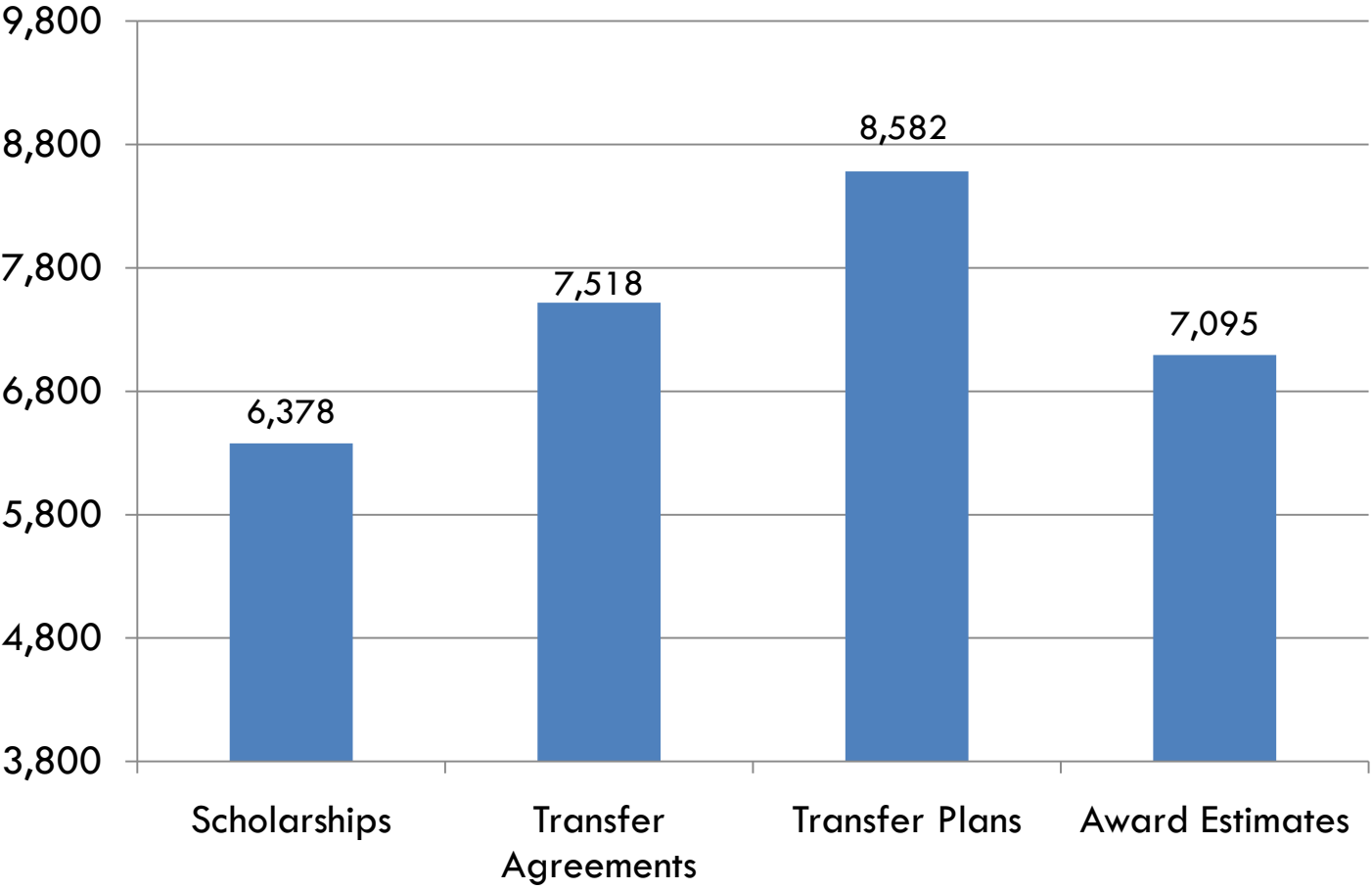


N= 1,506,261 pageviews

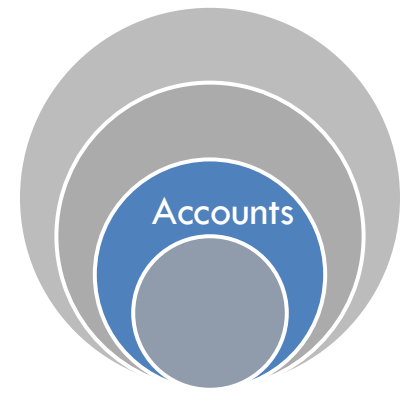
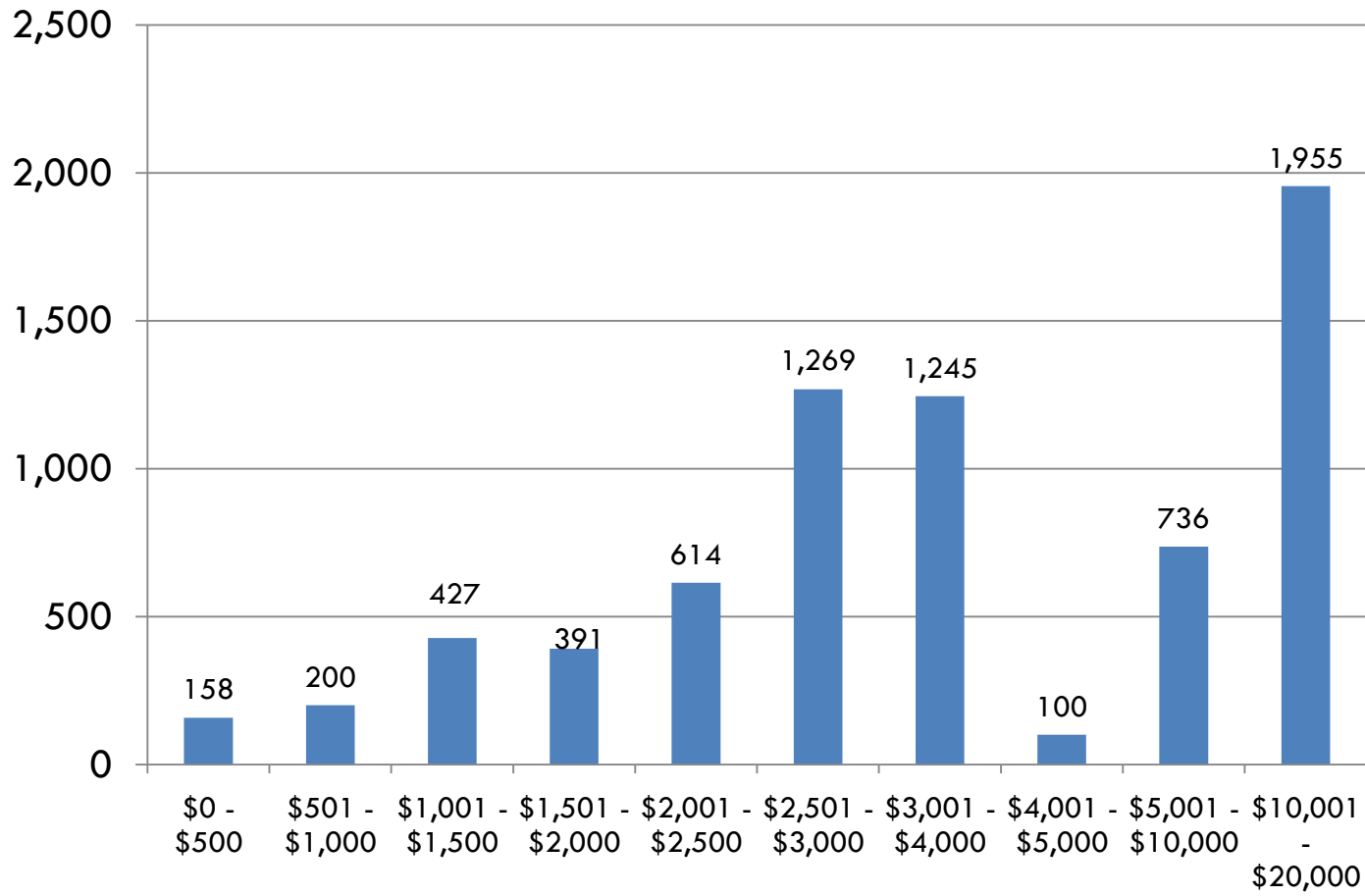
# Paying for College Subunits as a Percent of the Functional Area's Total Hits



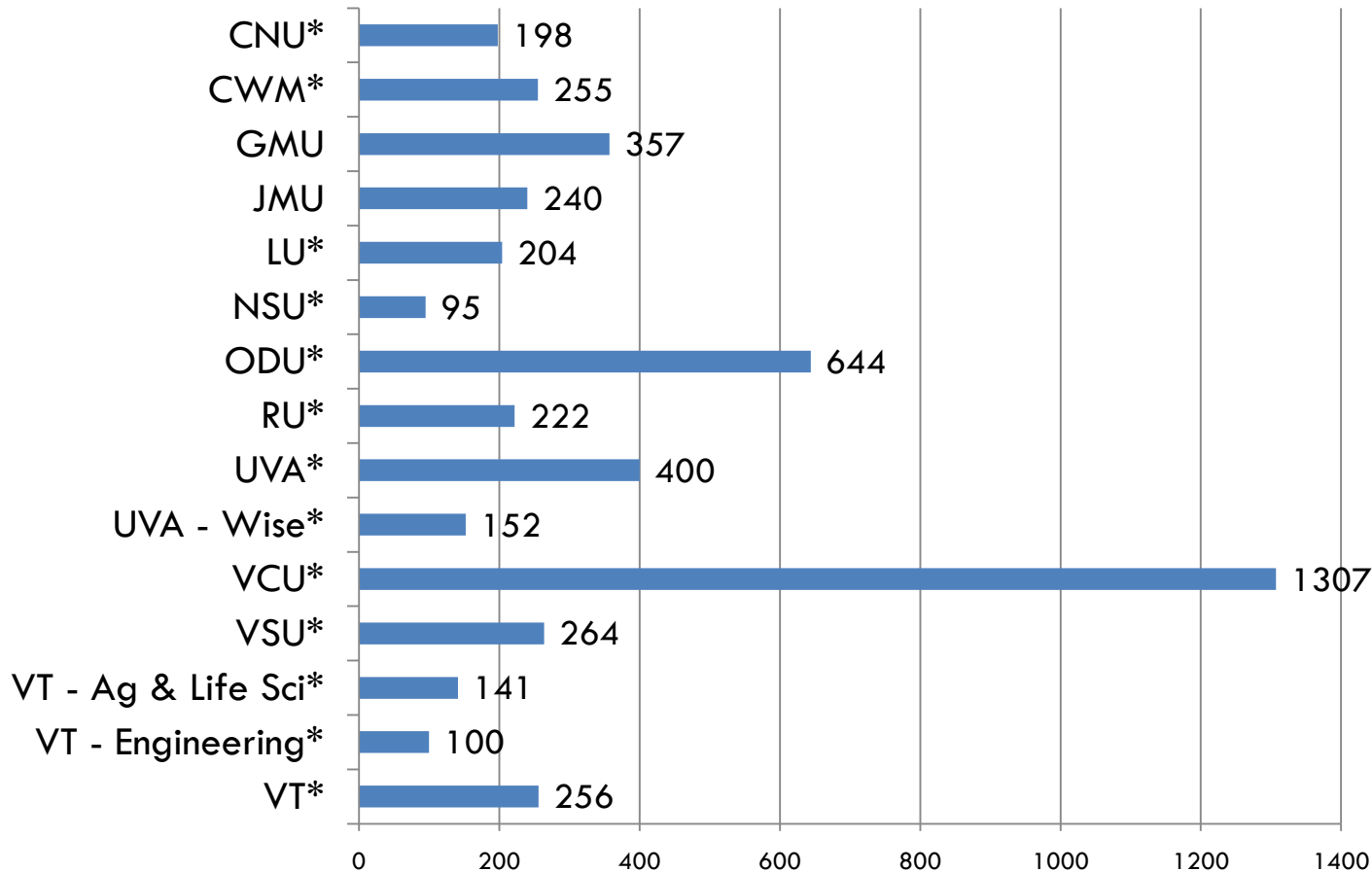
# Results Saved to Users' Accounts



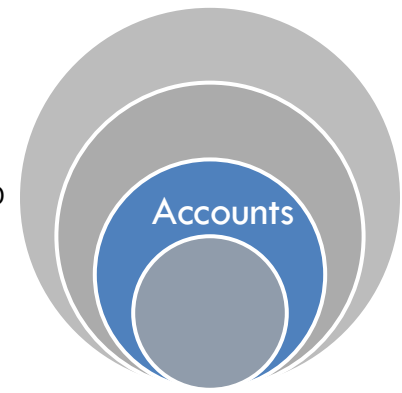
# Award Estimator Results, by Range of Annual Award, Saved to Users' Accounts



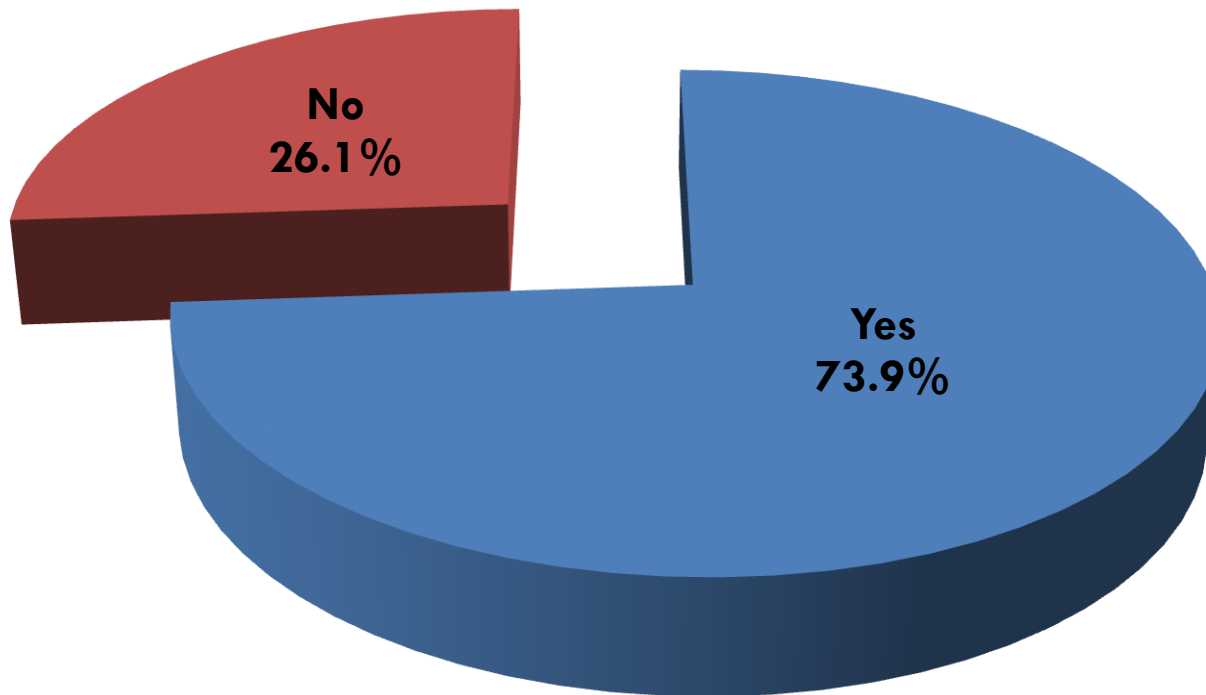
# Top 15 Transfer Agreements Saved to Users' Accounts



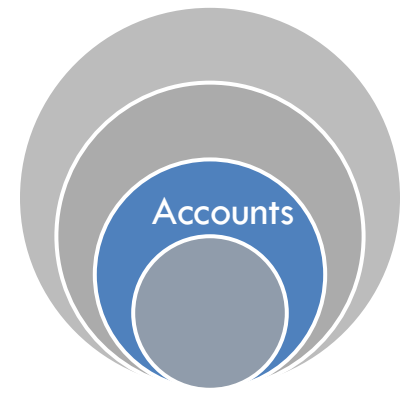
\*Denotes Systemwide Guaranteed Admission Agreement



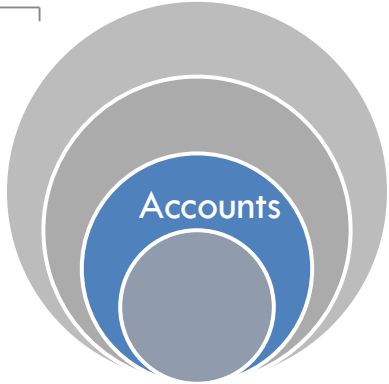
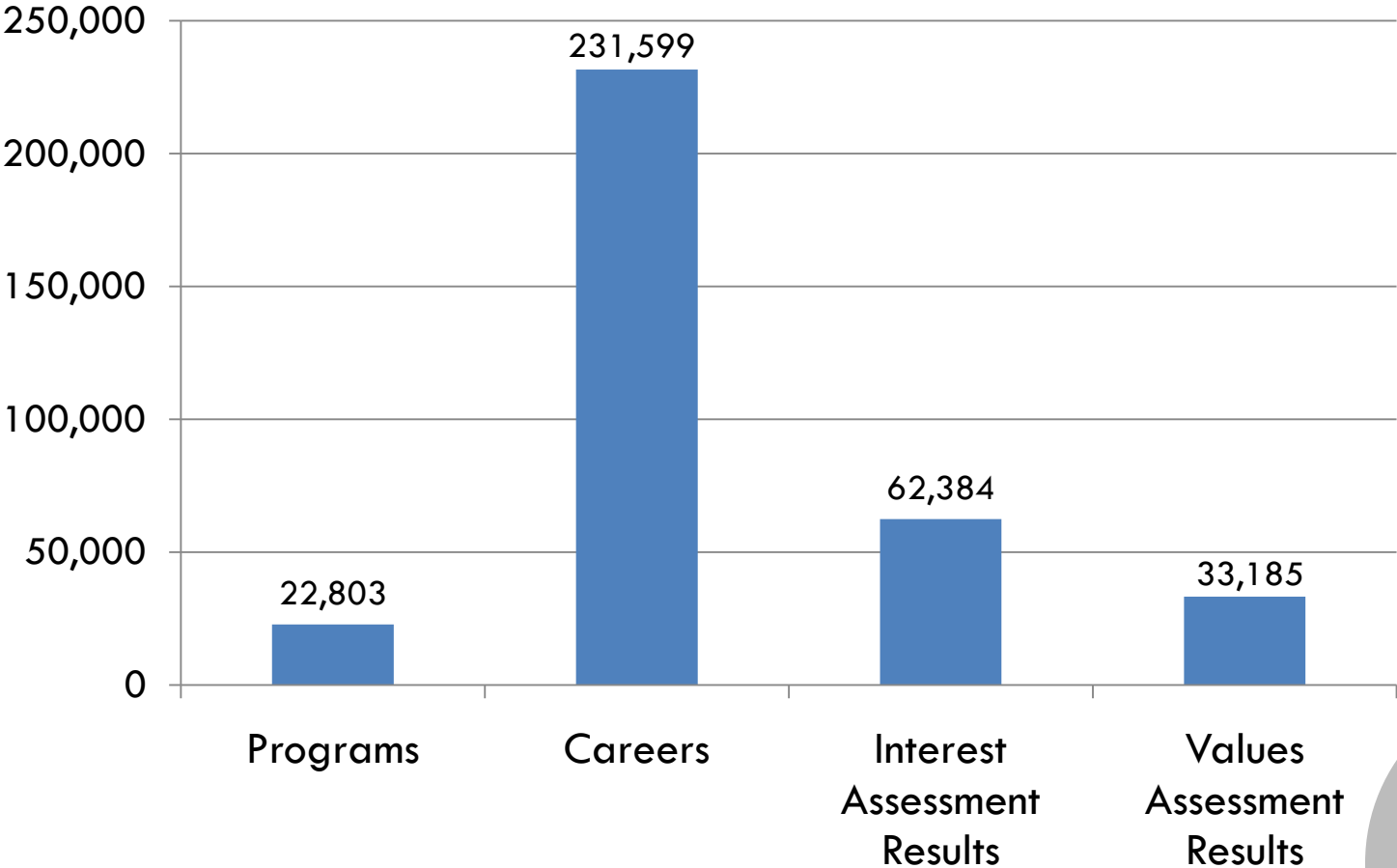
# Account Holders' Intent to Complete the Associate Degree before Transferring



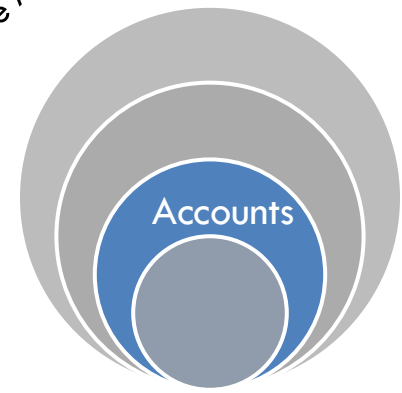
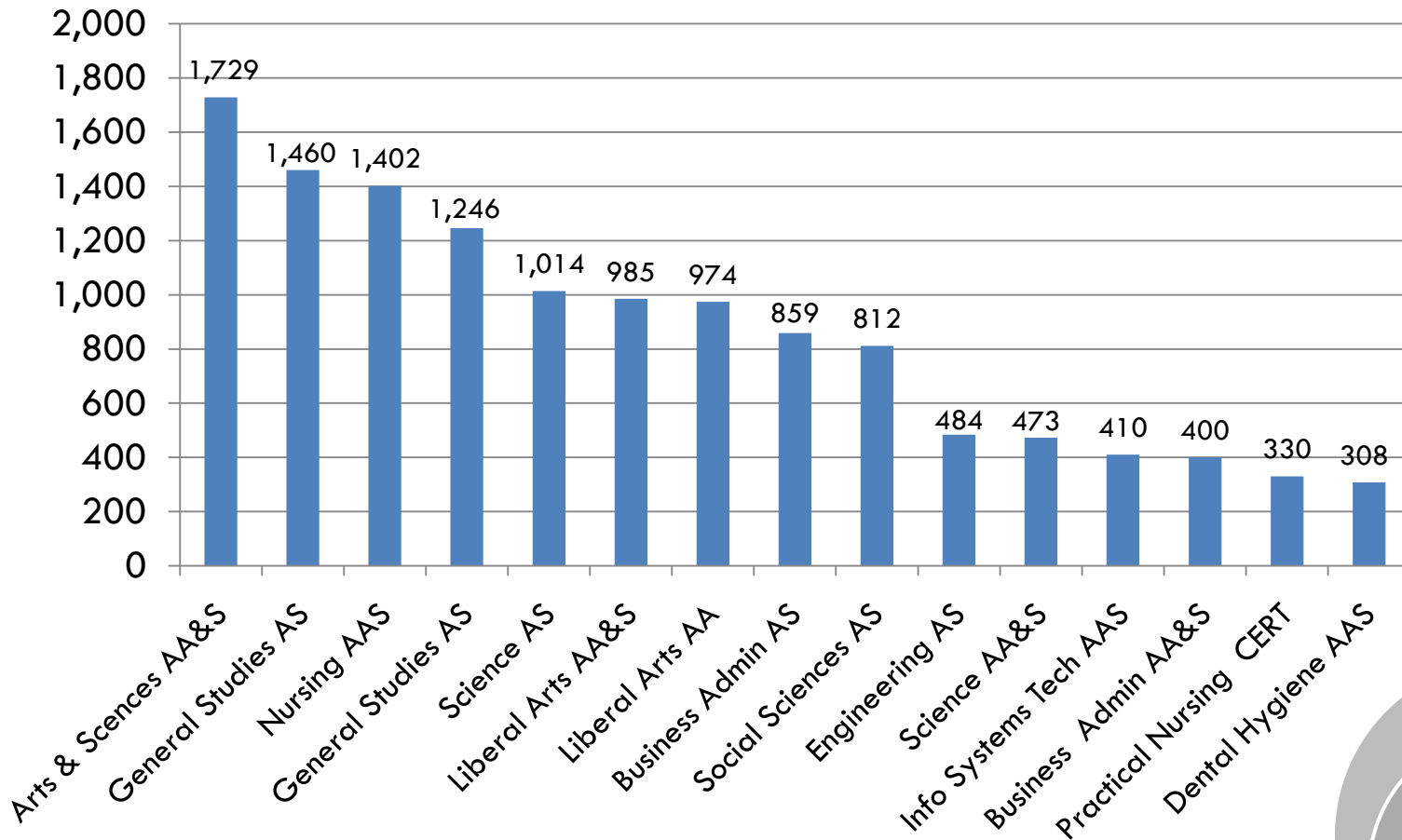
N= 8,582 Transfer Plans



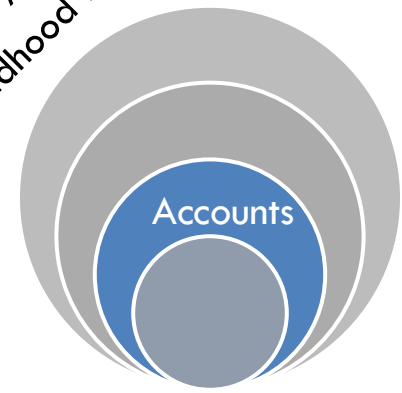
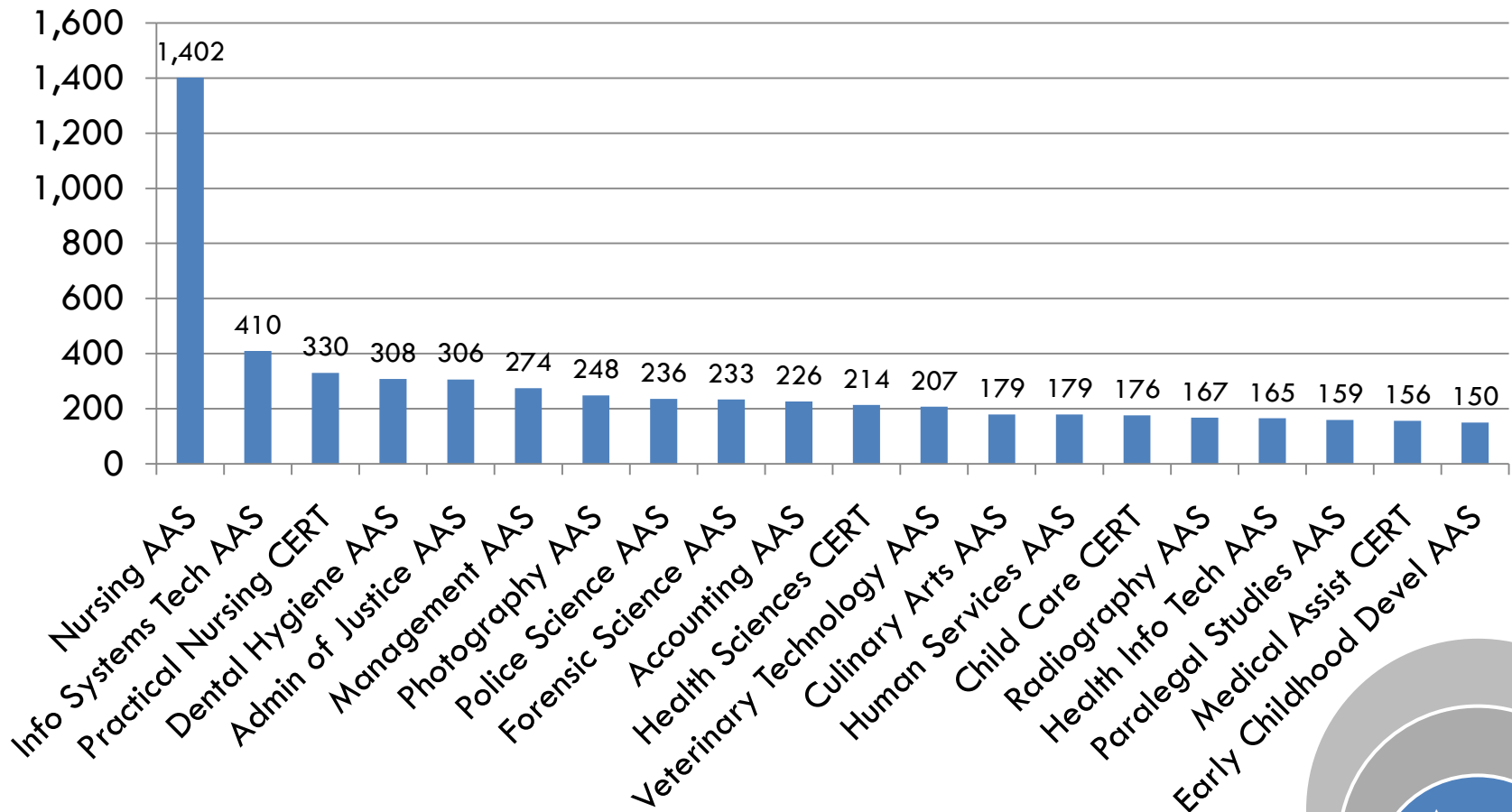
# Results Saved to Users' Accounts



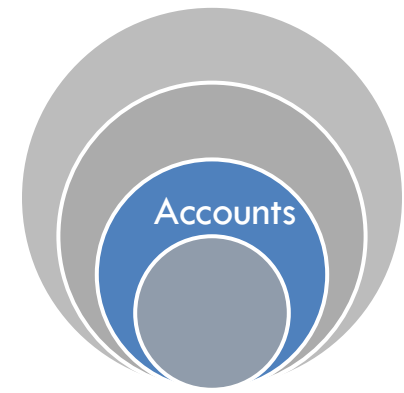
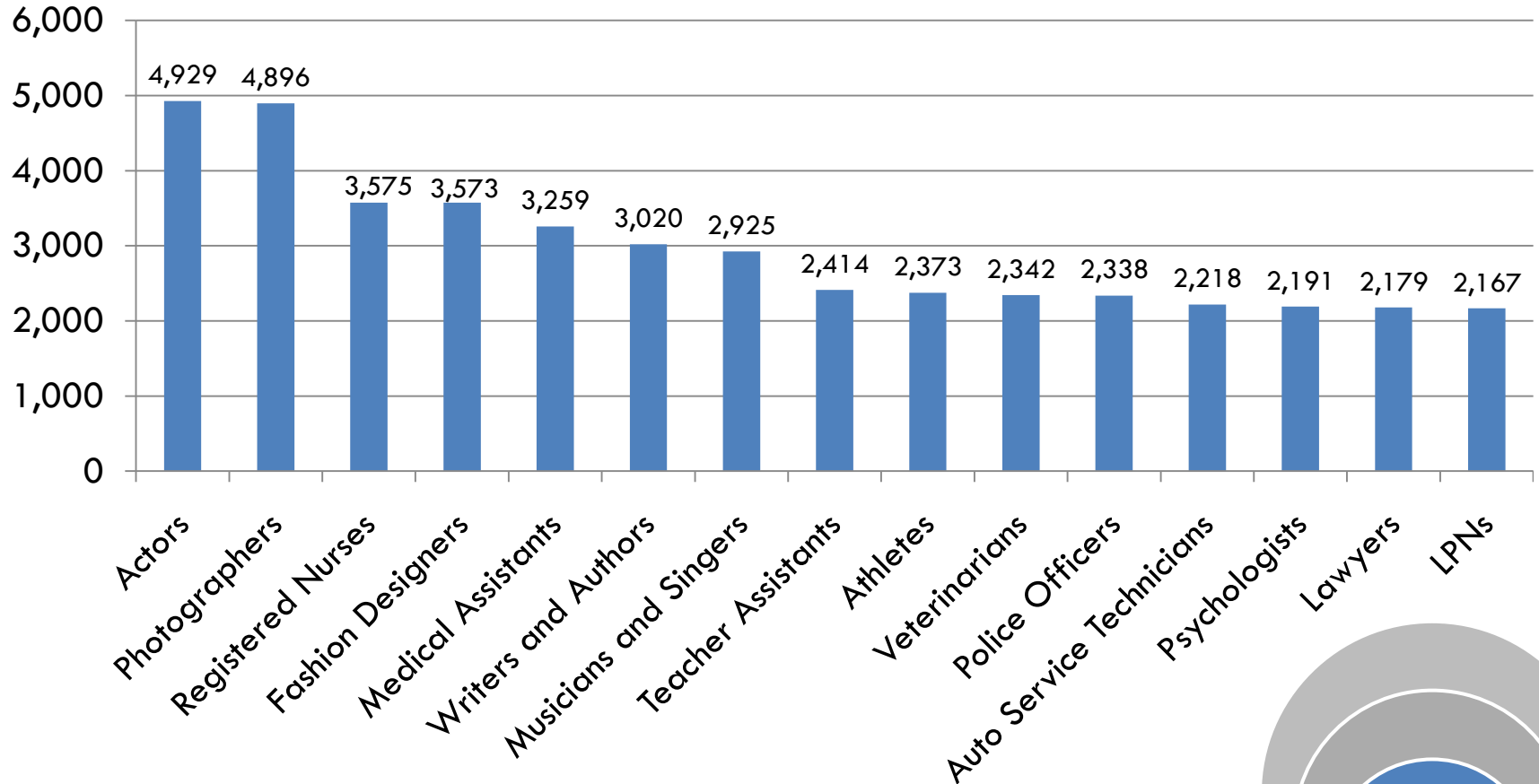
# Top 15 Programs Saved to Users' Accounts



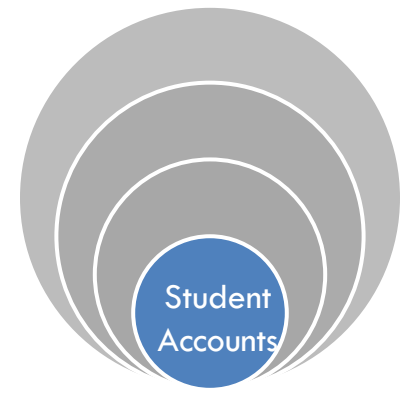
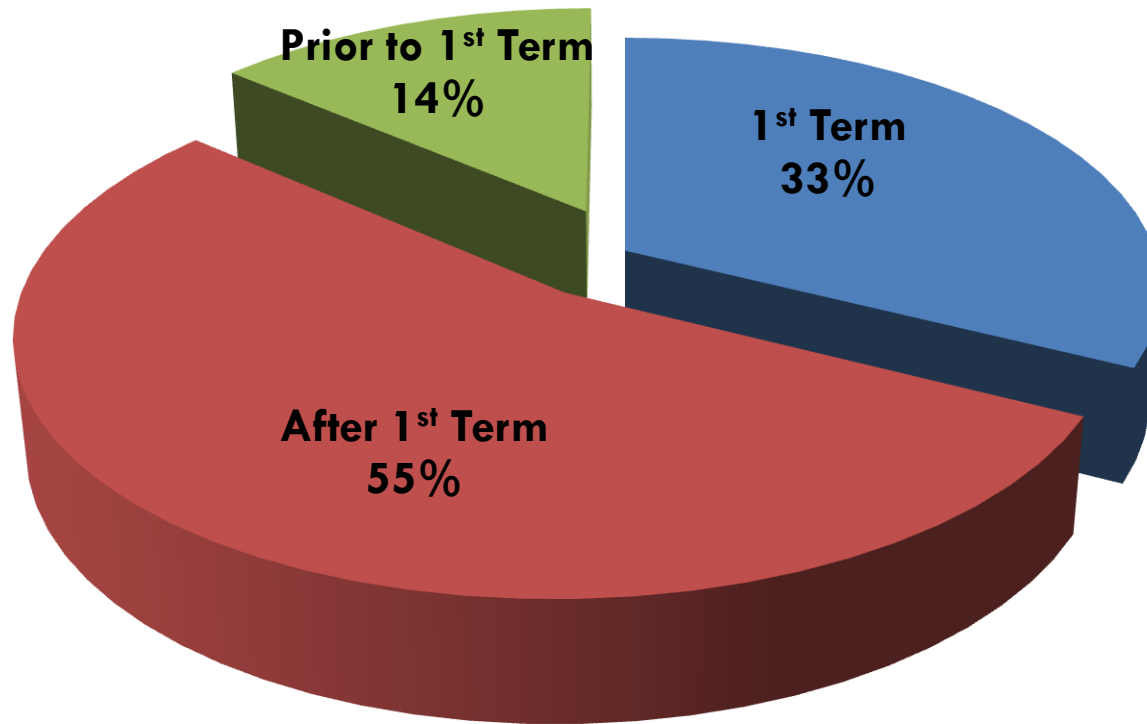
# Top 20 Applied Programs Saved to Users' Accounts



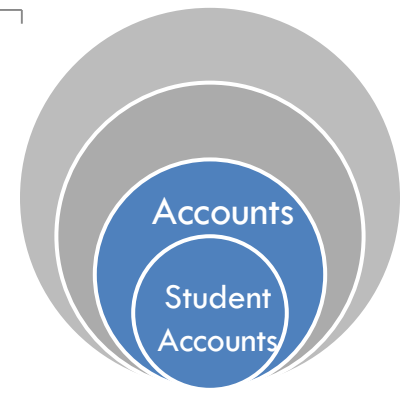
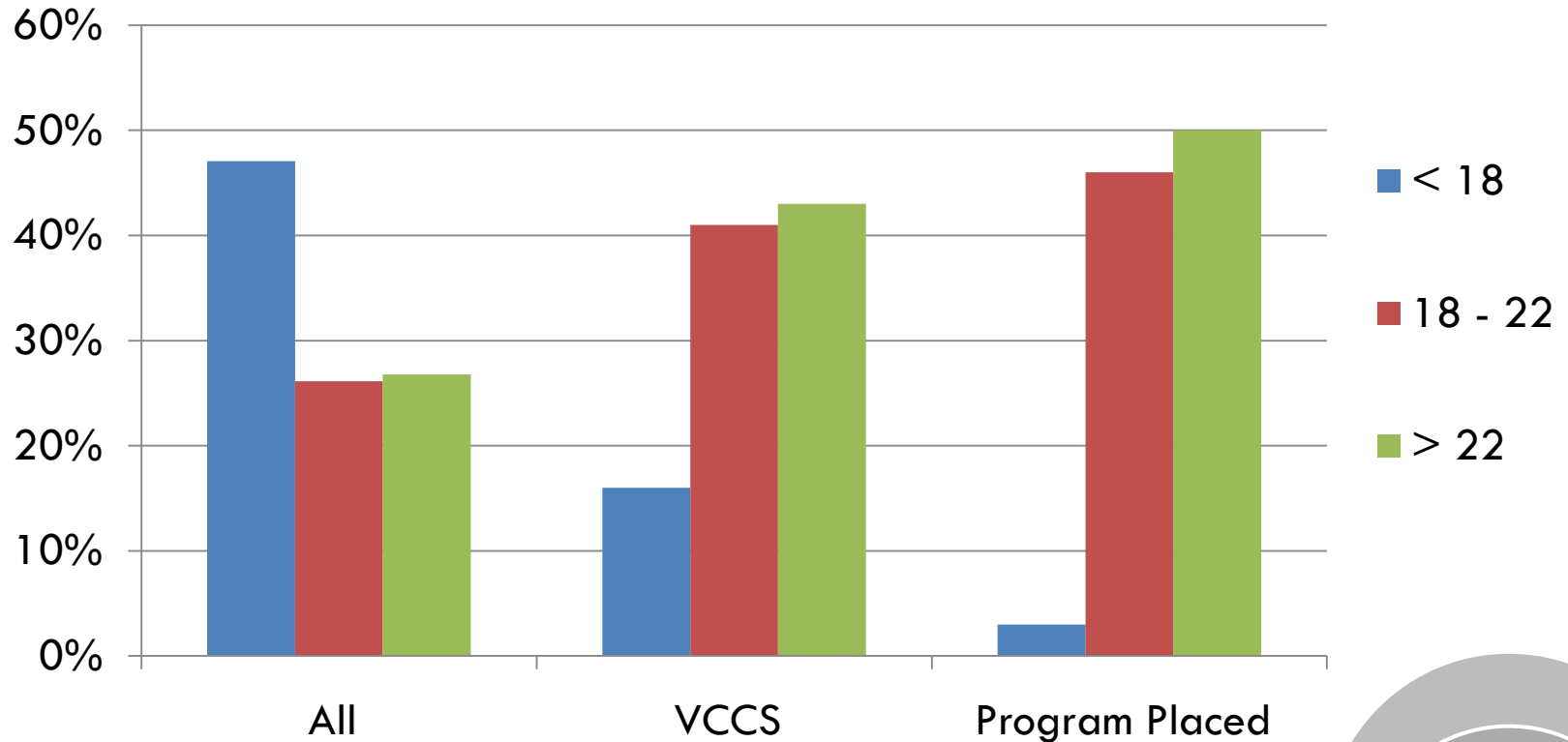
# Top 15 Careers Saved to Users' Accounts



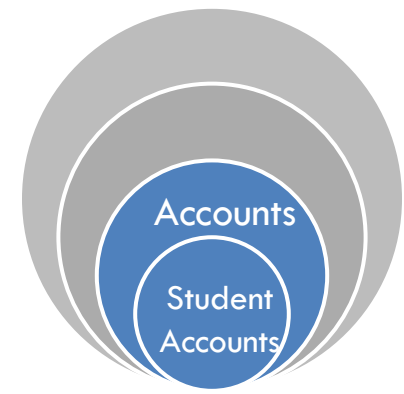
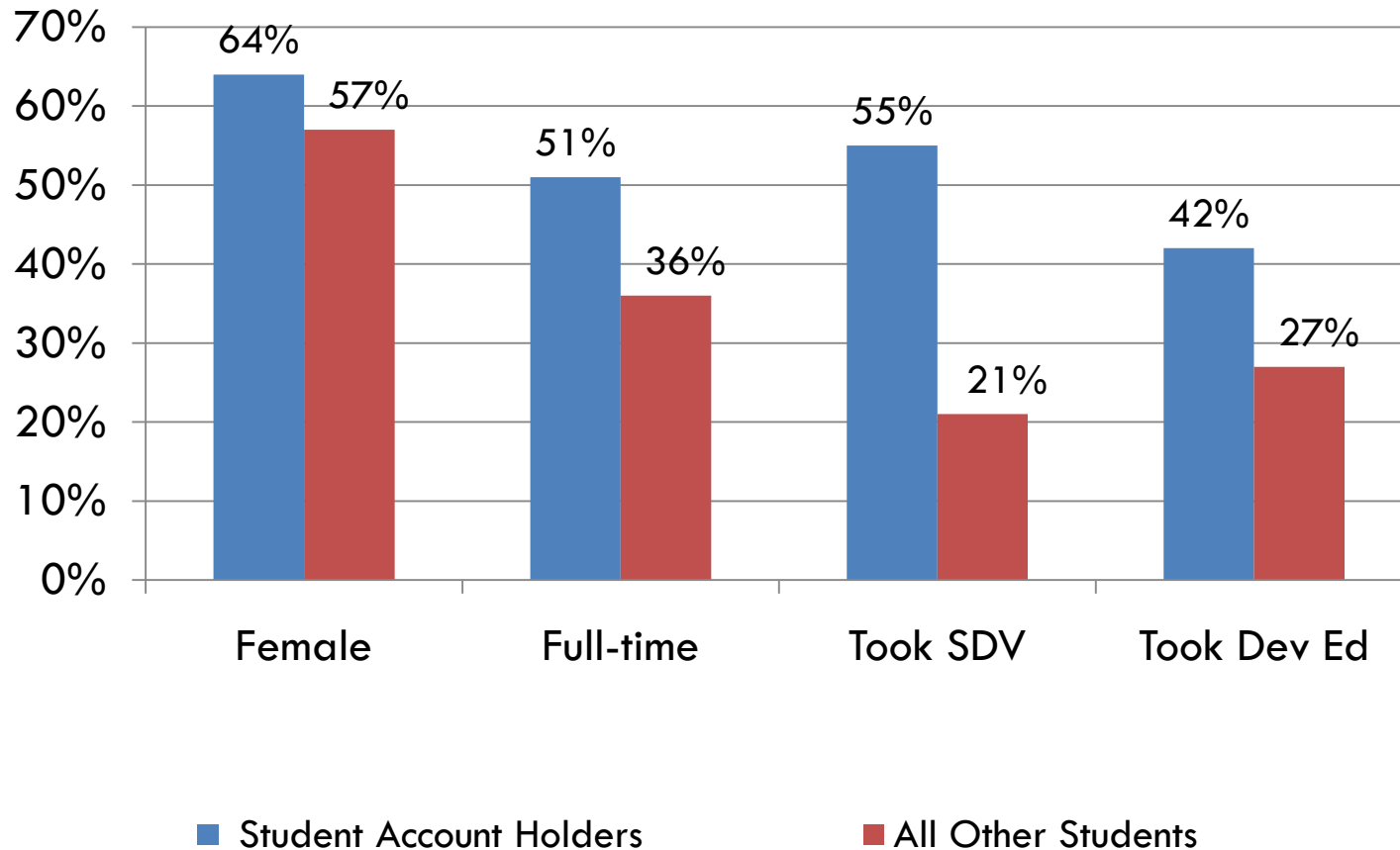
# Student Account Creation Relative to Enrollment



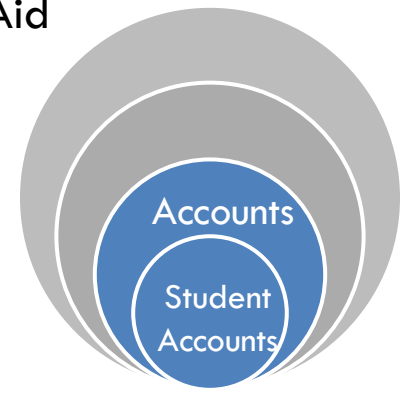
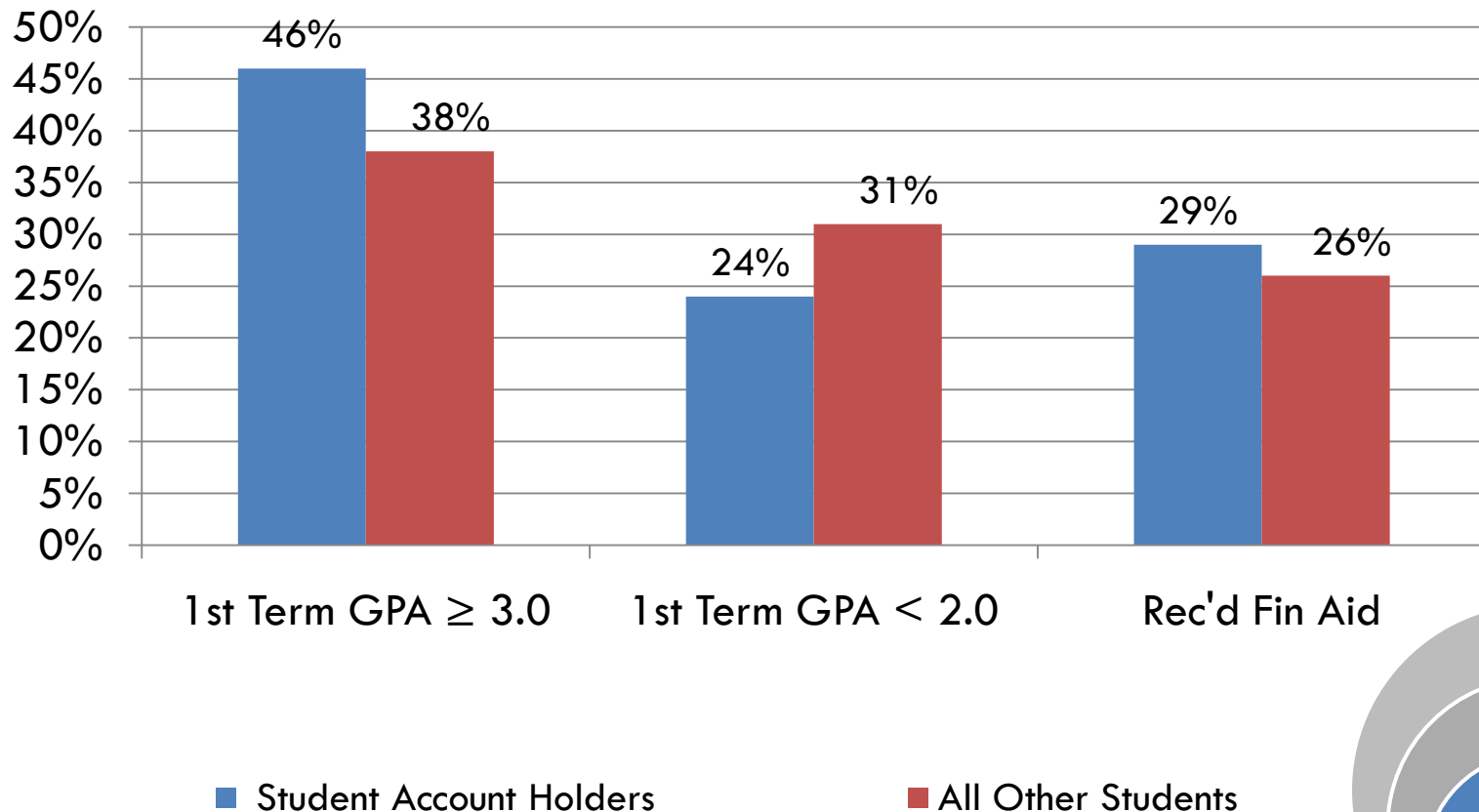
# Age of Wizard Account Holders



# Characteristics of Program Placed VCCCS Students, Spring 2009 – Spring 2010



# Characteristics of Program Placed VCCCS Students, Spring 2009 – Spring 2010



# Next Steps

- Colleges can anticipate that a growing proportion of their future students will have engaged with the Wizard prior to enrolling because each 7<sup>th</sup> grader will be required to form an Academic and Career Plan
- Colleges should consider ways to use the Wizard to continue career planning, major selection, and transfer planning among students who have used the Wizard and to initiate such planning among those who have not

# Next Steps

- While initial data indicate correlations between Wizard account holder status and higher grades, receipt of financial aid, and participation in SDV and developmental education, more data, collected over time, are needed to further understand these relationships
- Future examinations
  - ▣ Impact of Wizard usage in combination with other success initiatives
  - ▣ Usage patterns of individuals
  - ▣ Long term analysis of Wizard impact on access with consideration for such variables as financial aid and college planning
  - ▣ Long term analysis of Wizard impact on success with consideration for such variables as retention, transfer, and completion



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