

# *A Candid Conversation About Student Success*

*Regan Swan*

*Joe Seiaman*



# WVU ENROLLMENT & RETENTION DATA

Cohort Year	Cohort/Retention/Probation			
Term	FTFTF Cohort	Fall to Spring Retention	Fall to Fall Retention	FTF on Probation after Fall Term
Fall 2019	4,940	92.2%	82.0%	674 (14%)
Fall 2020	4,479	91.5%	81.2%	676 (15%)
Fall 2021	4,313	91.1%	79.0%	708 (16%)
Fall 2022	4,561	92.1%		677 (15%)

350 FTF did not return for Spring 2023; 25% had an overall GPA  $\geq 3.0$ , 43% had an overall GPA  $\geq 2.0$ .



# WVU GRADUATION RATES

Cohort	4-Year	6-Year
Fall 2013	39.3%	59.9%
Fall 2014	40.8%	61.0%
Fall 2015	43.6%	63.1%
Fall 2016	43.5%	61.1%
Fall 2017	43.3%	
Fall 2018	<b>48.4%</b>	



# STUDENTS WITH SPRING 2023 D&F MIDTERM GRADES

Campus	N - 1	N - 2	N - 3	N - 4	N - $\geq$ 5	Total	Spring 2023 Count	Spring 2022 Count
WVU	3,217	1,454	769	456	289	6,185	11,859	10,688

WVU Data excludes ACCESS Early Start students; current as of 03/14/23.



# CHALLENGES

- Demographic cliff
  - Fewer number of HS graduates; greater reliance on non-residents
- Value Proposition
  - Students and families questioning value of four-year degree; return on investment
- Inflation
  - Pell Grant & other types of aid need not keeping up with cost of attendance increases; greater reliance on private loans
- Decline in college going rates - WV
  - 49.8% - 12 months out; 45.9% - Summer and Fall following graduation
- Less confidence among students with preparation for academic rigor of college
  - Completion rates in math, science and other critical gateway courses
- Mental health
  - Difficulty finding fit and making friends
  - Anxiety and depression



# WHAT ARE STUDENTS AND PARENTS TELLING US?

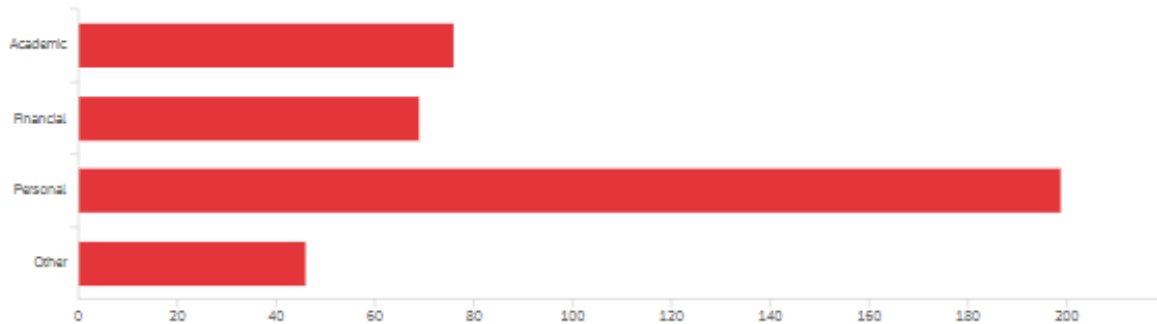
**Results from surveys below indicate the Fit, Academics and Finance are primary reasons why students stop out or decide to transfer to other institutions:**

- *Not Registered Survey* – Students not registered for the next (regular) term
- *PIE Survey* – Parents interest evaluation (Fall 2022)
- *STAY Survey* – Students who stay, contemplate leaving or leave and return (Spring 2019, Fall 2022)
- *Transcript Request Survey* – Students requesting an official WVU transcript
- *Withdrawal Survey* – Students withdrawing from all courses for the current term



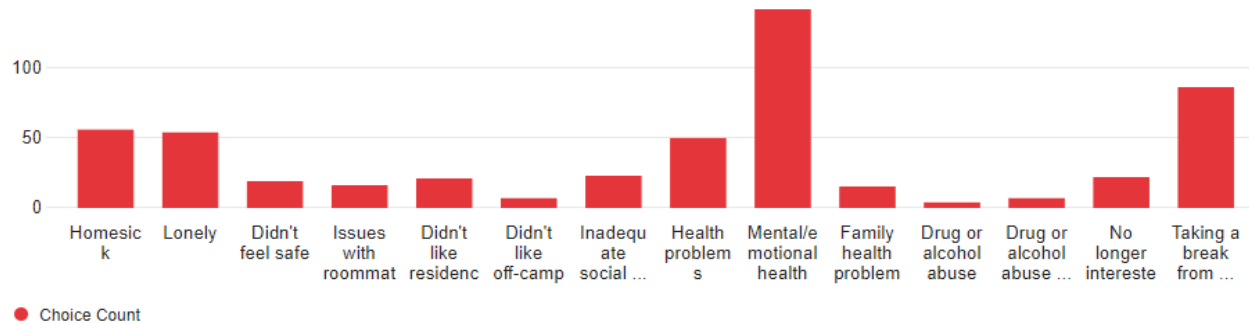
# WITHDRAWAL SURVEY

Q2 - Why are you withdrawing from WVU? (Select all that apply.)



# WITHDRAWAL SURVEY

Q5 - What personal issues are you facing?



Note: 142 (73%) of the respondents indicated mental/emotional health





# PIE & STAY

- West Virginia University partnered with TorchStar Education to conduct student (STAY) and parent (PIE) insight studies to support student success.
  - STAY: Understand why students stay, why they contemplate leaving, what programs impact their success, and student perceptions on their experience.
  - PIE: Insights from undergraduate parents and families
- The surveys were deployed in October of 2022 and engaged almost 2,900 stakeholders



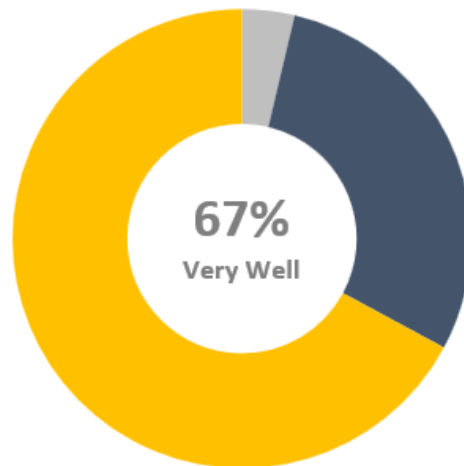
# HIGHLIGHTS FROM PIE—MEETING EXPECTATIONS

**67%** of parents indicated that WVU is meeting expectations aligned with their top choice factors “very well.”

Parents who indicated that WVU was not meeting expectations cited:

- Dining and residential hall quality
- Quality of instruction
- Advising
- Unexpected cost increases

How Well Has WVU Met Your Expectations Based on Your Choice Factors



Very Well (67%) | Somewhat Well (29%) | Not Well At All (4%)

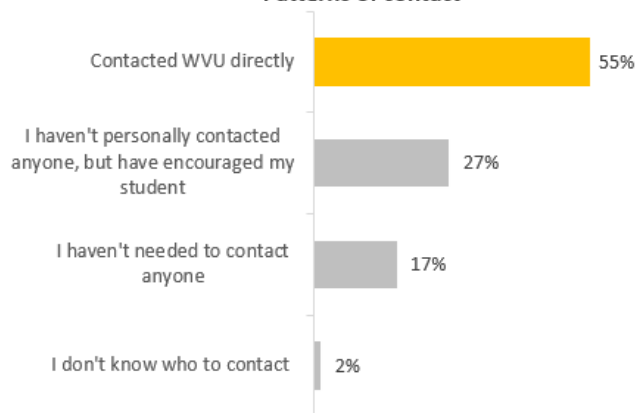


# HIGHLIGHTS FROM PIE—PARENT ENGAGEMENT

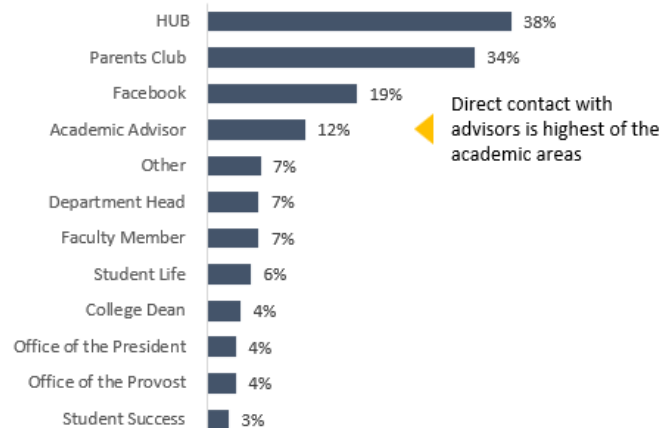
Over half of parents engaged WVU directly with HUB and Parents Club as primary points of contact.

## I have contacted WVU in the following ways...

### Patterns of contact

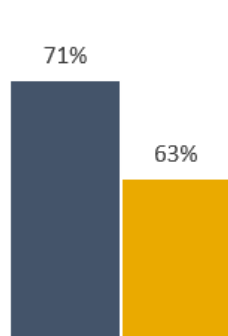


### Frequent points of contact



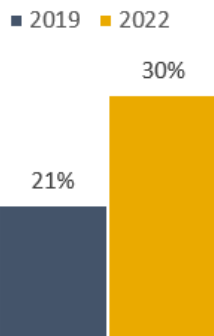
# HIGHLIGHTS FROM STAY—STAYERS, CONTEMPLATORS, RETURNERS

The level of student contemplators increased by 9 points from the 2019 to 2022 STAY, while stayers declined. Returners remained relatively flat.



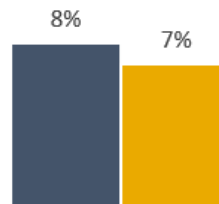
**STAYERS**

Students who indicated that they never left nor seriously considered leaving



**CONTEMPLATORS**

Students who seriously considered leaving



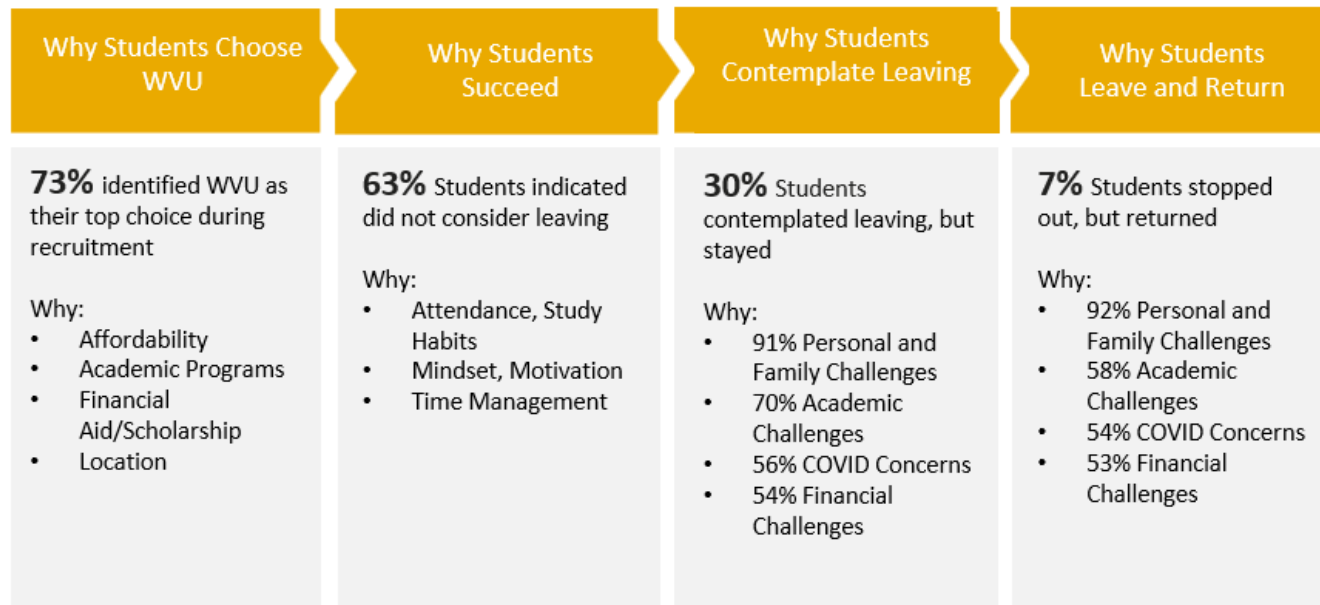
**RETURNERS**

Students who stopped attending, but returned



# HIGHLIGHTS FROM STAY—THE WHY?

Students primarily choose WVU for affordability and programs. Personal challenges were the primary driver for the 37% of students who contemplated leaving or left and returned.

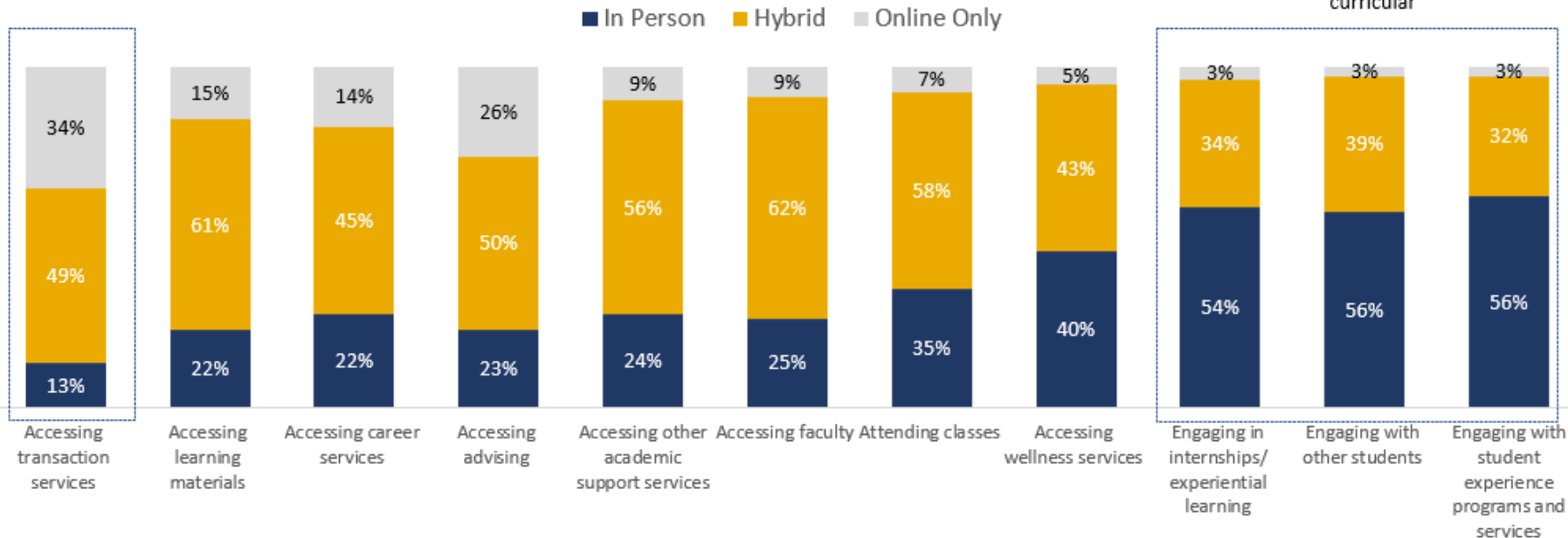


# HIGHLIGHTS FROM STAY—MODALITY PREFERENCE

## Which Modes Do You Prefer to Use for the Following Activities?

Online highest for transactions

In-person for engagement and co-curricular



# QUESTIONS???

