

# Retention - What is it and why is it so important?

- “Retention is the rate (percentage) of a school’s first time, first-year undergraduates who continue at that school the next year”
- Retention is reported to the NCES (IPEDS) annually
- It boosts our reputation as a land-grant institution and a member of the Big XII
- It communicates to prospective students and parents that we are committed to student success (correlation to graduation)
- It keeps us from having to recruit new students to fill the void (enrollment management)
- It helps us financially (net tuition revenue)
- It’s everyone’s job!



# Where have we been and where do we want to go?

- Highest rate – 81.00% (FA 04)
- Lowest rate – 76.90% (FA 13)
- National Average/PhD Public – 79.00%
- FA 15 to FA 16 rate - 79.30%
- FA 16 to FA 17 rate – 80.03% (tentative)
- Five-year goal – 85.00%



# What are our strategies?

- Make colleges and schools responsible for retention
- Include retention into the Enrollment Management process
- Focus on more than just first to second-year
- Charge colleges and schools with increasing retention by 1% each year for the next five years
- Charge colleges and schools with increasing four-year and six-year graduation rates



# How are we doing it?

- Engagement by colleges and schools
  - Deans Enrollment Management & Retention Retreats
- Persistence and Completion Council (PCC)
  - Executive Board
  - Project Management Teams
- Higher academic expectations of first-time freshmen
  - New Academic Suspension benchmarks
- Establishing common guidelines for academic suspension appeals
- Early Alert and Midterm Grades, Mid-Semester Help Center, Mid-Year Academy, Winter Term and Summer Term



# Early Alert Grades

- Reported during 5<sup>th</sup> and 6<sup>th</sup> week of the semester
- More than 5,000 (5,063) grades of a D, F, and I were reported
- Math, chemistry, biology, astronomy, physics, political science, psychology, sociology, statistics, accounting, economics, BCOR, advertising, journalism, engineering, and WVUe
- All students with D, F, or I received an email encouraging them to seek out resources
- Tagged in SSC Campus



# Mid-Term Grades

- Midterm grades are due Thursday, October 5<sup>th</sup> at noon
- All students with D, or F will received an email encouraging them to visit the Mid-Semester Help Center and seek resources
- Tagged in SSC Campus
- Mid-Semester courses start Monday, October 9<sup>th</sup>
- EDP 101, GEOI 101, HIST 104\*, HUM 102\*, JRL 101\*, Math 122-150\*, PE, RELG 102\*, SEP 271\*, SEP 272, UGST 252\*, and WMAN 200\*

*\*-Online*





# Mid-Semester Help Center

Monday, October 9<sup>th</sup>

1 to 5 p.m.

Mountainlair Vandalia Lounge

- CLASS, Statler, CPASS, and CEHS advisors
- Tutoring Resources
- Career Services
- Accessibility Services



**Save the Date:**

**Mid-Year Academy Sunday, January 7<sup>th</sup>**



# Questions

