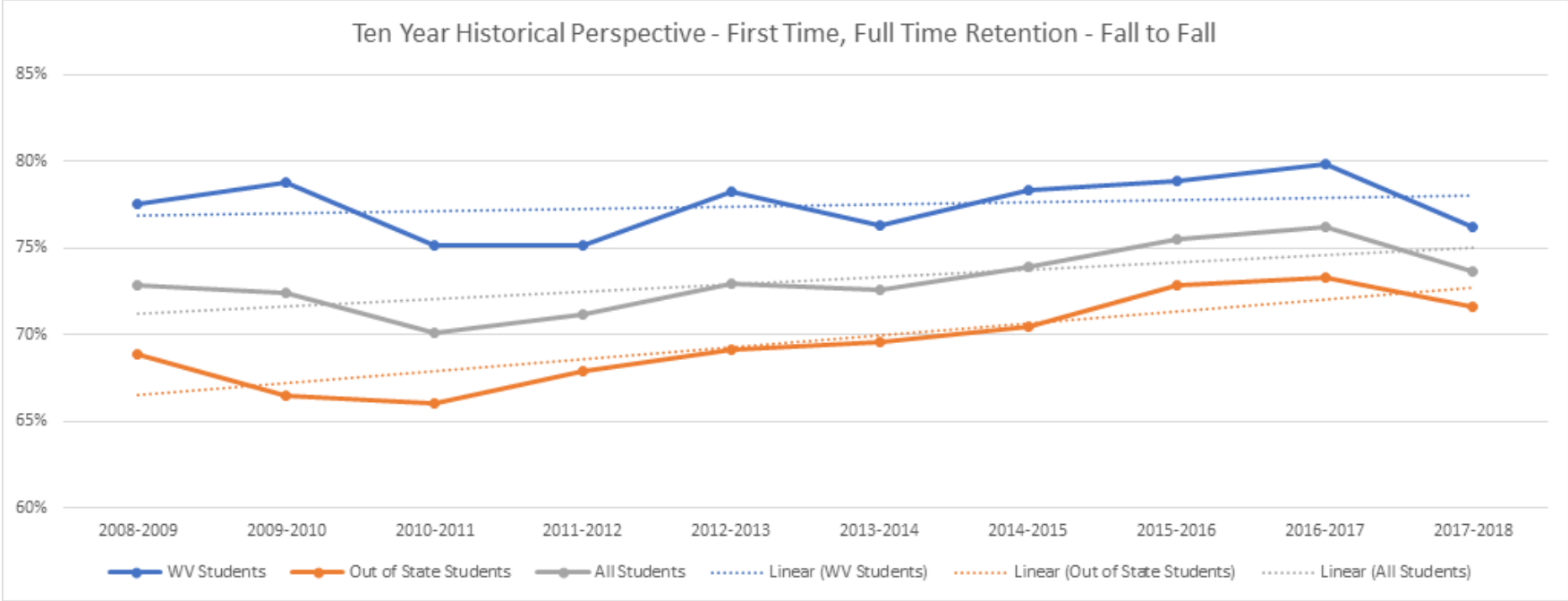
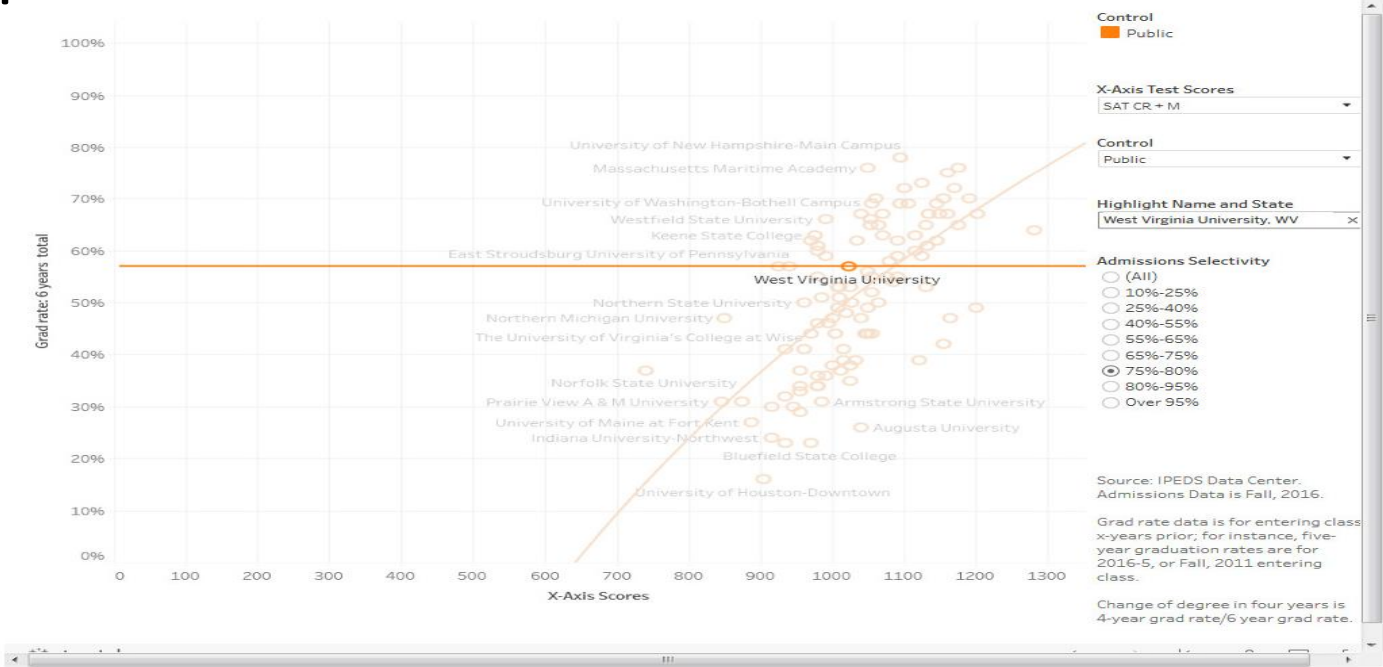


# Beginning a Conversation: Persistence at WVU

# Good News: WVU has improved and has grown



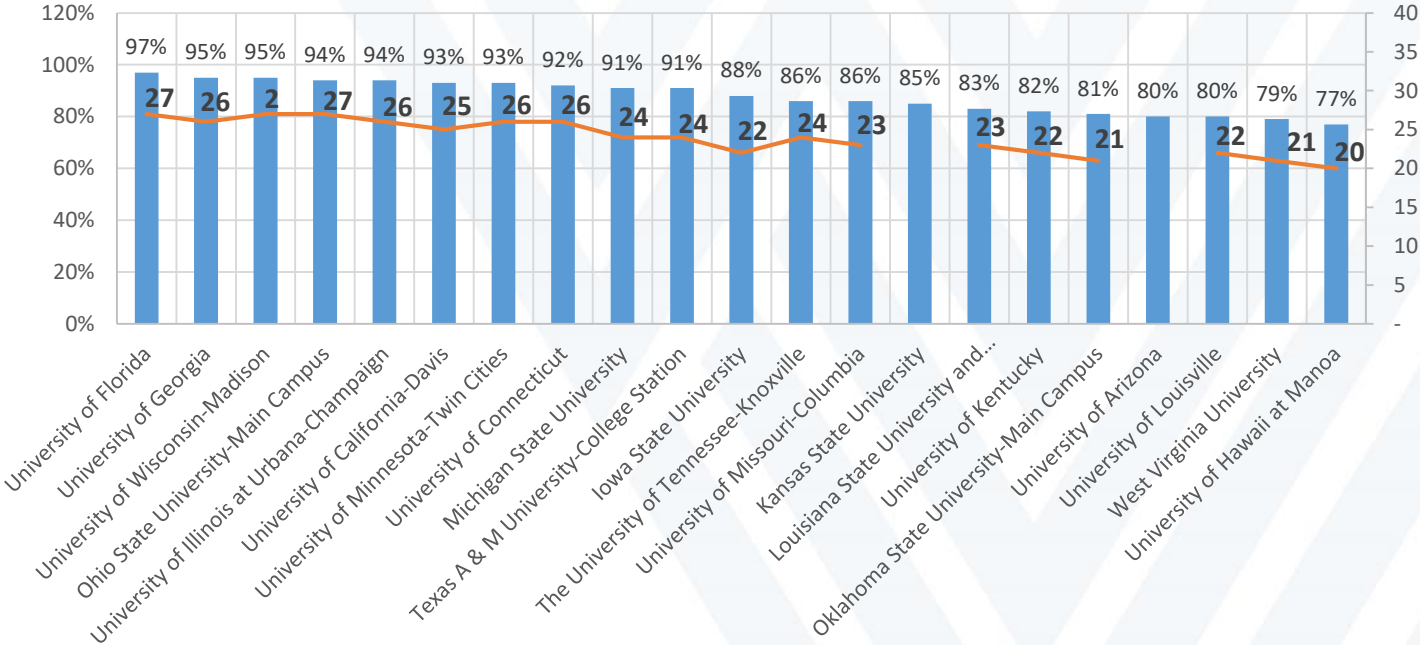
# Good News: Perform well based on our student preparation



<https://highereddatastories.blogspot.com/2018/08/an-interactive-retention-visualization.html>

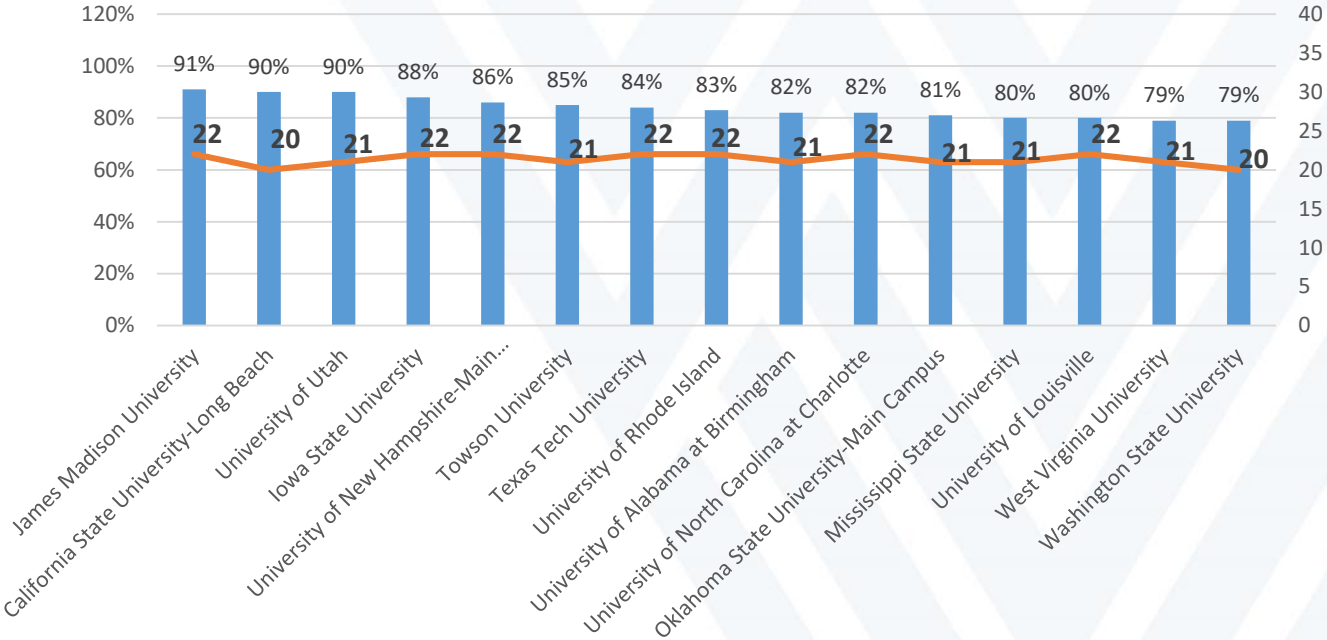
# Opportunity: We have room to improve

Retention Rates of Peer Institutions and 25<sup>th</sup> percentile ACT scores

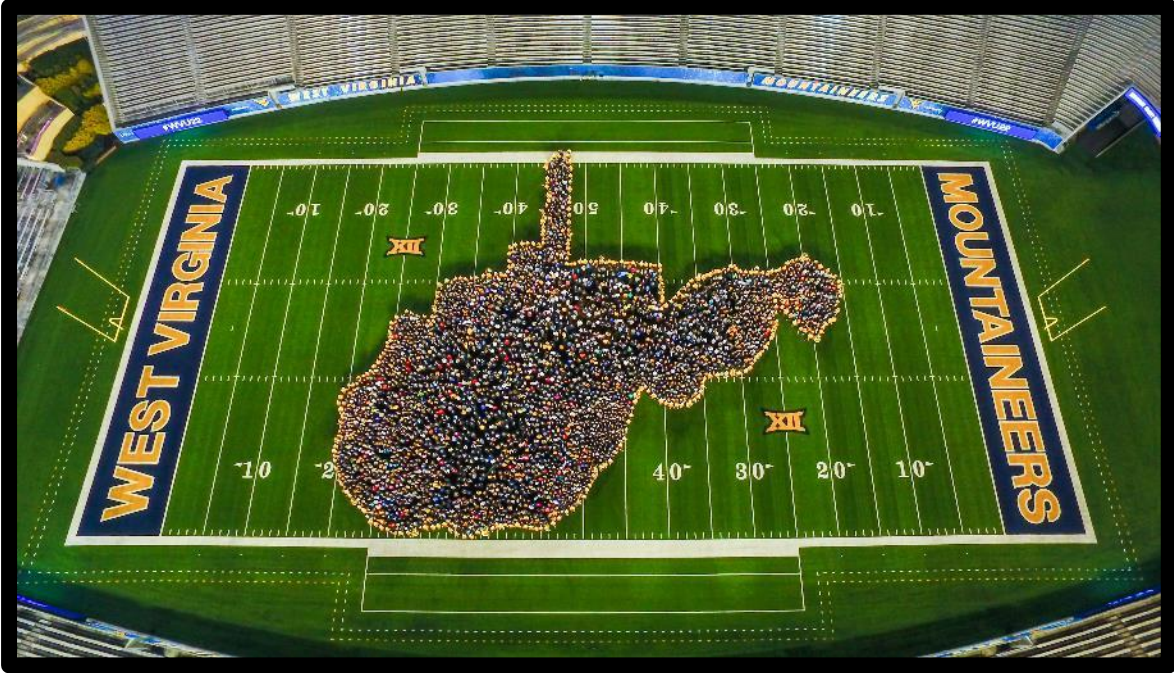


# Opportunity: We have room to improve

Retention Rates of Institutions with Similar 25<sup>th</sup> percentile ACT scores



# Grand Challenge: Identifying Students at Risk

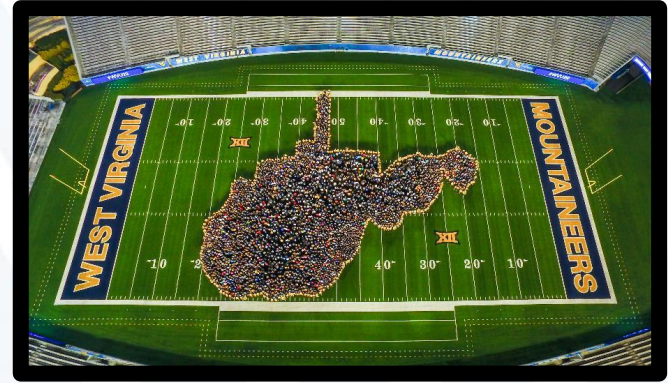


# Non-Returners by Major (1,053)

- 403 were in a pre-major or undecided
- 220 were in STEM majors (direct admit)
- 176 were (or wanted to be) in health sciences
  
- Top 25 majors included students in: Business and Economics, CPASS, Davis, Eberly, Engineering, HSC, Reed

# The Challenge

- A large portion (20-25%) of the freshmen that do not return:
  - Have a WVU GPA of greater than 3.0
  - Complete 30 hours or more (on track)
  - Are female
  - Request a transcript by February 1
  - Continue to pursue higher education at another institution





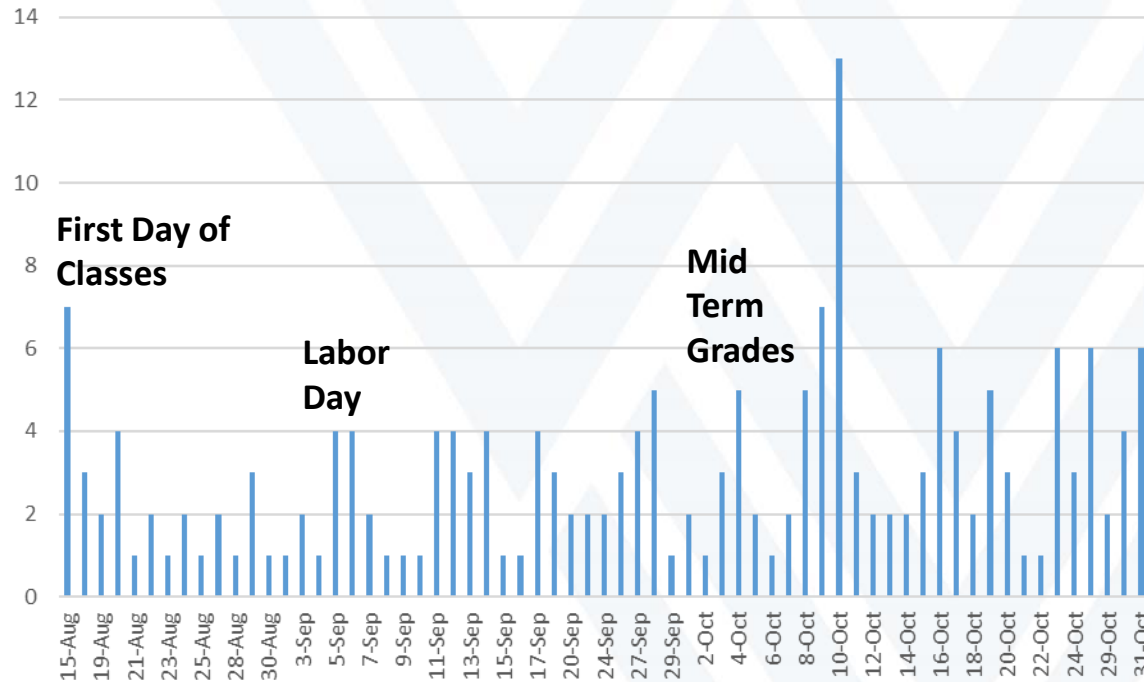
# A Look at Transcripts

- Nearly 600 transcript requests from over 400 freshmen and sophomores – September 1 – November 2

Category	Freshmen	Sophomores	Total
Internal	8	9	17
International	61	109	170
Pharmacy Application	1	29	30
Scholarship	1	5	6
Transfer Risk	41	41	82
Unknown	43	68	111
<b>Grand Total</b>	<b>155</b>	<b>261</b>	<b>416</b>

← Primary Focus

# Transcript Request Timing: “Transfer Risk” and Unknown



# Reasons Reported by Students

Category	Number	%
Campus fit	3	4%
Financial	6	7%
Homesick	6	7%
Lack of friends	1	1%
Major Fit	8	10%
Party Atmosphere	3	4%
Personal	6	7%
Smaller School	1	1%
Unknown	38	46%
Withdrawn	10	12%
<b>Grand Total</b>	<b>82</b>	<b>100%</b>

Mid-Term Grades	Number	%
Great	31	38%
Good	24	29%
Poor	17	21%
Withdrawn	10	12%
<b>Grand Total</b>	<b>82</b>	<b>100%</b>

Interesting Note: 67 students request transcripts in the first four weeks. Of those 48 are performing well academically (either great or good)

# Where are Transcripts Being Sent?

Allegany College of Maryland  
Arizona State University  
Calif U of Pennsylvania  
Columbus St Community College  
Florida Atlantic University  
Illinois State University  
Marshall University  
Penn State New Kensington  
Rider University  
Shepherd University  
The Ohio State University  
U of Illinois - Urbana-Champaign  
UNC Charlotte  
University of Arizona  
University of Dayton  
University of Maine  
University of South Carolina  
Washington-Jefferson Coll  
Western Governors University  
WVU Parkersburg

American University  
Bowling Green State University  
Cleveland State University  
Eastern Illinois University  
Florida International University  
Liberty University  
Montclair University  
Penn State University  
Rowan University  
Slippery Rock University  
The University of Texas El Paso  
U of Illinois Springfield  
UNC Wilmington  
University of Charleston  
University of Delaware  
University of Maryland  
Virginia Commonwealth University  
West Chester University  
Western Washington University

Anne Arundel Community College  
Bridgewater State University  
Coastal Carolina University  
Fairmont State University  
George Mason University  
Lorain County Community College  
Ohio University  
Randolph-Macon College  
Salisbury University  
Stockton University  
Towson University  
U of S Carolina  
University of Alabama  
University of Cincinnati  
University of Hartford  
University of Missouri  
Virginia State University  
West Virginia Wesleyan College  
Westmoreland Community College

# Current Status

- Began reviewing transcript data weekly to make calls to selected students.
- Students who returned calls (50%) were very happy to share. Students appreciated the calls, but most students were already firm in their decisions
- Of those who indicated willingness to accept help, we were able to resolve a small number of issues – college scholarships/changing majors, housing issues, connect to an advisor
- Goal remains to better understand the issues so we can solve the root problem – before they happen

# Next Steps

- Early identification and action remain key areas of focus
- Hoping to change transcript request process – simple questionnaire
- Developing a network of faculty and staff to help work with students
- Examining new types of data – the Potential of 20
  - Swipe cards (95/7)
  - Student Loans \$1-5K
  - WV Counties – 2 with 0%, 5 with 50%, 27 with 75%, 33 below University Average

**The journey of a  
thousand miles  
begins with one  
step.**

-- Lao Tzu



# Where I need your help...

- Changing the conversation from “you” to “us” – “it takes a village”
- Expanding the role of faculty, advisors, and staff in the process
- Developing intentional, intrusive, and scalable interventions
- Working collaboratively to identify where to expend energy
- Providing an early touch
- Re-recruiting our Freshmen to become Sophomores
- Growing participation in efforts.



# Fall 2019: Academic

- ALEKS/Math Placement
- Math Redesign
- Summer Preparation
- Course Redesign/Mountaineer Collaborative
- Major Pathways
- Coordinated Tutoring
- Courses in Major
- 191 Courses

# Fall 2019: Financial

- Financial Education
- Scholarship Portability (Centrally Funded)
- Intervention Funding
- Out of Aid Funding
- Strategic Work Study Utilization
- Strategic Campus Employment
- Strategic Residence Hall Scholarships

# Fall 2019: Connections

- Faculty and Staff Mentors
- Undergraduate Research
- Internships
- Rural Student Initiative
- WV County Initiative
- Affinity Groups (Veterans, First Generation, URM, etc.)

# Fall 2019: Actions/Interventions

- Case Management/Academic Intervention Team
- Positive Feedback
- Academic Nudges
- Academic Planning

# Questions?

