

Eight big ideas for student retention

NCASFAA Fall 2016

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Vice President





ONE

Analyze the data



8 BIG IDEAS FOR STUDENT RETENTION

Analyze the data

Retention Audit

- Is there evidence of institutional commitment to retention?
- Are our institution's goals designed to enhance retention?
- How well do our current retention strategies reflect a campus-wide commitment?
- How are our retention outcomes evaluated?
- Do our planning timelines reflect expectations for improving retention?
- How do we celebrate “retention champions?”

8 BIG IDEAS FOR STUDENT RETENTION

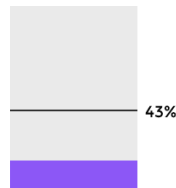
Analyze the data

Ways to measure and track student retention

- What measurement terms will we use?
- How do we currently measure these data?
 - How many first year students do we retain from first to second year?
 - How many students do we lose overall?
 - How many students make progress toward their goals?
- What is our graduation rate after two, three, four, five or six years?
- How many of our students persist after they transfer to other institutions?

Graduation & Retention

Graduation Rate

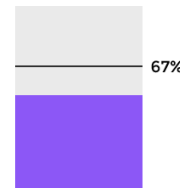


16%

↓ LOWER THAN AVERAGE

— National Average

Students Who Return After Their First Year



52%

↓ LOWER THAN AVERAGE

— National Average



TWO

Calculate the cost of attrition



8 BIG IDEAS FOR STUDENT RETENTION

Calculate the cost of attrition

Cost of attrition

- How many students do we lose during the first term? During the first year?
- How many students do we lose overall?
- How much revenue is lost per student?
- What would happen if we lost 2%, 5% or 8% fewer students?
- What decrease in attrition is realistic for our institution?



THREE

Focus on FASFA Completion



8 BIG IDEAS FOR STUDENT RETENTION

Focus on FAFSA Completion – Rank, State, Estimated FAFSA Completion Rate as of 4/15/16

1	Tennessee	62.3%	18	California	42.1%	35	Texas	34.6%
2	Massachusetts	52.1%	19	Virginia	41.9%	36	Arkansas	34.0%
3	District of Columbia	51.4%	20	Michigan	41.9%	37	Colorado	33.5%
4	West Virginia	50.0%	21	Vermont	41.8%	38	Idaho	33.1%
5	Rhode Island	49.3%	22	Pennsylvania	41.5%	39	Washington	33.1%
6	Illinois	48.3%	23	Missouri	40.9%	40	New Mexico	32.5%
7	Indiana	48.2%	24	Iowa	39.9%	41	Georgia	32.1%
8	New Jersey	47.5%	25	North Carolina	39.4%	42	Oklahoma	31.9%
9	Connecticut	47.4%	26	Oregon	39.1%	43	North Dakota	30.8%
10	Delaware	47.3%	27	Nebraska	39.0%	44	Louisiana	30.4%
11	Kentucky	46.1%	28	Montana	37.9%	45	Alabama	30.2%
12	New York	45.4%	29	Wisconsin	37.9%	46	Wyoming	29.2%
13	New Hampshire	44.9%	30	South Dakota	36.5%	47	Nevada	28.9%
14	Hawaii	44.8%	31	South Carolina	36.3%	48	Florida	28.3%
15	Maryland	44.7%	32	Kansas	36.1%	49	Arizona	24.8%
16	Maine	44.5%	33	Mississippi	35.0%	50	Alaska	23.6%
17	Ohio	44.2%	34	Minnesota	34.8%	51	Utah	18.6%





FOUR

Provide money management education



8 BIG IDEAS FOR STUDENT RETENTION

Provide money management education

Provide your students, their families and the campus community with information on how to manage their finances

- Campus community
 - Risk
 - Goals, roles, process
- Financial literacy
 - Not how do we make them consume this information, but how do we make them WANT to consume it
 - Easy to access, easy to consume
 - Ongoing
 - Audiences and topics

Full-time Beginning Undergraduate Students

- Beginning students are those who are entering postsecondary education for the first time.

TYPE OF AID	NUMBER RECEIVING AID	PERCENT RECEIVING AID	TOTAL AMOUNT OF AID RECEIVED	AVERAGE AMOUNT OF AID RECEIVED
Any student financial aid ¹	277	98%	—	—
Grant or scholarship aid	260	92%	\$2,446,558	\$9,410
Federal grants	218	77%	\$991,258	\$4,547
Pell grants	218	77%	\$955,796	\$4,384
Other federal grants	59	21%	\$35,462	\$601
State/local government grant or scholarships	118	42%	\$222,520	\$1,886
Institutional grants or scholarships	185	65%	\$1,232,780	\$6,664
Student loan aid	217	76%	\$1,513,636	\$6,975
Federal student loans	217	76%	\$1,466,312	\$6,757
Other student loans	7	2%	\$47,324	\$6,761

- ¹ Includes students receiving Federal work study aid and aid from other sources not listed above.

All Undergraduate Students

TYPE OF AID	NUMBER RECEIVING AID	PERCENT RECEIVING AID	TOTAL AMOUNT OF AID RECEIVED
Grant or scholarship aid ¹	1,461	83%	\$12,557,231
Pell grants	1,122	64%	\$4,894,091
Federal student loans	1,216	69%	\$9,502,051

- ¹ Grant or scholarship aid includes aid received, from the federal government, state or local government, the institution, or the institution known by the institution.



FIVE

Keep students on track



8 BIG IDEAS FOR STUDENT RETENTION

Keep students on track

Help your students stay on track for their educational goals

- [Guided Pathways to Success](#)
- [15 to Finish](#)
- Intrusive advising
 - Program vs term level





SIX

Address remedial education

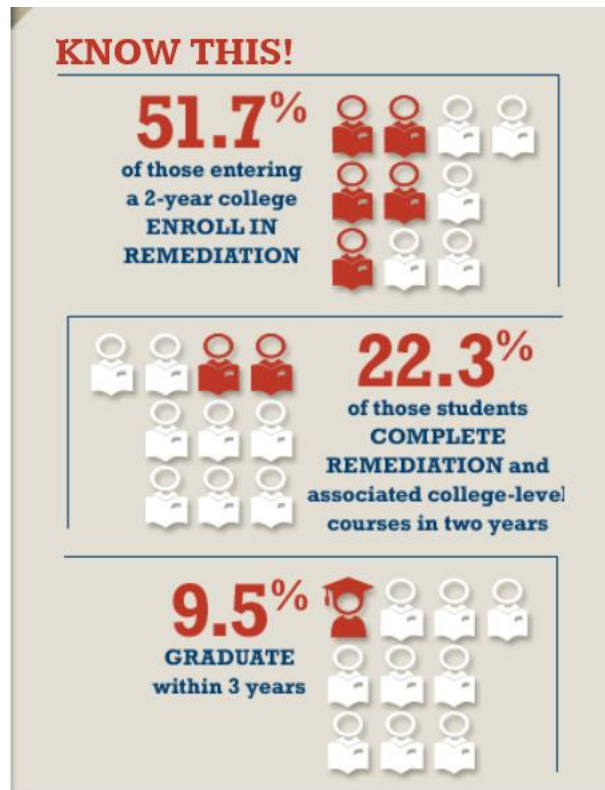


8 BIG IDEAS FOR STUDENT RETENTION

Address remedial education

Co-requisite remediation

- Default more students into college level courses
- Alternative support
- Align math courses with programs of study
- Summer bridge programs





SEVEN

Leverage the power of peers



8 BIG IDEAS FOR STUDENT RETENTION

Leverage the power of peers

“Peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors and health and achievement outcomes.”

[Advocates for Youth, "Peer Programs: Looking at the Evidence of Effectiveness, a Literature Review"](#)

TMCC FLAMES

The TMCC Financial Literacy and Money Education by Students (FLAMES) program is designed to help students in all aspects of financial literacy, and has already helped hundreds of students!

FLAMES is a student-led financial mentoring program designed to help educate students in financial literacy. FLAMES peer mentors are trained to help students with budgeting, FAFSA applications, student loans, basic money management, and banking skills along with a variety of other topics. FLAMES services are available to all TMCC students as well as TMCC employees free of charge.

FLAMES can help you with:

- Simple Budgeting
- Understanding Credit
- Banking Basics
- Credit Cards
- Fraud Prevention
- [FAFSA Applications](#)
- [Student Loans](#)
- [Grants and Scholarships](#)
- One-on-One Mentoring
- [How to Pay for College](#)
- Developing Financial Security





EIGHT

Take action NOW



8 BIG IDEAS FOR STUDENT RETENTION

Take action NOW

Action planning for student success

- What are the areas of greatest risk for our students?
- What are our goals?
- What strategies do we implement?
- What criteria do we use to measure the outcomes?
- Who's responsible?
- What is the timetable?

Sample Retention Action Plan

RISK AREA: Academic Advising			
GOAL: Student satisfaction with academic advising will improve by 1.00 on the academic advising scale of the Student Satisfaction Inventory™.			
KEY STRATEGY: Establish a training program for academic advisors.			
OUTCOME CRITERIA: The following criteria will be used to evaluate the strategy:			
<input type="checkbox"/> Was an advising committee appointed? <input type="checkbox"/> Did the administration support the committee? <input type="checkbox"/> Was an academic advising manual completed? <input type="checkbox"/> Was a training plan developed? <input type="checkbox"/> Was training delivered? <input type="checkbox"/> Did at least 50% of faculty advisors participate? <input type="checkbox"/> Did student satisfaction scores on academic advising scale improve?			
IMPLEMENTATION SCHEDULE			
Steps	Responsibility	Beginning Date	Completion Date
1. Form a committee of faculty members interested in advising.	VP Academic Affairs	September 1	October 1
2. Support attendance at NACADA conference for at least two members.	VP Academic Affairs	September 15	November 15
3. Write a job description for the coordinator of academic advising.	Advising Committee	November 1	December 1
4. Discuss at Dean's Council Meeting.	VP Academic Affairs	December 15	December 15
5. Finalize job description.	VP Academic Affairs	January 1	January 15
6. Post position internally.	Human Resources	January 15	January 30
7. Conduct interviews.	Advising Committee	February 15	February 28
8. Hire coordinator.	VP Academic Affairs	March 1	March 15
9. Develop plan for advisor training.	AA Coordinator	April 1	May 1
10. Develop advising manual.	AA Coordinator	May 1	June 1
11. Review manual.	Deans	June 15	July 1
12. Conduct advising workshops.	AA Coordinator	August 17	August 17
13. Conduct first of four advising workshops.	AA Coordinator	October 15	October 15
14. Get feedback from participants.	AA Coordinator	October 15	October 31
15. Continue ongoing training opportunities.	AA Coordinator	November 1	May 1
Coordinator: Dr. Carol Brown, Professor of Sociology			
Budget/Reallocation Plan: Each department will contribute to the support of the Academic Advising Coordinator.			
Outcome(s) Anticipated: Student satisfaction with academic advising will exceed the expectations established.			





EIGHT

Analyze the data

Calculate the cost of attrition

Focus on FASFA completion

Provide money management education

Keep students on track

Address remedial education

Leverage the power of peers

Take action NOW



STUDENT CONNECTIONS

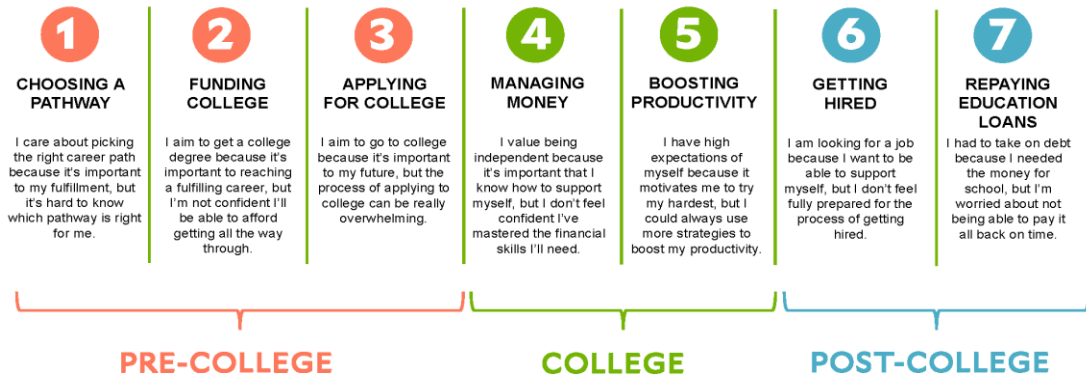
Borrower Connect

- Analyze data
- Contact and counsel
- Track results
- [Request a demo](#)



STUDENT CONNECTIONS

Success Center



Collaborative

Developed and continuously improved with input from advisory boards of students and academic experts.

Student-centric

Interactive, multi-platform engagement creates a virtual personal assistant that accommodates students' diverse learning styles and schedules.

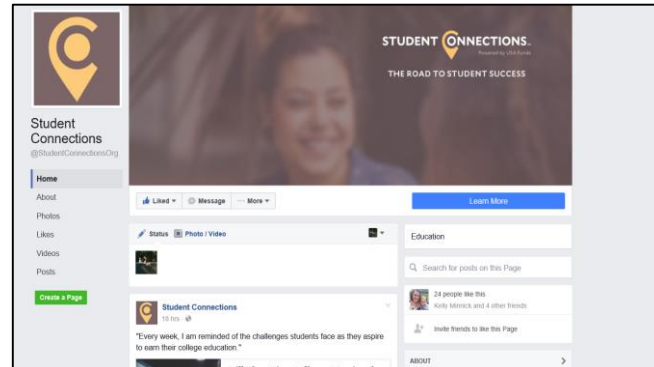
Innovative and Experienced

Game-changing insight and technology grounded in decades of experience designing student success curricula that improve student outcomes.



STUDENT CONNECTIONS

Easy Resources



STUDENT CONNECTIONS

George R Covino



Connect

- George.covino@studentconnections.org
- 317-806-0177
- [@GeorgeRCovino](https://www.instagram.com/GeorgeRCovino)
- [LinkedIn](#)

Conference

- [MASFAA](#), 10/2, Kansas City, MO
- [TASFAA](#), 10/5, Frisco, TX
- [NYSFAA](#), 10/17, Verona, NY
- [SWASFAA](#), 11/9, Oklahoma City, OK
- [MASFAP](#), 12/12, Lake Ozark, MO

STUDENT CONNECTIONSSM

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