

# **Increasing University-Wide Accountability for Student Success**

## **CAIR Conference 2011**

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# CLU At A Glance

- ▶ CLU serves approximately 2700 undergraduates and 1400 graduate students
  - ▶ Located halfway between Los Angeles and Santa Barbara.
  - ▶ CLU is a comprehensive university
  - ▶ For more information: [www.callutheran.edu](http://www.callutheran.edu)
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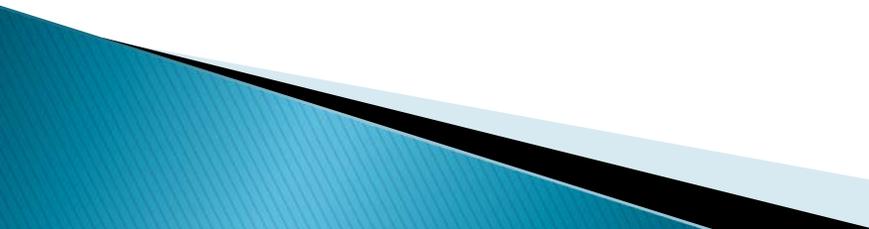
# The CLU

## Student Success Story

**Past** → **Present** → **Moving Forward**

# The Past

- ▶ Associate Provost for Academic Services and Registrar's Student Success Communication Campaign achieved buy-in that:
  - All campus constituencies play a role in student success
  - A comprehensive university should have a comprehensive retention plan
  - Comprehensive analysis made fiscal sense
  - Enrollment management needed to include retention and graduation data
  - Paying equal attention to all populations is just the right thing to do
  - Lead to creation of the Director of Retention position

- ▶ Under the direction of the Director of Retention we have:
    - Developed and implemented a comprehensive University Retention Plan
    - Activated Graduate and Undergraduate Retention Committees
    - Implemented Hobsons EMT Retain Software
    - Established methodology for retention and graduation rates all student populations
    - Created an annual Student Retention Report
    - Demonstrated that simple data can go a long way when communicated campus wide
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# “One Student At a Time”

## The Student Retention Report

- ▶ Includes five sections:
  - Demographics on all student populations
  - Traditional Undergraduates (TUG) Data
  - Adult Degree Evening Program (ADEP) Data
  - Graduate Program (GRAD) Data
  - Spotlight Program Data
- ▶ Printed for conversation factor
- ▶ Located on assessment website
- ▶ Shared face-to-face across campus

**“One Student at a Time”  
Mythbusters  
Student Retention Report  
2010-2011**

Cathy Alexander  
Maria Kohnke  
Angela Naginey

# What group of first-time freshmen retain and graduate at higher rates?

1. On Campus Residents
2. Commuters



## Answer: #2 (Page 29)

- ▶ The **Commuter** student six-year graduation rate (five-year average) is 67%, **3% higher** than the residential student rate, 64%.
- ▶ The gap increases to **7%** in the seven-year plus rates:
  - 65% for residential students
  - 72% for commuter students

**Following national trends, the six-year graduation rate (five-year average) for CLU first-generation, first-time freshmen is lower than their peers.**

1. True
2. False

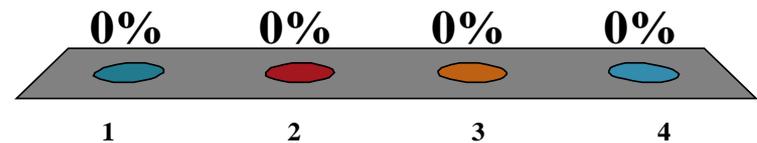


# Answer: #2, False (Page 32)

- ▶ 80% of first-generation, first-time freshmen retain to the second-year (five-year average), **2% higher** than their peers.
- ▶ The six-year graduation rate (five-year average) is the **same** for both groups, 65%.

# Where do most attrited students, who started as first-time freshmen, go first after leaving CLU.

1. 4-Year California
2. 4-Year Out-of-State
3. 2-Year California
4. 2-Year Out-of-State



# Answer: #3 (Page 37)

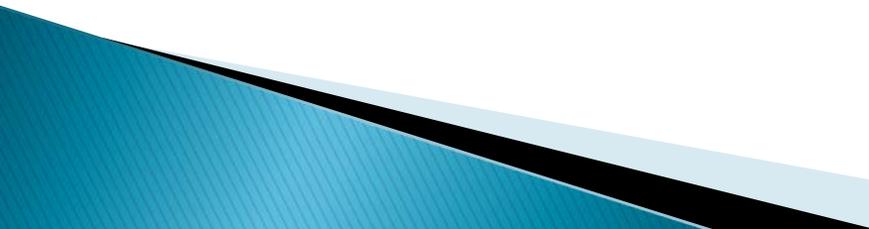
1. 14% = 4-Year California
  2. 19% = 4-Year Out-of-State
  3. 35% = 2-Year California
  4. 6% = 2-Year Out-of-State
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- 26% = No Institution Found

**The second-year retention rate (five-year average) of CLU first-time freshmen is 6% below the CLU Comparison Group.**

1. True
2. False

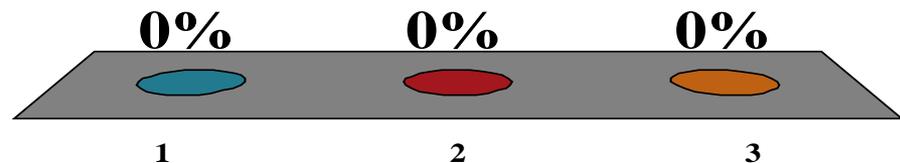


# Answer: #2 (Page 41)

- 79% of CLU first-time freshmen retain to the second year **6% below** the CLU Comparison Group average of 85%.
  - 64% of CLU first-time freshmen graduate within six years **7% below** the CLU Comparison Group average of 71%.
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# The retention and graduation rates for transfer students who attended any Ventura County Community College (VCCC) compared to students who did not are:

1. Better
2. The Same
3. Worse

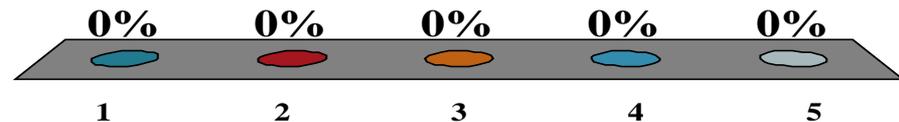


# Answer: #2, Better (Page 46)

- Second-Year Persistence (five-year avg.)
  - Attended a VCCC = 90% retained to second year or graduated
  - Did not attend a VCCC = 77% retained to the second year or graduated
- Six-Year Graduation Rates (five-year avg.)
  - Attended a VCCC = 81% graduated by sixth year
  - Did not attend a VCCC = 62% graduated by sixth year

# What percentage of ADEP students, who persist to the second year, graduate within 6+ years?

1. 98%
2. 88%
3. 78%
4. 68%
5. 58%



# Answer: #5, (Page 51)

- ▶ 80% of ADEP students persist to the second-year (five-year average) and **58%** graduate within 6+ years.

# MBA students retain to the second-year at the same rates regardless of program?

1. True
2. False

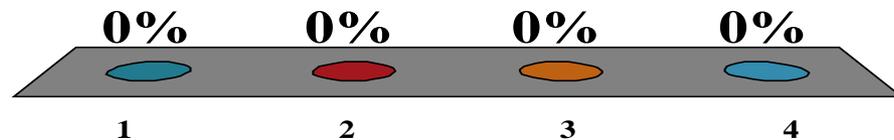


# Answer: #2, False (Page 57)

- ▶ Although 89% of all MBA students retain to the second year the rates differ by program.
  - 86% = On campus MBA
  - 96% = International MBA
  - 75% = Online MBA in Financial Planning

# What percentage of first-time freshmen who retain into their fourth year won't graduate by the following August?

1. 4%
2. 8%
3. 14%
4. 24%



# **Answer: #2 or 3**

## **Ranges between 8%-14% (Page 75)**

### **▶ Outcomes**

- Implemented strategies
  - Four to Finish
  - Commencement Ceremony Participation Crackdown
  - Completion Strategies

# The Present

- Actively telling the student success story
  - Achieving buy-in from campus constituencies
  - Communicating urgency of student success
  - Stimulating the discussion of further initiatives
  - Celebrating successes and evaluating misses
  - Fighting complacency
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# Moving Forward

- ▶ Seeking even more campus awareness
  - ▶ Closing the loop on campus-wide accountability
  - ▶ Receiving requests for data and expanded analysis
    - Collaborating with Student Affairs on co-curricular assessment
    - Adding a research section to Student Retention Report
  - ▶ Implementing new initiatives
    - Improved tracking of student progress
    - Biology Learning Community
    - Supplemental Instruction
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# Discussion-Questions-Comments

**“In God we trust;  
all others must bring data.”**

**W. Edwards Deming**

*Competing on Analytics: The New Science of Winning*