Unlocking The Secrets Of College Retention

FREE WEBINAR:
Tuesday, Oct. 18, 2011
2 to 3 p.m. EDT
Unlocking the Secrets of College Retention

Caralee Adams
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Unlocking the Secrets of College Retention

Expert Presenters:

**Carla Wood**, director of academic success/retention czar at Philander Smith College in Little Rock, Ark.

**Julie Kashen**, senior vice president, SingleStop USA, a major national poverty-fighting organization
An on-demand archive of this webinar will be available at www.edweek.org/go/webinar in less than 24 hrs.
Unlocking the Secrets of Student Retention

Presented by Carla Wood
The caring attitude of college personnel is viewed as the most potent retention force on a campus

Austin, 1993(p. 17)
Philander Smith College Renaissance Plan

Mission

Philander Smith College’s mission is to graduate academically accomplished students who are grounded as advocates for social justice, determined to change the world for the better.

Vision: To Experience a Renaissance.

Philander Smith College will become a competitive institution within its peer group in the region and the UNCF, ranking above average in key indicators, including retention, graduation, and enrollment.
Retention Defined

• Successful completion of a student's academic goals (Levitz, 2001).

• A student meets clearly defined educational goal whether that be course credit, career advancement or new skill acquirement (Tinto, 1991).
Student Attrition Defined

The reduction in numbers of students attending courses as time goes by.
Other terms to go along with Student Retention

• Persistence (term to term)
• Progression (success term to term)
• Retention (Fall to Fall)
• Graduation/Completion
Some common risk factors

**Academic**
- Underprepared
- Poor academic skills
- Poor study habits
- Don’t see the value in certain courses
- Low academic performance
- Too little/late feedback from faculty

**Personal**
- Lost
- Low self-esteem
- Immature
- Overwhelmed
- Unrealistic expectations
- Incongruence
- Role Strain
Continued Risk

- Life
- Financial Difficulty
- Health problems
- Self or family member
- Work/Career conflict
- Institutional
- Scheduling problems
- Billing problems
- Negative attitudes
- Academic Programs not available
- Experience poor teaching
Two Myths associated with Student Retention

- Some believe they are being asked to lower their academic standards
- While others believe efforts should be focused primary on remediation
This is a problem

Nationally 30-55% of all students who entered the corridors of academia this year (fall 2009) will fail to graduate within 6 years.
Academic Success Programs

Academic Success Center

Student Retention

Early Alert System

Academic Coaching

Philander Smith College
Academic Success and Student Retention
Department of Academic Success Programs

Fall 2009

IDEC to ASC
- Provided out of class support for students enrolled in developmental studies coursework
- Dev. Eng, Dev. Math and Dev. Reading

Spring 2011

- Academic Coaches
- Early Alert System
- Campus wide tutoring
- Summer Enrichment Academy
- Exit Interview
- ACT Compass Assessments
- Academic Success Strategist
- Retention Advisory Committee
- Financial Literacy Fridays
We offer FREE

- Early Alert
- P.A.S.S. (Peer Assisted Study Sessions)
- Professional Tutoring
- Intake and Exit interviews
- Student Satisfaction Surveys
- Academic Enrichment Classes
What’s up with the Early Alert and Updates at PSC

• Launched Jan, 13, 2010
• To date 99 students have been referred
• 100% have been contacted
Via text messaging, email, phone, office visit, and correspondence
Don’t take our word for it....

Over 1500 Students served last year alone!!
We sent over 36 text messages a day, for 16 weeks!
You do the math!!
Don’t take our word for it....

Over 3000 documented students contact instances last year alone!!

We sent an average 36 text messages a day, for 32 weeks!

You do the math!!
Exit Surveys and Interviews

- Sent out 114 email invitations
- 35% respondent rate (39)
- Conducted 21 face to face exit interviews with students who decided to leave the institution at the beginning, middle and end of the fall semester.
- 18 of 21 decided to stay after our exit interview (80%)
Department/Division that have referred students through the Early Alert System

- Academic Success Center, 37.2%
- Arts and Humanities, 24.5%
- Natural and Physical Science, 29.8%
- Social Science, 5.3%
- Education, 1.1%
- Business and Economics, 2.1%
Our goal is graduate you with credentials
AND
A good credit score!
Ensuring we get a good R.O.I
Innocent game of cards so they think...
What did you just say about credit...?
Let the teaching begin...
It’s cheaper to keep them!

- The cost of recruiting one new student to college in most cases approximates the cost of retaining 3-5 already enrolled students.

   Noel Levitz
The more chance there is of stubbing your toe, the more chance you have of stepping into success.

-Anonymous
And then there is more

- PSC Summer Enrichment Academy (S.E.A)
Return to the ASC for FREE tutoring a chance to win the T-Shirt of the Week!

OK not to miss a day!

PSC Academic Success Center
Pick up your pass

How to sign up for tutoring
• Go to PSC main page
• Click on the Student Success button at the very bottom
• This will take you to the ASC web page, at the bottom click on the “ASC on Facebook” link
• In the left sidebar, click “Need Help?” link

Signing up for a tutor part II
• This will take you to the “Need Help?” page
• Click on the “Need Help?” image
• Fill out the form
• You will receive a call from the ASC confirming your request
Activities

• Recruit Back activities
• Spring 2010 Exit Survey (75 sent to non returners on 1-19-2010)
• Academic Success Plans for those on Academic Probation
• Self Assessment Surveys
• Early Alert
• Drop-in tutoring for General Education Courses
• Academic Coaching/Editing Sessions
• Exit Interviews
Academic Success Programs addressing the affective and cognitive needs of our students

- Measure of how much student growth and learning takes place
- Measure how valued and respected students feel on campus
- Measure how effectively PSC delivers what students expect, need and want
Bottom Line

• In order to remain competitive in a global economy we must enable a greater percent of our students to persist until degree completion.

• Student Retention is the byproduct of ... STUDENT SATISFACTION!!!!!
Thank You!

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For more information you may contact:

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Increasing Student Retention and Completion in Community Colleges

Julie Kashen
Senior Vice President

Single Stop USA
More than 12 million students enroll in community colleges each year.

- Have annual HH income less than $20,000: 29%
- Raise children: 35%
- Are dependents: 40%
- Age 23 or younger: 47%
- Attend college part-time: 62%
- Work full- or part-time: 79%

Far fewer than half of community college students will finish, many due to unmet financial need.

Yet, every year, billions in existing resources go unclaimed.

The safety net that is supposed to support these students is weakened by silos and gaps.
Financial interventions and coordinated services can dramatically increase rates of retention.

**Percent Change in Retention Rates**

- Delgado Community College and Louisiana Technical College – West Jefferson (New Orleans, LA) Open Doors Scholarship Program
- Martin Community College (Williamston, NC) Dreamkeepers Program
The Single Stop model is coordinated, comprehensive assistance, embedded in existing structures.

Benefits
- 1-2 FTE
- Site triage/intake and referrals
- Primary operational contact for Single Stop

Tax Preparation
- Robust on-site tax campaign
- Coordination with local capacity
- Year round services

Legal
- On-site 1+ day per week
- Comprehensive legal services
- Advice and counsel, brief service and full rep

Financial
- Onsite 1+ day per week
- Comprehensive counseling/coaching
- Immediate and long-term needs addressed
A fully integrated approach strengthens supportive services, augments financial aid and increases operability.
In 2010, Single Stop connected more than 10,000 students to benefits and services worth over $23 million.
Educational attainment yields increased earnings and economic mobility.

Mean Earnings by Education Level

- HS Drop Out: $19,915
- HS Graduate: $29,448
- Some College: $31,421
- AA: $37,990
- BA: $54,689

Factors are converging to present a unique and timely opportunity this is “The Community College Moment”.

- Labor Demand
- Government Action
- Private Sector Engagement
- Philanthropic Investment
We are re-envisioning student supportive services and financial aid.
Our long term vision is the institutionalization of these services at every community college in the country.
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