INCREASING YOUR RETENTION AND GRADUATION RATES

John W. Dysart
President, The Dysart Group
WHAT YOU ALREADY KNOW

• Changing Demographics
• More Government Oversight
• Accreditation Focus on Outcomes
• Reauthorization

I'M FROM THE GOVERNMENT, I'M HERE TO HELP

The most terrifying words in the English Language
RETENTION AND GRADUATION:
MORE THAN 50 YEARS OF RESEARCH, MEETINGS AND DISCUSSIONS
AT RISK STUDENT POPULATIONS

- Minority Groups
- Low Income
- First-Generation
- Men
- Low High School Grade Point Average
- Low Standardized Test Score
6-YEAR GRAD RATES BY ETHNICITY

Graduation Rates

- Black: 0.38
- Hispanic: 0.458
- White: 0.62
- Asain: 0.632

National Student Clearinghouse Research Center
DIVERSITY AND AVERAGE INCOMES

- Asian: $74,297
- Hispanic: $42,291
- White: $60,256
- Black: $35,398

Average Income

$0 $20,000 $40,000 $60,000 $80,000
6-YEAR GRAD RATES BY PELL GRANT ELIGIBILITY

![Graduation Rates Bar Chart]

- Pell Eligible: 0.444
- Not Pell Eligible: 0.637

Pell Institute
6-YEAR GRAD RATES FAMILY PARTICIPATION

Graduation Rates

- Not Low Income/Not First Generation: 0.712
- Low Income/First Generation: 0.316

Pell Institute
6-YEAR GRAD RATES BY GENDER

Graduation Rates

Women

Men

0.52 0.54 0.56 0.58 0.6 0.62

Graduation Rates

NCES
6-YEAR GRAD RATES BY HIGH SCHOOL GPA

Graduation Rates

- 2.5-2.9: 0.409
- 3.0-3.49: 0.568
- 3.5-4.0: 0.773

GPA CALCULATOR
6-YEAR GRAD RATES BY SAT

Graduation Rates

<table>
<thead>
<tr>
<th>SAT Range</th>
<th>Verbal</th>
<th>Math</th>
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<tbody>
<tr>
<td>700-800</td>
<td>0.858</td>
<td>0.836</td>
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<tr>
<td>600-699</td>
<td>0.748</td>
<td>0.804</td>
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<td>500-599</td>
<td>0.669</td>
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<tr>
<td>400-499</td>
<td>0.561</td>
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<td>300-399</td>
<td>0.398</td>
<td>0.388</td>
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<tr>
<td>200-299</td>
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<td>0.224</td>
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</table>

GPA CALCULATOR
COMMON STRATEGIES

- Retention Coordinator
- Learning Communities
- Mentoring
- Early Warning Systems
- Improve Academic Quality
- Academic Support Services
- Orientation
- Student Success Course
- Summer Programs
COORDINATED APPROACH WITH PROVEN TACTICS

- Technology
- Financial Aid Office
- Business/Bursar’s Office
- Athletics Department
- Student Services
- Academic Division
- Parents
- Full-Time Academic Advisors/Student Advocates
TECHNOLOGY

• Must Have a Comprehensive Early Warning System Easily Utilized by Faculty, Staff, Administrators and Coaches
• Pharos Resources
• Starfish Retention Solutions
• Institutional Requirement
• Report Systems for Accountability
FINANCIAL AID OFFICE

• Aggressive Reminder System
• Early Packaging
  – More Time for Financial Planning
• Realistic Packaging Policy
  – Reduced WD Rates
  – Reduced AR Balances
  – Better Higher Discount with More Students
• Appeals
• Coordination with Business Office
• Report Late Financial Aid Applicants
• Obsession with Discount Rates
• Public Discount Rate of 26%
• Actual Discount Rate of 36%
• $6,498,000 in Accounts Receivable
• Enough to Fund $3,000 in NBFA
• 42% Effective Discount Rate
• 51% Retention Rate
• 29% Six-Year Graduation Rate
BUSINESS/BURSAR’S OFFICE

- Monitor Payment Plans Monthly
- Coordinate with Financial Aid Office
- Covering Partial or Total Balances
- Summer Work Program
ATHLETIC DEPARTMENT

• Require Academic Orientation for Athletes
• Formal Referral Program for Coaches
• Hold Coaches Accountable for Referrals
• Students Unlikely to Make Teams
• Athletes Unlikely to Play
• Roster Size/Over-Recruitment
STUDENT SERVICES

- Monitor Participation Rates
- Formal Referral Program
- Co-Curricular Transcript
- Coordinate with Career Services
• Early Testing
• Take Attendance
• Required Referrals
• Review Grades for General Education Courses
  – Plan Study Halls
  – Plan Academic Support Services
• Compare Grades as Function of Section
• Identify Courses with Low Levels of Student Success
• Meet with Department Heads Every Term
• Report Academic Transcript Requests
• Comprehensive Review of Academic Policies with Specific Regard to Transfer Credits, Credit Counts for Graduation, AP Credit, Electives-Impact of Late Grad
PARENTS

- Private Orientation Session for Parents
- Notify Parents of Referrals
- Checklists
- Newsletter
- FERPA Waivers
FULL-TIME ACADEMIC ADVISORS/STUDENT ADVOCATES

- Why Professionals?
- Structure
- Academic Advising
- Proactive Intervention
- Broad Authority Backed by President
WHY PROFESSIONALS

- Faculty Training
- Full-Time Job
- Requirements and Accountability
- 40 Hours a Week
- Four Individuals = 8,000 Hours a Year
STRUCTURE

- One for Every 200-250 Students
- $40,000
- Evening Hours
- Telephone Outreach
- Text Messaging
- Attend Campus Events
- Training
  - SAP
  - Financial Aid
  - Identify Transfer Student FA Problems Immediately Upon Enrollment and Make Decisions
  - Basics of Each Major
ACADEMIC ADVISING SPECIFICS

• Establish/Review Goals Each Session
  – Academic
  – Social
  – Financial
  – Spiritual
  – Career
  – Reminder
  – Explain How Each Course is Important for Academic and Career Outcomes

• Review Co-Curricular Transcript

• Dissuade from Inappropriate Majors-New major or Academic Support Plan

• Monitor FA Aggregate Limits and Satisfactory Academic Progress
PRO-ACTIVE INTERVENTION

- Referrals
- Academic Transcript Requests
- Attend Classes with Low Success Rates
- Late Financial Aid Applicants
- Late Payments
- Outstanding Balances
- Lack of Participation
- Missed Pre Registration Deadlines
- Contact Rates Must be Tracked and Reported
- Putting it All Together
SAMPLE INTERVENTION

- Identified Problem
- Financial Aid Recalculated without Parent Income
- Met with Business Office for New Payment Plan
- Move On Campus Immediately
- Summer Housing
- Appointment with Counseling Center
BROAD AUTHORITY BACKED BY PRESIDENT

- Power to Coordinate Efforts
- Campus Wide Cooperation
- Accountability Across Campus