Stewards of Student Success

FOCUS ON RETENTION

Keene State College
Wisdom to make a difference.
WHY FOCUS ON RETENTION?
If we enroll our normal market share of first-year students and retain them about as we are now.

If we enroll 1300 first-year students and begin improving retention 1% per year starting with the cohort that enters in 2015.
Improved Retention

• Helps students meet their educational goals
• Provides a stable enrollment model
• Costs less than recruiting
• Allows us to recruit stronger students
WHO ARE OUR FIRST-YEAR STUDENTS?
Who Are Our First-Year Students?

One in five KSC students fear that financial issues will keep them from completing their degree.
Who Are Our First-Year Students?

Percentage Who Received Tutoring or Remedial Work in High School

- **Mathematics**: 19% (KSC), 11% (Public 4-Year Colleges)
- **English**: 15% (KSC), 11% (Public 4-Year Colleges)
- **Science**: 15% (KSC), 9% (Public 4-Year Colleges)
- **Reading**: 14% (KSC), 10% (Public 4-Year Colleges)
- **Foreign Language**: 13% (KSC), 9% (Public 4-Year Colleges)
- **Writing**: 13% (KSC), 9% (Public 4-Year Colleges)
- **Social Studies**: 11% (KSC), 7% (Public 4-Year Colleges)
Who Are Our First-Year Students?

Percentage Who Expect to Need Tutoring or Remedial Work in College

It appears that KSC students who had tutoring in high school expect to need tutoring in college, but those who did not have tutoring in high school don’t expect to need it here.
Who Are Our First-Year Students?

Average SAT Scores (Math + Reading)

Difference is primarily in math scores

National Average

KSC

2009 2010 2011 2012 2013
Who Are Our First-Year Students?

Math Courses in High School

- Algebra II: 97% (KSC), 98% (Public 4-yr Colleges)
- Pre-Calc/Trig: 55% (KSC), 74% (Public 4-yr Colleges)
- Calculus: 8% (KSC), 20% (Public 4-yr Colleges)
Who Are Our First-Year Students?

Academic Self-Concept

Based on self-assessments of:
- Academic Ability
- Mathematical Ability
- Intellectual Self-Confidence
- Drive to Achieve
HELPING STUDENTS SUCCEED
Helping Students Succeed

1\textsuperscript{st}-Year Retention Rate

Goal: 85% +
Helping Students Succeed

Groups with lower retention rates than the whole cohort:

• First-Generation Students (41% of the cohort)
• Low-Income Students (25%)
• Students of Color (7%)
• Undecided Students (22%)
Helping Students Succeed

Groups with lower retention rates than the whole cohort:

• First-Generation Students (41%)
• Low-Income Students (25%)
• Students of Color (7%)
• Undecided Students (22%)

But Leadership Scholars are retained at the same rate as Presidential Scholars!
Helping Students Succeed

Predictors of retention and progress toward graduation:

• Completing 30 credits in Year 1
• Completing ITW/IQL in Year 1
• Managing your life well enough to stay off the Students of Concern list
Helping Students Succeed

Predictors of retention and progress toward graduation:

• Completing 30 credits in Year 1
• Completing ITW/IQL in Year 1
• Managing your life well enough to stay off the Students of Concern list

(Students who “get with the program.”)
Helping Students Succeed

Predictors of retention and progress toward graduation:

• Completing 30 credits in Year 1
• Completing ITW/IQL in Year 1
• Managing your life well enough to stay off the Students of Concern list

• The benefits of these factors persist to the junior year.
Helping Students Succeed

What students do is more important than who they are in predicting retention.

Students in the at-risk groups who manage to complete 30 credits and ITW in Year 1 are as likely to be retained as those who are not in at-risk groups.
Helping Students Succeed

Things that may keep students from completing 30 credits in Year 1:

• Easy Withdrawal – Encouragement to Withdraw
• Gateway Courses – High DFWI Rates (as opposed to GPA)
• Poor Academic Preparation in Some Areas
• Personal/Social Issues – Alcohol, Roommate/Family Issues
• Need to work
• Inaccurate assumptions about the demands of college-level work
• Failure to access support
• Poor academic self-confidence
Some Good News to End With

KSC 4-Year Graduation Rate

We can make changes that improve student outcomes.