Student Retention Efforts

Initiatives and Results

Welcome

- Discussion Leader

  Jason Maseberg-Tomlinson

  Director of Student and Faculty Services

  K-State Global Campus

  jasontom@ksu.edu / Ph# 785-532-2481

- Online/Distance Students in Credit Programs
  - Undergraduate and Graduate offerings

When do you think about and make plans for retention?

Student Engagement Span

Recruitment → Application → Enrollment → Attrition → Graduation

Student Engagement Span

Recruitment → Application → Enrollment → Attrition → Graduation

Recruitment

| Recruitment | Application | Enrollment | Attrition | Graduation |

- Campaigns with information on academic programs, student services and supports
  - Physical packets
  - Email "flip book" link
- "Resource awareness" up front

KANSAS STATE
U N I V E R S I T Y

Application

Recruitment → **Application** → Enrollment → Attrition → Graduation

- Build rapport with staff who can help when problems arise
- K-State Global campus sends an email to each student who has submitted an application, asking if they have questions (transcripts and fee)

KANSAS STATE
UNIVERSITY

enrollment

Recruitment → Application → **Enrollment** → Attrition → Graduation
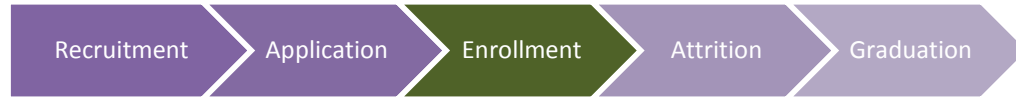
- Admitted but not yet enrolled
  - Message from advisors to students who have yet to enroll
  - They came this far, don't lose them
 - Keep channels open; some students may take a semester or two

KANSAS STATE
U N I V E R S I T Y

enrollment

Recruitment ▸ Application ▸ **Enrollment** ▸ Attrition ▸ Graduation
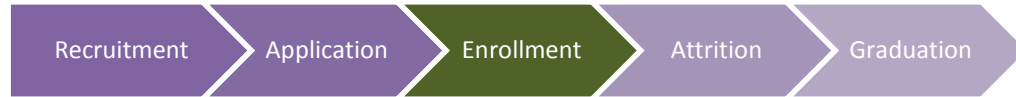
- Enrolled but not active in their courses
  - Engagement Report and Email Campaign
    - Enrolled but not active in classes first seven days
    - Check with your LMS for reports
  - Withdrawals might be the best option to engage student in future

KANSAS STATE
UNIVERSITY

Enrollment

Recruitment → Application → **Enrollment** → Attrition → Graduation
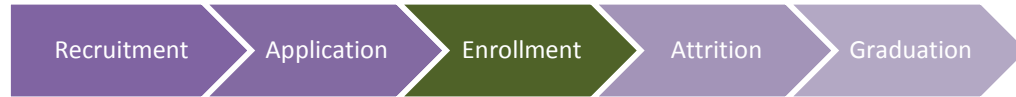
- ## Current Students
  - Messages about services available (financial assistance, tutoring, career support)
  - First semester survey (collect feedback early and get their opinion)

KANSAS STATE
UNIVERSITY

"Attrition"

Recruitment › Application › Enrollment › **Attrition** › Graduation

- "Stop out" emails from advisors for if there is one semester of non-activity / Spring email to all K-State students not enrolled
- "Drop out" emails if students not enrolled for two semesters, back-to-back, spring or fall

KANSAS STATE
U N I V E R S I T Y

Graduation

Recruitment → Application → Enrollment → Attrition → **Graduation**

- Exit survey
- Receptions
  - Word of mouth

KANSAS STATE UNIVERSITY

Question #1

- What are some ideas you would like to add to this list?

- What have you found to be a great win?

Global Data

- Application reports
- Enrollment reports
- Retention reports
- EAB SSC

Data from Initiatives

- Recruitment and application
  - What questions are being asked? Should we update the website?
- Enrollment
  - Student feedback from advisor emails
  - Engagement for the second 7 days
  - First semester survey feedback
- Attrition
  - Survey Feedback
- Graduation
  - Survey feedback
  - Honest questions yield honest feedback

Question #2

- What other data drives your initiatives?

- What has been most challenging to collect and verify?

KANSAS STATE
UNIVERSITY

Results

- Campus allies: Vice Provost of Undergraduate Studies

- Increase in early emails from students during application process

- Far fewer students denied because of an incomplete application

- Fewer backdated drop requests through our office

- Better communication with campus staff

Question #3

- Who have been your best allies in gathering data?

- What have been some surprising wins (initiatives run or increases in retention)?

Question #4

- What are you going to implement next? (quick wins)

KANSAS STATE
UNIVERSITY

Thank you

Jason Maseberg-Tomlinson

Director of Student and Faculty Services

K-State Global Campus

jasontom@ksu.edu / Ph# 785-532-2481