

## Retention Committee

November 9, 2018

10-11 a.m.

TTC 4380



**Goal:** Achieve a **next-term retention rate** of 74% and a **fall to fall retention rate** of 50% for

New to KVCC Students intending to obtain a certificate, associate degree or transfer who enter KVCC Fall 2018.

1. Call to order
2. Approval of meeting minutes of October 12, 2018
3. Institutional Research update
4. Retention Plan Priority Area updates
  - a. Batch Cancellation – Display now active; Activity rates
  - b. In-take Survey Winter 2019 – Results to date
  - c. Early Alert - Analysis
5. Ongoing Initiatives/Strategy Committee updates
  - a. Communication/Campaigns – Ongoing targeted messaging about support resources; Registration calling campaign and Dean letters (W19)
6. Part-Time Learner Support
7. Other

**---Retention Plan Progress Monitoring---**

<b>Operational Recommendation</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Revise course schedule	X	X	X						A/R/R brought proposal to ISSES committee
Caseload based advising	X	X	X						Goal = case management determined 03/19
Mid-Term grades	X	X	X						Need to determine role of technology
Revamp early alert	X	X	X	X	X				Changes to system complete, piloted F18
Developmental placement	X								Analysis of SAT/ALEKS/Accu. complete
Recapture stop-outs	X	X	X	X	X				Pilot w/ A/R/R & Fin.Aid---ReUp partnership
Course attendance									ECARS outcome data compiled/analyzed
Campaign alignment	X	X	X	X	X	X	X		Campaigns = prospect thru completer
Dropped non-pay outreach	X	X							Batch cancellation taskforce assembled
Student in-take survey revision	X	X	X	X	X				Survey incorporated, outreach occurring
<b>Focus Projects</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Identify at-risk factors	X								Retroactive look at survey data with IR
Math remediation w/ K-12	X	X	X						Pilot occurred with GLHS, proposed expansion not fully planned, started grant
CRM implementation	X	X	X						Retention implementation underway
Asset map development	X	X	X	X					Updates complete---Launch underway
<b>Ongoing Projects / Programs Influencing Retention</b>	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
FYE	X	X	X	X	X	X	X		Continuing to scale/add programs
Mandatory orientation	X	X	X	X	X	X	X	X	
Mandatory career advising	X	X	X	X	X	X	X		Course integration continuing to grow
Academic probation	X	X	X	X	X				Policy applied FTIAC Summer 2018
Gateways to Completion	X	X	X	X	X				Fall 2018 reflects G2C
GLW, AMP, 8x8, Rapid Review	X	X	X	X	X	X	X		
KVAAP	X	X	X	X	X				First cohort begins Fall 2018

Retention Committee Meeting Minutes  
October 12, 2018

Present: J. Abbott, M. Adams, C. Almeda, E. Bast D. Bertch, A. Cederberg, M. Collins, , E. Dominianni, C. Dunten, A. Galick, S. Herrmann, S. Hubbell, K. Johnson, A. Marsh-Peek, D. Mondoux, E. Pauken, T. Quada, C. Ross, L. Thomas, T. Welsh

Absent: B. Bates, E. Bell, L. Cosby, C. Gearig, C. Olson, C. Stroven, C. Cockeral

1. Call to order
2. The minutes of September 14, 2018 were approved
3. Institutional Research update
  - a. Winter registration survey will start next week. Questions regarding scheduling availability and preference are included in the survey.
  - b. Currently ahead in winter registration slightly
4. Retention Plan Priority Area updates
  - a. Batch Cancellation – Display in MyValley has tested well. Should be included in the upcoming weeks. First round of “Tuition is Due” notifications will begin on October 16. This notification will go out the first and fifteenth of each month to all students with an outstanding account balance.
  - b. Stop-out survey – Students not enrolled for Fall 2018 that completed New Student Orientation during the 2018 orientation cycle will be surveyed via phone.
  - c. In-take Survey Winter 2019 – Discussion about the survey questions occurred. College Scheduler tool is available to all KVCC students. Marketing in the past has boosted student usage. The plan is to once again message students about college scheduler.
5. Ongoing Initiatives/Strategy Committee updates
  - a. FYE – Cheryl Almeda presented a handout with FYE statistics including course success rates, enrollment in the course, section count, etc. Kudos was provided to Cheryl for her leadership in the development of TRS 104.

- b. Mandatory Orientation (Fall 2018) – 70 mandatory orientation holds placed for Fall 2018 enrolled students. All students have been called and emailed. Coty and Levi work to manually lift holds after notified that the students have completed orientation.
  - c. Target X and Banner 9 – Target X was onsite October 9 & 10. Administrators and IT participated in the training which covered multiple aspects of the retention suite as well as tasks surrounding data integration. Banner 9 upgrade scheduled for November 16-18.
- 6. Part-Time Learner Support – The group worked on compiling ideas surrounding support for part-time learners. A “worksheet” was distributed to capture ideas. E Pauken will bring these back for further discussion and planning to the November meeting.
- 7. Other
  - a. Registration Campaign - Registration calling campaign to take place for currently enrolled students not yet registered for Winter 2019.
  - b. Updates provided for the Retention Plan Progress monitoring document that accompanies the Retention Plan. Updates to be made for G2C and KVAAP.
  - c. Updates to the Retention Plan underway. The group will discuss these at an upcoming meeting.

# Fall to next Fall persistence KPI

11/9/2018

One-year stopout rates have been mostly steady for five years at around 30% for full-time students and around 48% for part-time students.

The "New to KVCC Cohort" includes those who were enrolling for their first time in any college (FTIAC) and those who were newly transferred to KVCC from another school in the indicated Fall term.

Data for the Fall 2017 New to KVCC Cohort persisting into Fall 2018 is preliminary as of 11/8/2018.

## Overall

New to KVCC Cohort	N Students	Still enrolled next Fall	Left with award	Transferred elsewhere	Stopout in next Fall
Fall 2013	2784	45.5%	1.0%	12.9%	40.6%
Fall 2014	2571	47.3%	1.2%	13.0%	38.5%
Fall 2015	2503	48.2%	1.6%	12.4%	37.8%
Fall 2016	2413	49.3%	1.2%	10.7%	38.8%
Fall 2017*	2328	45.8%	0.7%	12.5%	41.0%

## Full-time students

New to KVCC Cohort	N Students	Still enrolled next Fall	Left with award	Transferred elsewhere	Stopout in next Fall
Fall 2013	1402	55.1%	0.6%	13.1%	31.2%
Fall 2014	1283	57.2%	1.3%	12.4%	29.1%
Fall 2015	1250	56.2%	1.4%	12.4%	30.0%
Fall 2016	1111	58.9%	1.3%	9.3%	30.5%
Fall 2017*	1043	56.9%	1.0%	10.9%	31.2%

## Part-time students

New to KVCC Cohort	N Students	Still enrolled next Fall	Left with award	Transferred elsewhere	Stopout in next Fall
Fall 2013	1382	35.8%	1.4%	12.7%	50.1%
Fall 2014	1288	37.3%	1.1%	13.5%	48.1%
Fall 2015	1253	40.2%	1.8%	12.5%	45.5%
Fall 2016	1302	41.1%	1.2%	11.9%	45.8%
Fall 2017*	1285	36.8%	0.5%	13.7%	49.0%

## Winter 2019 In-take Survey (All)

## BY AGE


	<u>*TOTAL</u>	<u>3526</u>	<u>*Cat. Total</u>	<u>2116</u>	<u>*Cat. Total</u>	<u>1410</u>	
		ALL RESPONSES		Age 17-24		Age 25+	
<b>*When are you AVAILABLE to take classes?</b>							
Anytime throughout the day on select days		992	28.1%	582	27.5%	410	29.1%
Anytime throughout the day, any day Monday through Friday		590	16.7%	321	15.2%	269	19.1%
Only in the afternoon (between 12pm & 5pm)		262	7.4%	173	8.2%	89	6.3%
Only in the evening (between 5pm & 10pm)		630	17.9%	355	16.8%	275	19.5%
Only in the morning (between 8am & 12pm)		535	15.2%	369	17.4%	166	11.8%
Prefer not to answer		517	14.7%	316	14.9%	201	14.3%
<b>*When do you PREFER to take classes?</b>							
I have no preference		377	10.7%	207	9.8%	170	8.0%
In the afternoon (between 12pm & 5pm)		868	24.6%	526	24.9%	342	16.2%
In the evening (between 5pm & 10pm)		430	12.2%	242	11.4%	188	8.9%
In the morning (between 8am & 12pm)		753	21.4%	473	22.4%	280	13.2%
Online		758	21.5%	467	22.1%	291	13.8%
Prefer not to answer		340	9.6%	201	9.5%	139	6.6%
<b>*What method of instruction do you prefer above all others?</b>							
Hybrid (part Online & in-person)		513	14.5%	321	15.2%	192	9.1%
In-person/On-campus		2283	64.7%	1361	64.3%	922	43.6%
Online		390	11.1%	234	11.1%	156	7.4%
Prefer not to answer		340	9.6%	200	9.5%	140	6.6%
<b>*Would you consider taking a class offered on Saturday and/or Sunday?</b>							
Yes		1263	35.8%	722	34.1%	541	25.6%
No		1904	54.0%	1183	55.9%	721	34.1%
Prefer not to answer		359	10.2%	211	10.0%	148	7.0%
<b>*When do you expect to graduate or transfer from KVCC?</b>							
At the end of this semester		142	4.0%				
Within one year		1096	31.1%				
Within two years		1155	32.8%				
Three or more years		264	7.5%				
Unsure		440	12.5%				
I do not intend to graduate or transfer		72	2.0%				
Prefer not to answer		357	10.1%				

\*Students in HS removed from data

"Expected Grad/Transfer", By Credits Accumulated									
0-15		16-30		30-45		45-60		60+	
45	32%	14	10%	20	14%	27	19%	36	25%
186	17%	210	19%	240	22%	247	23%	213	19%
621	54%	218	19%	124	11%	75	6%	117	10%
133	50%	59	22%	40	15%	12	5%	20	8%
234	53%	73	17%	53	12%	30	7%	50	11%
46	64%	5	7%	4	6%	3	4%	14	19%
162	45%	51	14%	56	16%	25	7%	63	18%

## Identifying Proactive-to-Reactive Strategies for Promoting Student Persistence

### Proactive

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1. Summer Transition/Summer Bridge Program (i.e., 4-6 week summer program for at-risk students conducted between high school graduation and college matriculation)
  2. College-Entry Assessment of Basic Skills for First-Term Course Placement (e.g., Accuplacer)
  3. College-Entry Assessment Designed to Identify At-Risk Students (e.g., CSI)
  4. New-Student Orientation & Convocation (i.e., welcoming induction ceremony for new college students and their families)
  5. Extended-Orientation Course (a.k.a., First-Year Experience or College Transition Course)
  6. Early-Alert/Warning System (i.e., at-risk behavior reported during first 2-6 weeks of the academic term)
  7. Midterm-Grade Reports (i.e., reporting student grades at midpoint of the academic term)
  8. "Red Flag" Procedures (i.e., non-classroom-based signals of potential attrition, such as failure to pre-register or renew financial aid for next term)
  9. Exit Interviews/Surveys (administered at the time of student withdrawal)(See Appendix A on p.5 for additional information)
  10. End-of-First-Year Student Satisfaction and/or Student Engagement Surveys(e.g., comparing responses of students who return vs those who fail to return for their sophomore year)
  11. Already-Withdrawal/Departed-Student Surveys(e.g., administered by mail or phone after student withdrawal to ascertain causes for withdrawal)
  12. Re-Recruitment of Withdrawn Students (i.e., contacting withdrawn students to encourage their re-enrollment)(converting them "dropouts" to "stop-outs")

### Reactive

**Support for Part-Time Learners Exercise #2:** Review and discuss the KVCC metrics below (what is surprising, needs more information, is most insightful). Using this data, compare the list of reasons drafted during the first meeting to these metric. What on our list do you predict strongly correlate with these metrics? After reviewing the data, what is missing from our list of reasons for PT enrollment (i.e. What is contributing most to these attainment gaps), what services/strategies/procedures (existing or new) may help to close these gaps?

**% of Credit Hours Successfully Completed in First Term**

Fall 2015   Fall 2016   Fall 2017

FT Enrolled	73.00%	71.00%	74.10%
PT Enrolled	65.50%	63.80%	66.90%
<b>Attainment Gap</b>	<b>7.50%</b>	<b>7.20%</b>	<b>7.20%</b>

**% of Students Retained from Fall to Winter**

Fall 2015   Fall 2016   Fall 2017

FT Enrolled	82.60%	82.60%	83.70%
PT Enrolled	60.40%	58.50%	59.00%
<b>Attainment Gap</b>	<b>22.20%</b>	<b>24.10%</b>	<b>24.70%</b>

**% of Students Retained from Fall to Fall**

Fall 2014   Fall 2015   Fall 2016

FT Enrolled	58.30%	57.60%	59.70%
PT Enrolled	37.50%	41.10%	40.90%
<b>Attainment Gap</b>	<b>20.80%</b>	<b>16.50%</b>	<b>18.80%</b>

**% of Students Reaching 2-year Credit Threshold (42 credits FT, 24 Credits PT)**

Fall 2014   Fall 2015

FT Enrolled	40.30%	39.40%
PT Enrolled	28.90%	31.20%
<b>Attainment Gap</b>	<b>11.40%</b>	<b>8.20%</b>

**Six-Year Graduation and Transfer Rate**

Fall 2010   Fall 2011

FT Enrolled	58.20%	55.30%
PT Enrolled	42.30%	42.20%
<b>Attainment Gap</b>	<b>15.90%</b>	<b>13.10%</b>

\*All measures are of Fall cohorts New to KVCC