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## Review of Central Retention Efforts and Results

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# Provost's Retention Summit for Deans of Undergraduate Colleges

September 25, 2014

see success.

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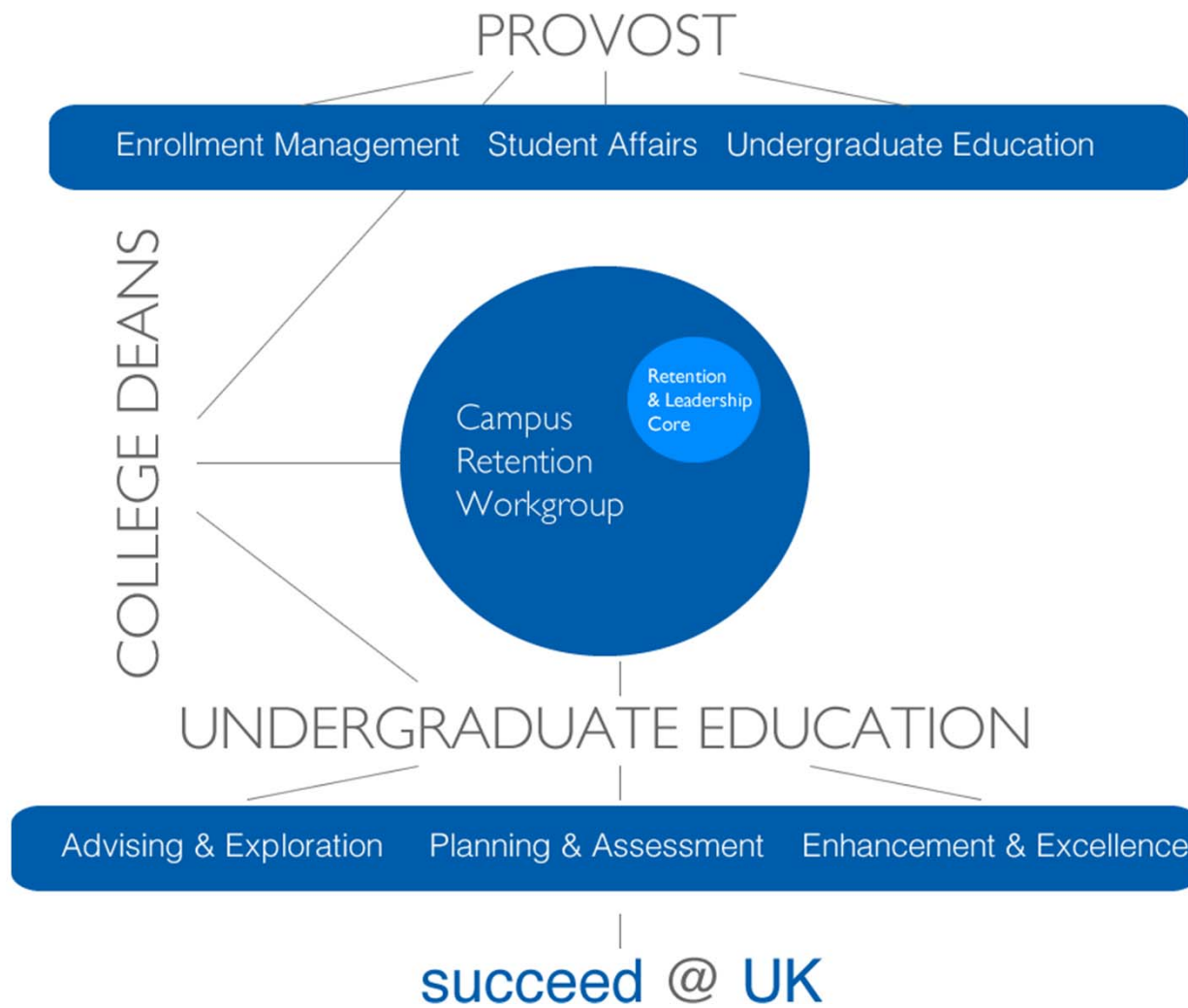


# Today's Agenda

- Review of Central Retention Efforts and Results  
Provost Christine Riordan and Associate Provost Ben Withers
- Setting College Metrics and Goals  
Senior Vice Provost Vince Kellen and Craig Ruddick, UKAT
- Retention Data and Reporting  
Dr. Derek Lane (Comm & Info) and Jesse Hedge (Arts & Sci)
- The Work of College Committees  
Dean Mary John O'Hair, College of Education
- Free Lunch!

# Goals for Today's Discussion

- How and why college metrics and goals will be established
- How you and your faculty/staff can get and use data using HANA/Tableau
- How college committees can work
- Accountability and reporting



# Retention: Strengths

## First to Second Year Retention (F13 Cohort)

- Second highest retention rate in UK history: **82.1%**
  - ✓ Preliminary rate is 0.6% higher than predicted rate for the F13 class.
  - ✓ Largest number of students retained in UK history
  - ✓ Second lowest Spring to Fall melt (10.8%)
  - ✓ Held August melt to 0.4% (compared to 0.9%)
- The average high school GPA (3.63) and ACT score (25.4) were among the highest in recent years.
- Also observed were increases in the percentages of Pell Grant recipients (28.7%) and first generation students (14.1%). This percentage of first generation students is the 2nd lowest over the past five cohorts
- 13.5% of the cohort were from under-represented minority groups

## First to Third Year Retention (F12 Cohort)

- Highest retention rate in UK history: **74.9%**

## First to Fourth Year Retention (F11 Cohort)

- Highest retention rate in UK history: **70.6%**

One-Year  
Retention Rate:  
**82.1%**  
(as of 08/29/14)

# Graduation: Strengths

## Most Recent Four-Year Graduation Rate (F10 Cohort)

- Highest graduation rate in UK history: **38.1%**
  - ✓ 2.7% higher than the prior year cohort
  - ✓ Largest number of four-year graduates (1610) in UK History

## Most Recent Six-Year Graduation Rate (F08 Cohort)

- Second highest rate in UK history: **60.1%**
  - ✓ Largest number of six-year graduates (2430) in UK History

## Overall Trends

- Four-year graduation rate has increased each year for last 3 years
- Second year in row we have exceeded 60% 6-year grad rate
- Steady increase in Five-year graduation rate since low of 52.3% in 2006
- Five-year graduation rate is 56%, highest in UK History (F09 cohort)
  - ✓ 1.1% higher than the prior year cohort
  - ✓ Bodes well for increase in six-year rate next year

Four-Year  
Graduation Rate:  
**38.1%**  
(Unofficial, not confirmed by  
CPE)

Six-Year  
Graduation Rate:  
**60.1%**  
(Unofficial, not confirmed by  
CPE)



# Retention and Graduation, 2003-2014

Retention & Graduation %s									
Cohort Term	Cohort Size	Retained % 1st Spring	Retained % 2nd Fall	Retained % 3rd Fall	Retained % 4th Fall	Retained % 5th Fall	Graduated % 4 Years	Graduated % 5 Years	Graduated % 6 Years
Fall 2003	3,624	91.7%	79.6%	71.2%	67.1%	59.5%	32.0%	54.9%	59.5%
Fall 2004	3,873	91.1%	79.7%	70.8%	66.2%	58.2%	32.9%	53.7%	58.2%
Fall 2005	3,798	90.8%	79.0%	69.7%	66.4%	59.2%	34.0%	54.7%	59.2%
Fall 2006	4,070	89.4%	77.1%	68.9%	64.6%	57.6%	30.8%	52.3%	57.6%
Fall 2007	3,785	91.4%	81.4%	71.9%	68.0%	60.4%	33.7%	55.0%	60.4%
Fall 2008	4,042	92.3%	81.1%	71.7%	67.3%	60.1%	32.8%	54.9%	60.1%
Fall 2009	4,066	94.4%	82.1%	72.3%	67.8%	65.7%	35.4%	56.0%	56.0%
Fall 2010	4,231	92.9%	81.5%	72.8%	69.6%	66.5%	38.1%	38.1%	38.1%
Fall 2011	4,035	92.8%	81.1%	74.5%	70.7%		1.6%	1.6%	1.6%
Fall 2012	4,578	94.0%	82.5%	74.9%			0.0%	0.0%	0.0%
Fall 2013	4,618	92.9%	82.1%				0.0%	0.0%	0.0%
Fall 2014	5,128						0.0%	0.0%	0.0%



# Retention: Fall 12 & 13, By College

	<i>F12 Cohort: Percent Registered for Fall 2013</i>	<i>F12 Cohort: Number Registered for Fall 2013</i>	<i>F12 Cohort: Total Cohort</i>	<i>F13 Cohort: Percent Registered for Fall 2014</i>	<i>F13 Cohort: Number Registered for Fall 2014</i>	<i>F13 Cohort: Total Cohort</i>	<i>Change in % Registered</i>	<i>Change in # Registered</i>
<b>Overall</b>	<b>82.5%</b>	<b>3,777</b>	<b>4,578</b>	<b>82.1%</b>	<b>3,790</b>	<b>4,618</b>	<b>-0.4%</b>	<b>13</b>
Ag, Food, & Environment	84.8%	340	401	85.0%	345	406	0.2%	5
Arts & Sciences	85.0%	765	900	83.0%	813	979	-2.0%	48
Business & Economics	83.3%	390	468	84.4%	406	481	1.1%	16
Communication & Information	88.0%	132	150	82.1%	142	173	-5.9%	10
Design	97.1%	66	68	92.3%	48	52	-4.8%	(18)
Education	83.3%	220	264	82.7%	191	231	-0.6%	(29)
Engineering	85.1%	566	665	85.8%	556	648	0.7%	(10)
Fine Arts	86.0%	86	100	85.0%	91	107	-1.0%	5
Health Sciences	81.5%	101	124	82.8%	106	128	1.4%	5
Nursing	77.6%	208	268	78.9%	224	284	1.3%	16
Social Work	91.7%	11	12	66.7%	14	21	-25.0%	3
Undergraduate Studies	77.0%	892	1,158	77.1%	854	1,108	0.0%	(38)

# Looking Forward: Fall 2014 Cohort

	Fall 2012	Fall 2013	Fall 2014
HS GPA Average	3.63	3.62	<b>3.63</b>
4.0+	26.1%	26.9%	<b>27.4%</b>
3.0 - 3.99	62.0%	59.3%	<b>59.1%</b>
0.00 - 2.99	12.1%	13.7%	<b>13.4%</b>
HS Index Median	49.1	49.0	<b>49.3</b>
ACT Composite Average	25.5	25.4	<b>25.5</b>
31+	11.7%	12.3%	<b>12.3%</b>
26-30	32.0%	29.3%	<b>31.3%</b>
22-25	32.0%	34.0%	<b>31.3%</b>
21 or below	13.9%	16.8%	<b>15.8%</b>
Underrepresented Minority	13.1%	13.9%	<b>13.8%</b>
Pell Recipients	25.6%	26.2%	<b>26.5%</b>
First Generation	13.4%	14.1%	<b>12.9%</b>
<i>as of 08/22/2014</i>			

## Comparison:

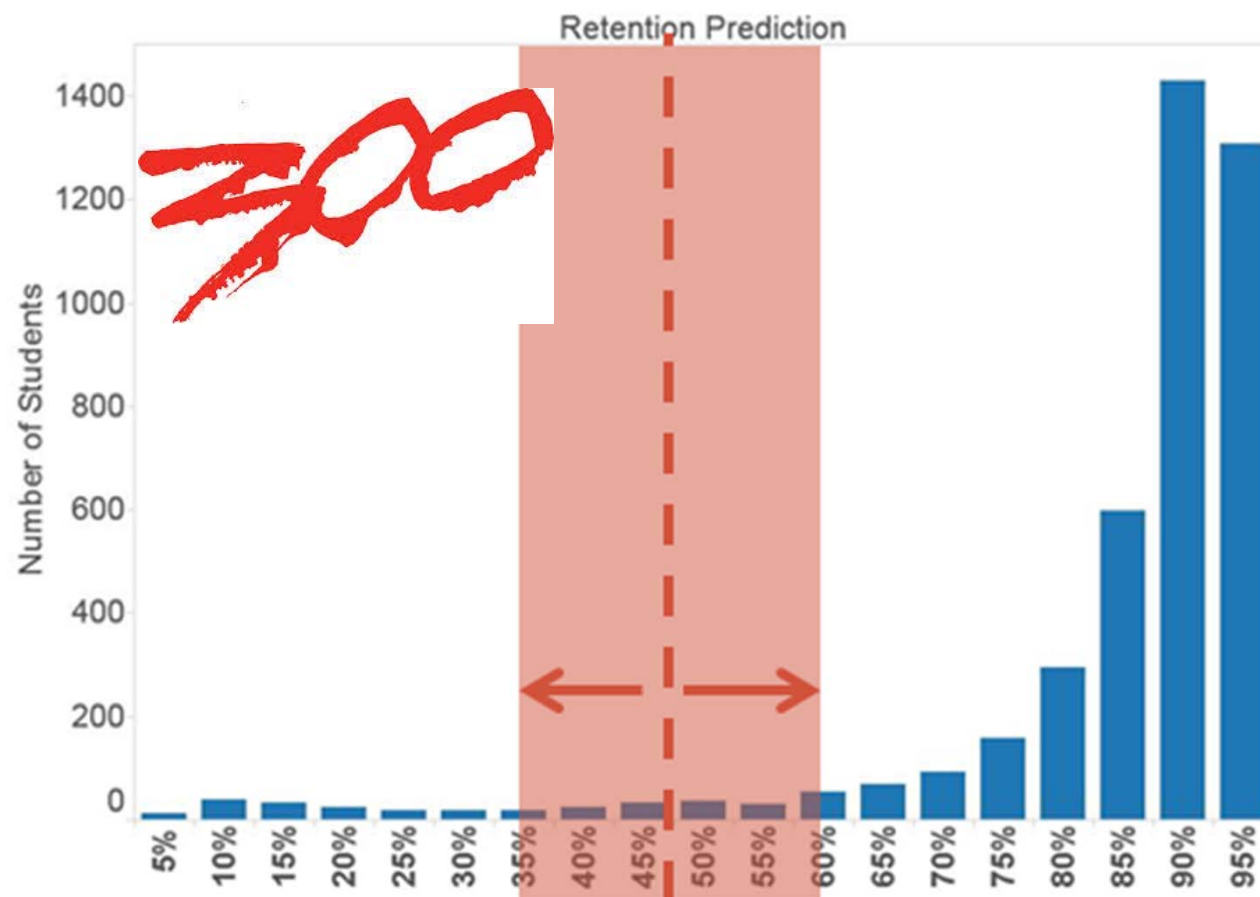
- The F14 cohort is slightly academically stronger than the F12 and F13 cohorts.
- The F14 cohort contains a larger number of students with large unmet financial need.

# Fall 2014 Preliminary Cohort

F13 & F14 Cohort Totals	Fall 2013 Cohort	Preliminary Fall 2014 Cohort	Number Increase	Percent Increase
<b>Overall</b>	<b>4,618</b>	<b>5,128</b>	<b>510</b>	<b>11.0%</b>
Ag, Food, & Environment	406	454	48	11.8%
Arts & Sciences	979	1,078	99	10.1%
Business & Economics	481	634	153	31.8%
Communication & Information	173	166	-7	-4.0%
Design	52	65	13	25.0%
Education	231	256	25	10.8%
Engineering	648	723	75	11.6%
Fine Arts	107	126	19	17.8%
Health Sciences	128	182	54	42.2%
Nursing	284	310	26	9.2%
Social Work	21	20	-1	-4.8%
Undergraduate Studies	1,108	1,113	5	0.5%

# Spring 2014 Prediction Model (The 300)

- To identify currently enrolled students who are at high risk for not begin retained.
- Maximize our impact by focusing on “borderline” students.



# Fall 2014 Targeted Sub-Cohort (700)

Fall 2014 Cohort	A. F14 Preliminary Cohort	B. Percent of F14 Preliminary Cohort: (B = A/5,128)	C. F14 Target Sub-Cohort	D. Percent of F14 Target Sub-Cohort (D= C/699)	E. Target Sub-Cohort as a Percent of Total Preliminary Cohort (E = C/A)
<b>Overall</b>	<b>5,128</b>	<b>100.0%</b>	<b>699</b>	<b>100.0%</b>	<b>13.6%</b>
Ag, Food, & Environment	454	8.9%	68	9.7%	15.0%
Arts & Sciences	1,078	21.0%	116	16.6%	10.8%
Business & Economics	634	12.4%	97	13.9%	15.3%
Communication & Information	166	3.2%	26	3.7%	15.7%
Design	65	1.3%	11	1.6%	16.9%
Education	256	5.0%	43	6.2%	16.8%
Engineering	723	14.1%	57	8.2%	7.9%
Fine Arts	126	2.5%	17	2.4%	13.5%
Health Sciences	182	3.5%	17	2.4%	9.3%
Nursing	310	6.0%	29	4.1%	9.4%
Social Work	20	0.4%	3	0.4%	15.0%
Undergraduate Studies	1,113	21.7%	215	30.8%	19.3%
<i>Preliminary Cohort: College/Major of Fall 2014 first-time, full-time, degree-seeking students as of 09/04/2014 (day after last day to add a class)</i>					
<i>Target Cohort: Students in the preliminary cohort with HS Readiness Index of 40 - 44.</i>					
<i>HS Readiness Index = {HS GPA *10} + (ACT/2). This formula combines the variables of HS GPA and ACT to maximize their power for predicting retention.</i>					

# 2014-15 Retention Priorities

1. Financial Literacy
2. At-risk and Underserved Populations
3. Gatekeeper/Bottleneck Courses
4. Advising/Risk Mapping
5. First-Year Experience
6. Summer Programming

# 2014-15 Graduation Priorities

1. Continue Targeted Graduation Outreach
2. Explore the extension of the Retention Predictive Model (The 300) to improve progression rates of sophomores and juniors
3. Review Bottleneck/Gateway report for ways to improve progression
4. Utilize new Academic Booking program to improve student course planning
5. Implement new Degree Audit System



# Sample Immediate Actions: First 8 Weeks

- Intensive concentration on student success during bi-weekly meetings of the **Campus Retention Advisory Committee** and the **Retention Leadership Team**.

## SEPTEMBER

- Distribute College Cohort Lists
- Emphasize multiple College contacts to cohort students
- Distribute Targeted Outreach (The 700)
- Enrollment & Retention Dashboards
- Success Ambassadors
- Student Early Alerts

## OCTOBER

- Distribute lists of upper division cohort students with 100+ credit hours
- Retention Gaps of at-risk and underserved populations
- Mid-term Grade Outreach
- Financial Early Alerts

Emphasis:  
Fall to Spring Retention Rates

- Overall Cohort: 94%
- Targeted Sub-Cohort: 96%

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# Setting College Goals and Metrics

- ✓ “Operational” vs. official numbers
- ✓ Campus goals and college goals
- ✓ How do we establish college metrics?
- ✓ Discussion

## Presenters:

- Vince Kellen, Sr. Vice Provost for Academic Planning, Analytics and Technology
- Craig Ruddick, Data Scientist, APAT

# Preliminary Retention: Fall 2013

## Retention and Graduation %s

Cohort Term	Cohort Size	Retained % 1st Spring	Retained % 2nd Fall	Retained % 3rd Fall	Retained % 4th Fall	Retained % 5th Fall	Graduated % 4 Years	Graduated % 5 Years	Graduated % 6 Years
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Fall 2012	4,578	94.0%	82.5%	74.9%			0.0%	0.0%	0.0%
Fall 2013	4,618	92.9%	82.1%				0.0%	0.0%	0.0%
Fall 2014	5,128						0.0%	0.0%	0.0%

# Fall 2014 Cohort Profile

	Fall 2012	Fall 2013	Fall 2014
HS GPA Average	3.63	3.62	<b>3.63</b>
4.0+	26.1%	26.9%	<b>27.4%</b>
3.0 - 3.99	62.0%	59.3%	<b>59.1%</b>
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First Generation	13.4%	14.1%	<b>12.9%</b>
<i>as of 08/22/2014</i>			

- Comparison:
- The F14 cohort is academically stronger than F13 and slightly better than F12
  - F14 has a greater percentage of students with low HSGPA (below 2.99) and ACT (21 or below) than F12
  - F14 is stronger than F13 in those two areas.
  - There are more Pell eligible students in F14

# Predicting the Retention Rate of the Fall 2014 Cohort

## Comparison:

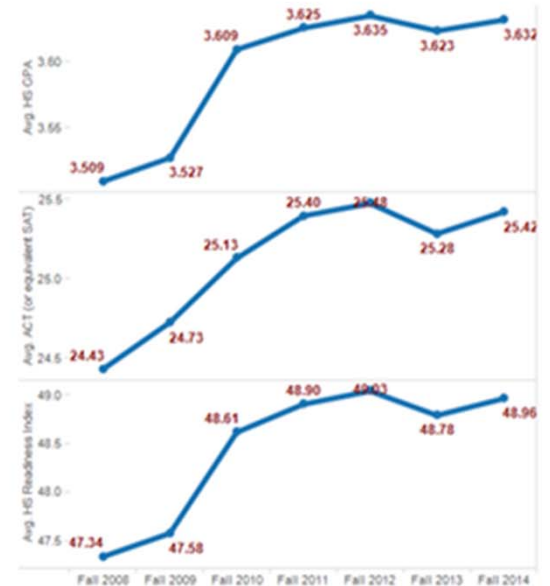
- The F14 cohort is academically more similar to F12 than F13.
- The F14 cohort also contains a larger percentage of students with large unmet financial need than the two previous cohorts.

Percent of Students with High Unmet Need by Cohort Year



Selected Academic Readiness Indicators by Cohort

Average HS GPA, ACT/SAT Scores, & HS Readiness Index



# Predicting the Retention Rate of the Fall 2014 Cohort

- Our predictive models are based on historical UK performance of previous cohorts.
  - When taking into account only academic preparedness, it is predicted that the one-year retention rate of the Fall 2014 cohort will be 0.7% - 1.0% higher than the Fall 2013 cohort.
  - When taking into account only unmet financial need, it is predicted that the one-year retention rate of the Fall 2014 cohort will be 0.5% lower than the Fall 2013 cohort.
  - Based on both factors, a predicted retention rate of the Fall 2014 would be 0.2%-0.5% above Fall 2013, or 82.3%-82.6%.

Historical Retention  
Comparison:

**Fall to Fall Rate:**

Avg. since F08: 81.6%

Highest: 82.5% (F12)

**Fall to Spring Rate:**

Avg. since F08: 93.3%

Highest: 94.5% (F09)



# Predicting the Retention Rate of the Fall 2014 Cohort

Based on both academic performance and unmet need, a predicted retention rate of the Fall 2014 would be 0.2%-0.5% above Fall 2013, or 82.3%-82.6%.

This is prediction, not a goal: To prompt discussion we have shared this information with campus retention committees and college leadership. We recommend that our campus goal be set by campus leadership based on this informed discussion and their experience.

# Strategic Plan 2020 Retention Goal: 88.0%

Using **Fall 2014** cohort numbers, requirements needed to reach an overall goal of 83.0% (for Fall 2015) and 88.0% (for Fall 2020).

Fall 2014 Cohort	To Meet 83% Overall Goal		To Meet 88% Overall Goal		Additional Students to Meet 88% Goal	F14 Cohort: Total Cohort
	To Meet 83% Overall Goal	To Meet 83% Overall Goal	To Meet 88% Overall Goal	To Meet 88% Overall Goal	To Meet 88% Overall Goal	
<b>Overall</b>	<b>83.0%</b>	<b>4,258</b>	<b>88.0%</b>	<b>4,514</b>	<b>256</b>	<b>5,128</b>
Ag, Food, & Environment	85.9%	390	90.9%	413	23	454
Arts & Sciences	83.7%	903	88.7%	957	54	1,078
Business & Economics	85.1%	540	90.1%	571	32	634
Communication & Information	83.0%	138	88.0%	146	8	166
Design	93.1%	61	98.1%	64	3	65
Education	83.6%	214	88.6%	227	13	256
Engineering	86.7%	627	91.7%	663	36	723
Fine Arts	85.9%	108	90.9%	115	6	126
Health Sciences	83.6%	152	88.6%	161	9	182
Nursing	79.7%	247	84.7%	262	16	310
Social Work	67.6%	14	72.6%	15	1	20
Undergraduate Studies	77.8%	866	82.8%	921	56	1,113

# Strategic Plan 2020 Retention Goal: 88.0%

	<i>Current Rate</i>	<i>To Meet 83% Overall Goal</i>	<i>To Meet 88% Overall Goal</i>
<b>Overall</b>	<b>82.1%</b>	<b>83.0%</b>	<b>88.0%</b>
Ag, Food, & Environment	85.0%	85.9%	90.9%
Arts & Sciences	83.0%	83.7%	88.7%
Business & Economics	84.4%	85.1%	90.1%
Communication & Information	82.1%	83.0%	88.0%
Design	92.3%	93.1%	98.1%
Education	82.7%	83.6%	88.6%
Engineering	85.8%	86.7%	91.7%
Fine Arts	85.0%	85.9%	90.9%
Health Sciences	82.8%	83.6%	88.6%
Nursing	78.9%	79.7%	84.7%
Social Work	66.7%	67.6%	72.6%
Undergraduate Studies	77.1%	77.8%	82.8%

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# Retention Data and Reporting

- ✓ What are “super users”?
- ✓ Operational and planning uses of college dashboards
- ✓ What central resources and training are available
- ✓ Discussion

## Presenters:

- Derek Lane,  
Faculty, College of  
Communication  
and Information
- Jesse Hedge,  
Director of  
Academic and  
Enrollment  
Planning, College  
of Arts &  
Sciences

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# The Work of College Committees

- ✓ What are the reasons to have college retention committees?
- ✓ What work should they do?
- ✓ What is the relationship of college committees to central efforts?
- ✓ Discussion

## Presenters

- Dean Mary John O'Hair, College of Education
- Kevin Flora, Director of Retention, College of Education