THE RETENTION AGENDA

An Inside Higher Ed webinar
Tuesday, July 23 at 2 p.m. Eastern
Presenters

• Scott Jaschik, editor of Inside Higher Ed
• Doug Lederman, editor of Inside Higher Ed
Current Graduation Rates – Bachelor’s

Figure 1. Percentage of students seeking a bachelor’s degree at 4-year degree-granting institutions who completed a bachelor’s degree within 6 years, by control of institution and sex: Starting cohort year 2005

<table>
<thead>
<tr>
<th>Institution control</th>
<th>Total</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>All institutions</td>
<td>59</td>
<td>56</td>
<td>61</td>
</tr>
<tr>
<td>Public</td>
<td>57</td>
<td>54</td>
<td>59</td>
</tr>
<tr>
<td>Private nonprofit</td>
<td>65</td>
<td>62</td>
<td>67</td>
</tr>
<tr>
<td>Private for-profit</td>
<td>42</td>
<td>48</td>
<td>36</td>
</tr>
</tbody>
</table>
Current Graduate Rates – Associate

Figure 2. Percentage of students seeking a certificate or degree at 2-year degree-granting institutions who completed a credential within 150 percent of the normal time required to do so (for example, 3 years for a 2-year degree), by control of institution and sex: Starting cohort year 2008
Why Retention Has Always Mattered

• The idealistic reason (students matter and they don’t enroll to drop out).
• The practical reason (colleges depend financially on enrollment, and keeping students is more efficient than relying on new students).
Why Retention Matters More Now - I

- National goals for increasing percentage of American adults with college degrees.
- Increased demand for places in college.
Why Retention Matters More Now – II

College leaders see retention as essential to their financial health.

Top five strategies for producing revenue, cited by CFOs in Inside Higher Ed survey of chief business officers:

– Retaining current students (92%)
– Increasing size of endowment (62%)
– Developing/expanding online programs (58%)
– Investing more in fund-raising activities (53%)
– Securing more corporate support (53%)
Community Colleges and Retention

• The numbers
• The role of remediation
• Questions about how to judge success
Not Just Community Colleges

• Flagship universities
• Minority students and retention gaps
• MOOCs
Ideas I – Placement

• Placement tests in theory
• Research questioning their effectiveness
• Florida’s new law
Ideas II – Carrots and Sticks

- Appropriations and other financial rewards/punishments
- Reporting requirements
- Fears of colleges
Ideas III – Better Communication

• Existing students
• Potential students
Ideas IV – Redefining Graduation Rates

- The federal rate
- Other ways to measure
- What prospective students should know
Ideas V – Learning Communities

• The concept
• Some of the findings and analysis
Ideas VI – Create New Institutions

• CUNY’s new community college
• The idea of limiting choice
Ideas VII – Pushing Students Through

• U. of Texas
• California community colleges
• The impact of students who stay too long
Ideas VIII – Technology

• Early warning systems
• Closer tracking of student performance
• Adaptive learning
• Academic advising
Ideas IX – Academic Redshirting

• How it works
• Results so far
Ideas X – Higher Ed Disruptions

- MOOCs
- Badges
- Prior Learning Assessment
With thanks for supporting this project
Questions?

• Q&A
• Feel free to send ideas for future coverage to: scott.jaschik@insidehighered.com or doug.lederman@insidehighered.com