



PRESENTATION HANDOUT



# Student Success Through the Pandemic

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# Agenda

## *Student Success Through the Pandemic*

1. Setting the stage
2. What is your experience?
3. Five areas of focus
4. How are you taking action?
5. Key Takeaway: Communication



Setting the stage

# Higher education experienced rapid change in 2020



**35%**

In Person



**40%**

Online



**26%**

Hybrid

*College re-opening plans as of August 31, 2020*

**↓ 40%**

In Person

**↑ 34%**

online

**↑ 6%**

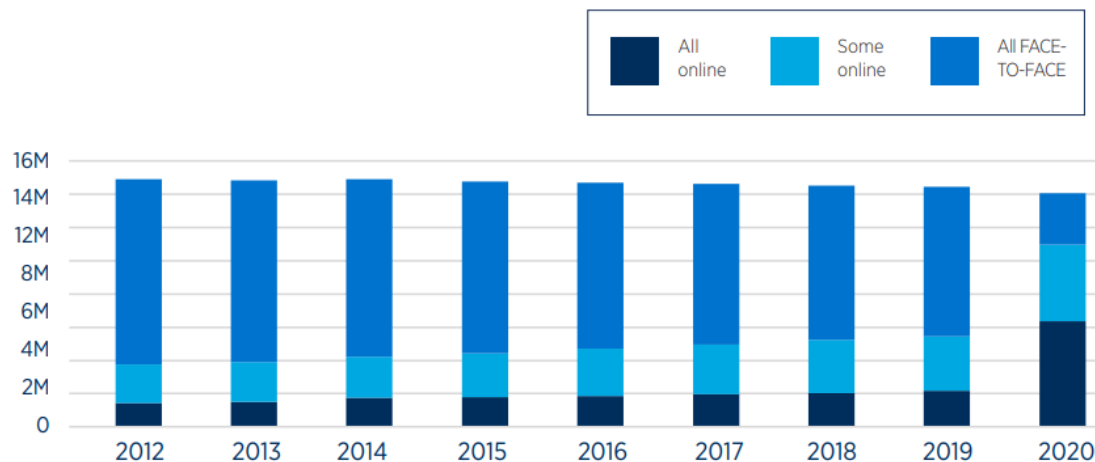
Hybrid

*Changes in campus plans from July 1, 2020 to August 31, 2020*

# Substantial Growth in Online Formats

*2020 accelerated the growing trend in online enrollment*

**TABLE 1: UNDERGRADUATE FALL ENROLLMENT BY FORMAT**



Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.



# Conceptual Framework for Retention

Entering  
Student  
Variables



Student  
Motivation  
Variables



Student  
Integration  
Variables



Student's  
Likelihood  
to Persist



What is your  
experience?





Describe your campus  
***Before the  
pandemic...***

***During the  
pandemic...***

***Now...***



# Five Areas of Focus



# First: The Big Picture

# Source of data: 2021 National Student Satisfaction and Priorities Report



## FOUR-YEAR PRIVATE

**105,471**

students from **223** institutions

(25% Freshmen; 22% Sophomores;  
23% Juniors; 24% Seniors)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018–2019	47,388	115
2020–2021	21,921	79



## FOUR-YEAR PUBLIC

**60,834**

students from **60** institutions

(20% Freshmen; 18% Sophomores;  
25% Juniors; 27% Seniors)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018–2019	34,967	30
2020–2021	6,462	12



## COMMUNITY AND TECHNICAL COLLEGES

**100,104**

students from **131** institutions

(64% Full-time; 36% Part-time)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018–2019	55,258	84
2020–2021	25,572	52

National sample of **397,571** students from **652** colleges and universities





## 2021 National Student Satisfaction and Priorities Report

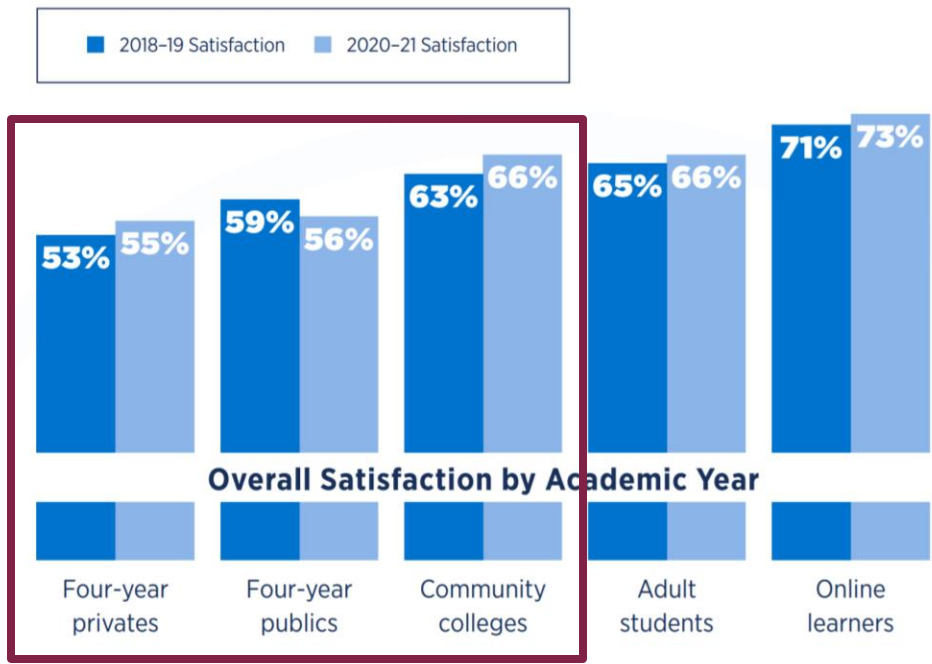
Based on 397,571 student records at four-year  
and two-year colleges and universities



Download the full  
2021 National  
Student Satisfaction  
and Priorities Report  
[RuffaloNL.com/Satisfaction](https://RuffaloNL.com/Satisfaction)



# How satisfied are college students, comparing academic years?



Rate your overall satisfaction with your experience here thus far

**SCORING** ▾

- Not satisfied at all
- Not very satisfied
- Somewhat dissatisfied
- Neutral
- Somewhat satisfied
- Satisfied**
- Very satisfied**

Percentages indicate the proportion of "satisfied" or "very satisfied" scores.



# Source of data: 2022 National First-Year Students and Their Motivation to Complete College Results

*College Student Inventory™*

*Mid-Year Student Assessment™*

*Second-Year Student Assessment™*

**82,418** entering freshmen



FOUR-YEAR PRIVATE

**28,235**  
students



FOUR-YEAR PUBLIC

**34,605**  
students



COMMUNITY AND  
TECHNICAL COLLEGES

**19,578**  
students

**10,112** freshmen at mid-year



FOUR-YEAR PRIVATE

**5,057**  
students



FOUR-YEAR PUBLIC

**3,999**  
students



COMMUNITY AND  
TECHNICAL COLLEGES

**1,056**  
students

**2,875** second-year students



FOUR-YEAR PRIVATE

**1,170**  
students



FOUR-YEAR PUBLIC

**1,525**  
students



COMMUNITY AND  
TECHNICAL COLLEGES

**180**  
students

# At the mid-point of the first year...

## *Satisfaction with the college experience*

“Of all the things I could be doing at this point in my life, going to college is definitely the most satisfying.”

POPULATION	2019 MYSA*	2020 MYSA	2021 MYSA
White students	78%	72%	63%
Students of color	75%	71%	66%

\*MYSA = Mid-Year Student Assessment™





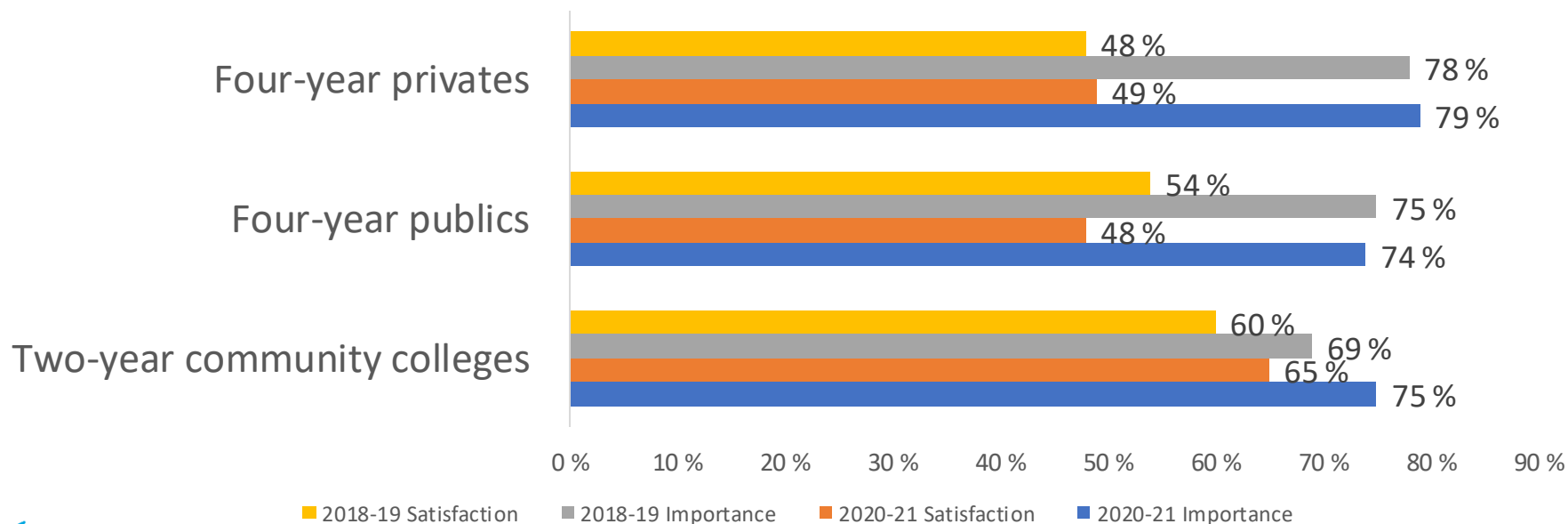


# Sense of Belonging and Campus Climate

# Most students feel a sense of belonging

## *Drop in satisfaction at four-year publics*

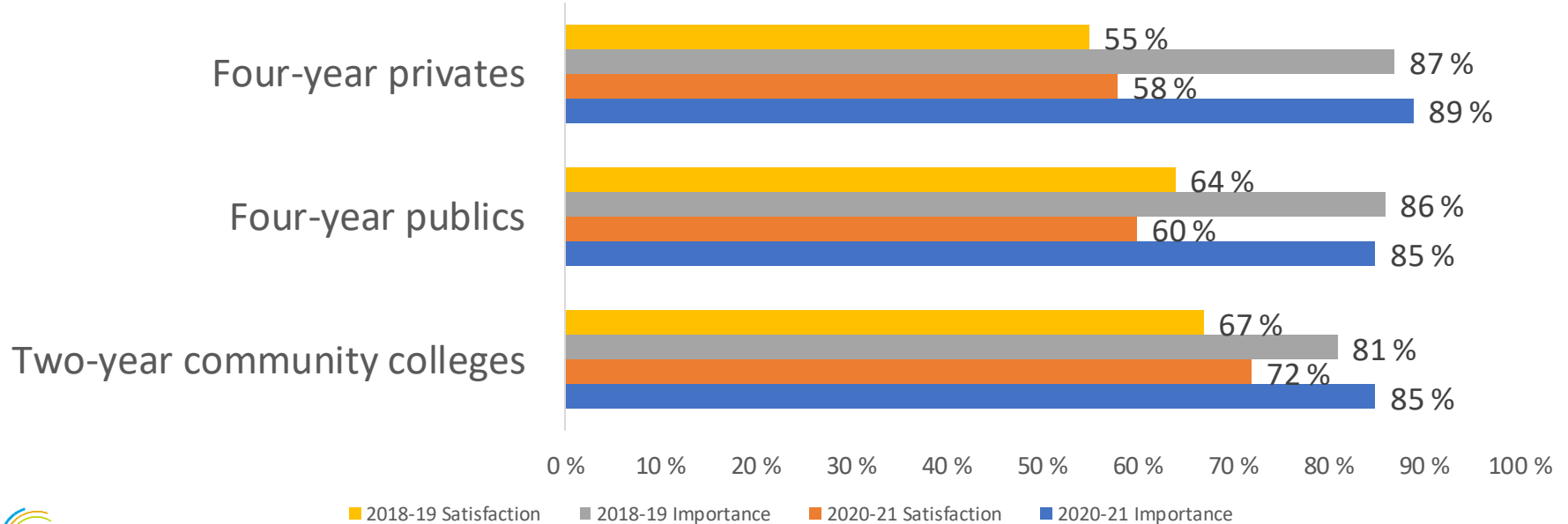
Most students feel a sense of belonging.



# It is an enjoyable experience to be a student on this campus

## *Drop in satisfaction at four-year publics*

It is an enjoyable experience to be a student on this campus.



# Student Engagement Priorities

TOP 10 PRIORITIES FOR INCOMING FIRST-YEAR STUDENTS	2021	2020	2019
Meet new friends	73%	75%	73%
Help selecting an educational plan to get a good job	69%	70%	69%
Talk about qualifications needed for certain occupations	66%	67%	69%
Find out more about clubs and organizations	64%	66%	57%
Receive help to improve student habits	66%	65%	69%
Receive instruction on how to take college exams	65%	65%	68%
Talk with someone about getting a scholarship	62%	63%	67%
Talk with someone about salaries and future occupations	56%	57%	60%
Meet an experienced student to seek advice	53%	55%	56%
Talk about advantages/ disadvantages of various careers	52%	53%	55%

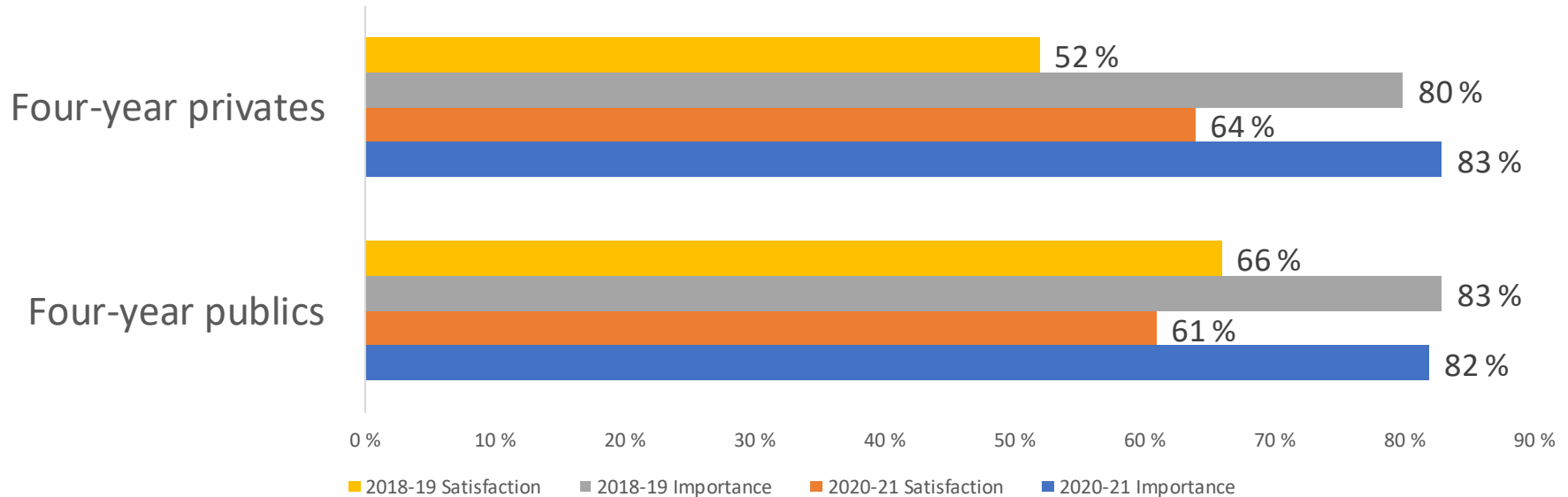


Mental Health

# The staff in the health services are competent

*Increase at four-year privates; decline at four-year publics*

The staff in the health services area are competent.



# Mental Health

## *RNL Advisory Board Feedback*

Students are asking about mental health services at point of application

Students worry and have fears that 5 years ago did not exist

"I'm lonely, there is nothing to do"



# Mental Health

## *Students of color are at risk*

STUDENTS OF COLOR	2019 MYSA*	2020 MYSA	2021 MYSA
Talk with a counselor about my attitude toward school	20%	28%	23%
Talk with a counselor about feelings of discouragement	20%	26%	21%
Talk with someone about managing my personal finances	37%	49%	38%

\*MYSA = Mid-Year Student Assessment™





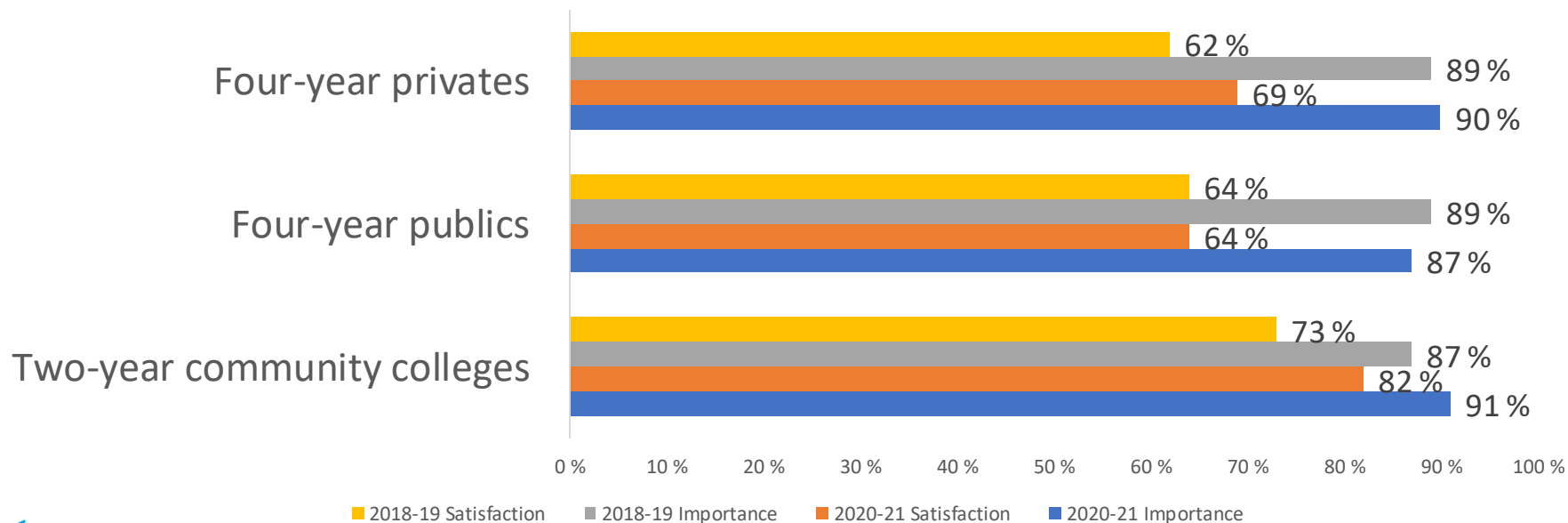


Keeping Students  
Safe

# The campus is safe and secure for all students

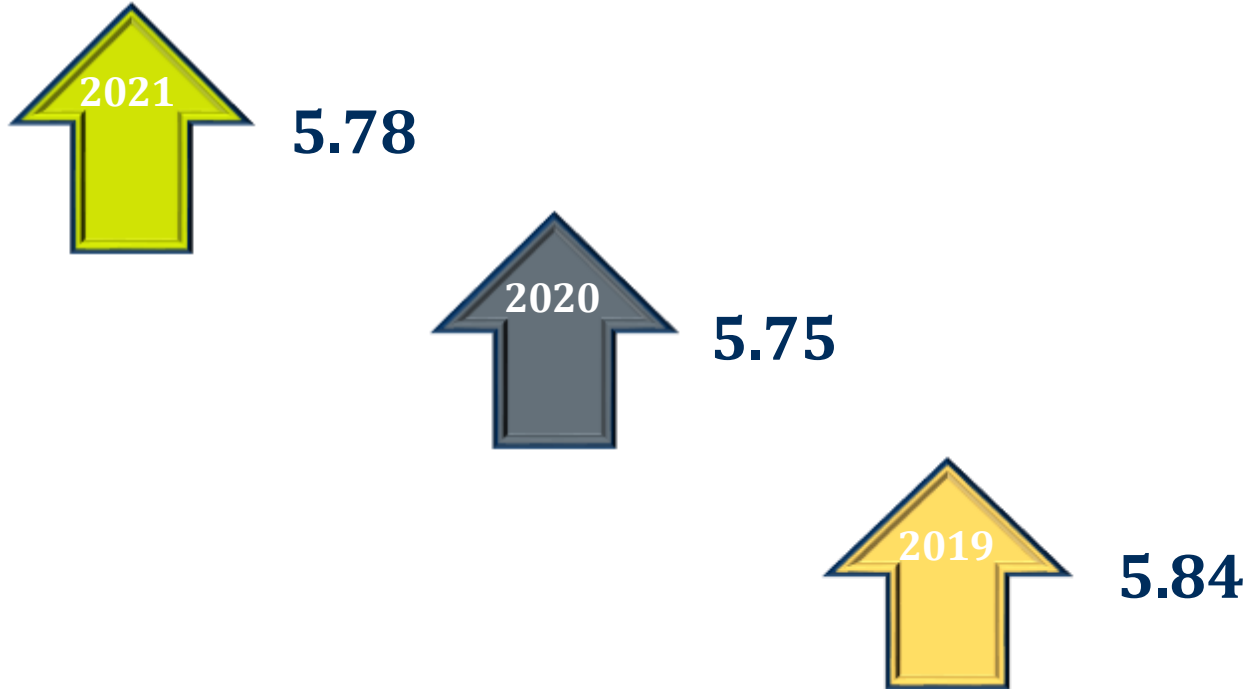
*Satisfaction steady or up slightly.*

The campus is safe and secure for all students.



# Safety and security on campus

*Highest area of satisfaction at mid-point of first year*



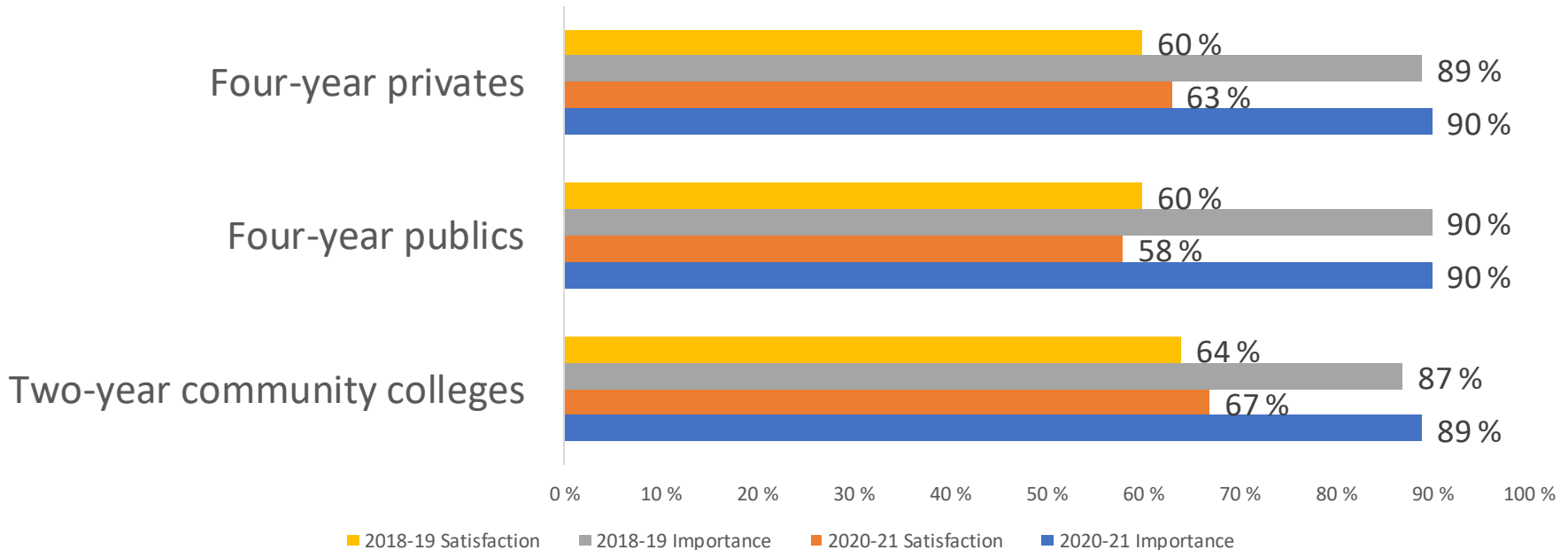


# Quality of Instruction

# The quality of instruction I receive is excellent

## *Slight drop at four-year publics*

The quality of instruction I receive in most classes is excellent.



# Degree of academic challenge

*Satisfaction remains steady in the second year— 2019 vs. 2021*



**2019 SYSA\***



**2021 SYSA**

\*SYSA = Second-Year Student Assessment™

# Engagement in the learning process

## *Decrease in engagement for second-year students— 2019 vs. 2021*

“I find myself thinking about what I’m learning in class even when I’m not in class.”

**72% in 2019** vs. **67% in 2021**

“I’m learning things in my class that are worthwhile to me as a person.”

**83% in 2019** vs. **79% in 2021**

“I feel energized by the ideas I’m learning in most of my classes.”

**75% in 2019** vs. **71% in 2021**



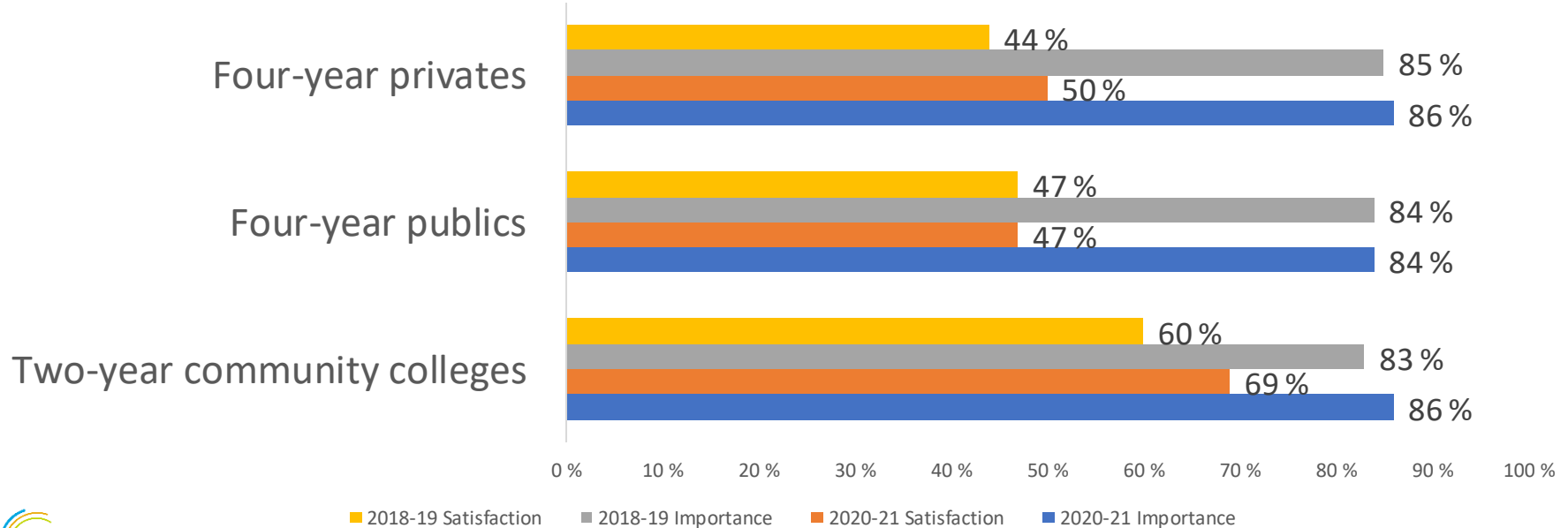
Financial Pressures  
and  
Tuition Paid  
Worthwhile



# Adequate financial aid available for students

## *Steady or increase in satisfaction*

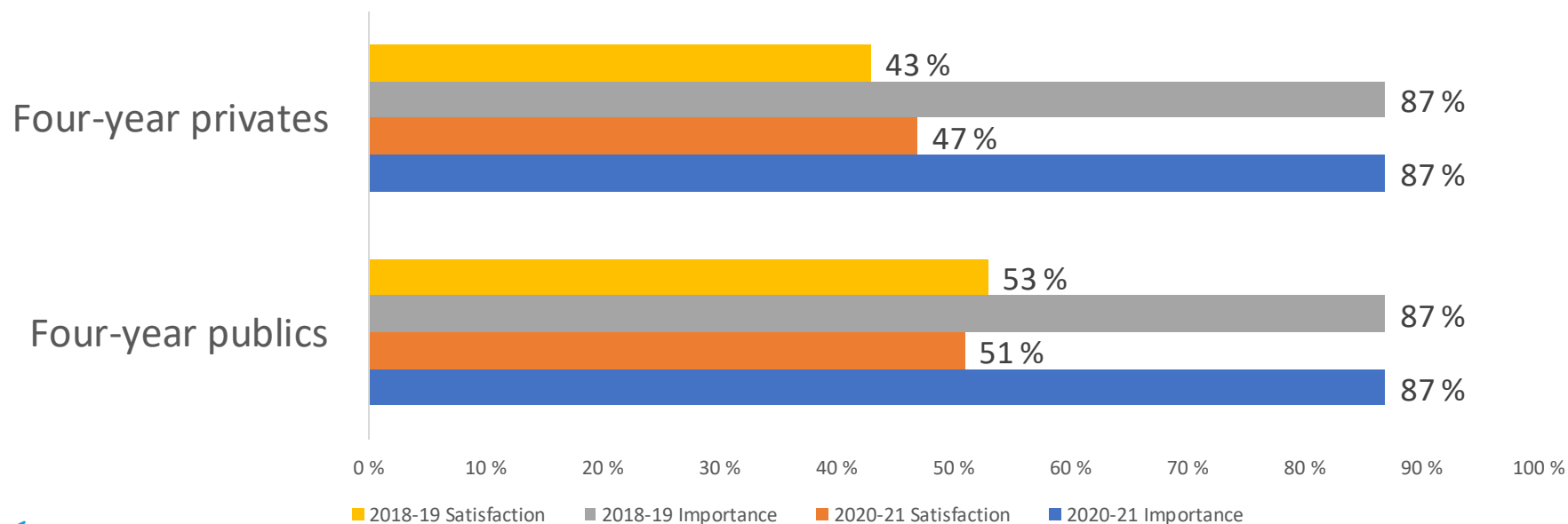
Adequate financial aid is available for most students.



# Tuition paid is a worthwhile investment

*Increase at four-year privates;  
slight decline at four-year publics*

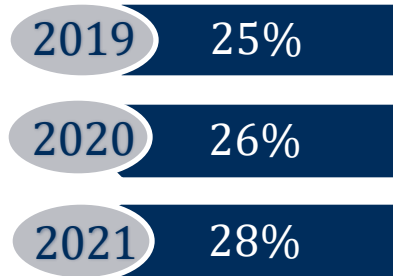
Tuition paid is a worthwhile investment.



# Desire to Finish College

## *National Data on First-Year Students*

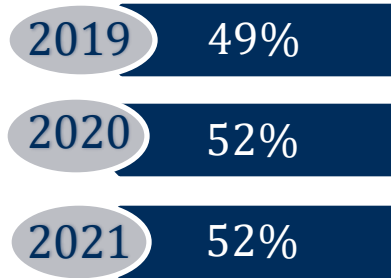
“Wonder if college is worth the time, money, and effort.”



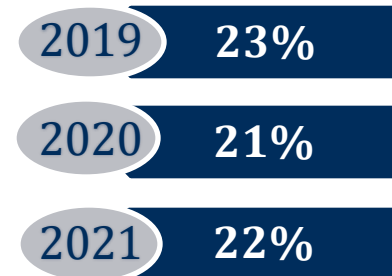
# Financial Insecurity

## *National Data on First-Year Students*

“Have the financial resources to finish college.”



“Bad financial position and pressure to earn extra money will interfere with school.”





How are you  
taking action?

**Campus climate**

**Mental health**

**Safe campus**

**Instruction**

**Financial/Value**



Key Take-away:  
Communicate!



**Communication is a powerful  
way to change perceptions**





**Establish a  
communication  
plan**

# Who to communicate with

1. Faculty
2. Staff
3. Leadership
4. First year students
5. Entire student body
6. Targeted populations (resident students/commuters)
7. Families of traditional-age students

# How to communicate

1. Announcements on campus by faculty, leadership, and other students
2. Social media
3. Student government/activity groups
4. Postings on campus and website
5. Email announcements
6. Infographics
7. Table tents around campus

# When to communicate

1. At the beginning of the school year
2. Before mid-terms and finals
3. When something has been improved
4. When it is time to register for the next semester
5. At the end of the school year
6. During the summer between terms
7. At graduation

# What to communicate

1. Survey/assessment results
2. Improvements that have been made to the student experience
3. Resources that are available
4. Where to go with questions
5. Plans to make improvements in the future
6. Why a policy or procedure is in place
7. The success of students who have graduated from the college

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "What are your take-aways?" is centered in white, sans-serif font.

What are your  
take-aways?

An aerial photograph of a vast, snow-covered mountain range. The peaks and ridges are covered in white snow, contrasting with the deep blue of the sky and the darker blue of the shadows. The perspective is from a high altitude, looking down on the terrain.

**Want to see the latest data?**

Request the  
2022 Reports

# Learn more about the RNL Student Success Solutions

[RuffaloNL.com/StudentSuccess](https://RuffaloNL.com/StudentSuccess)



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## Contact us with questions

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