



Developing a Comprehensive Student Success Plan

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Developing a Comprehensive Student Success Plan

This session will discuss:

1. Steps included in developing a comprehensive student success plan.
2. Factors and elements involved in developing each step.
3. Examples from a recently developed student success plan.
4. Overlays and tips for a successful plan.

A Student Success Plan:

- Is a set of clear and unambiguous goals with associated strategies and action plans;
- Should lead to the achievement of institutional goals;
- Should lead to the achievement of students' goals;
- Establishes, in advance, responsibility, resources required, timetables, and methods of evaluation; and
- Includes, at a minimum, first to fourth term planning.

Student Success Planning is a Critical Part of Institutional Strategic Planning



Steps for Student Success Planning

1. Conduct a student success situation analysis including data collection and analysis.
2. Formulate strategies (enabling objectives).
3. Develop action plans.
4. Set Goals.



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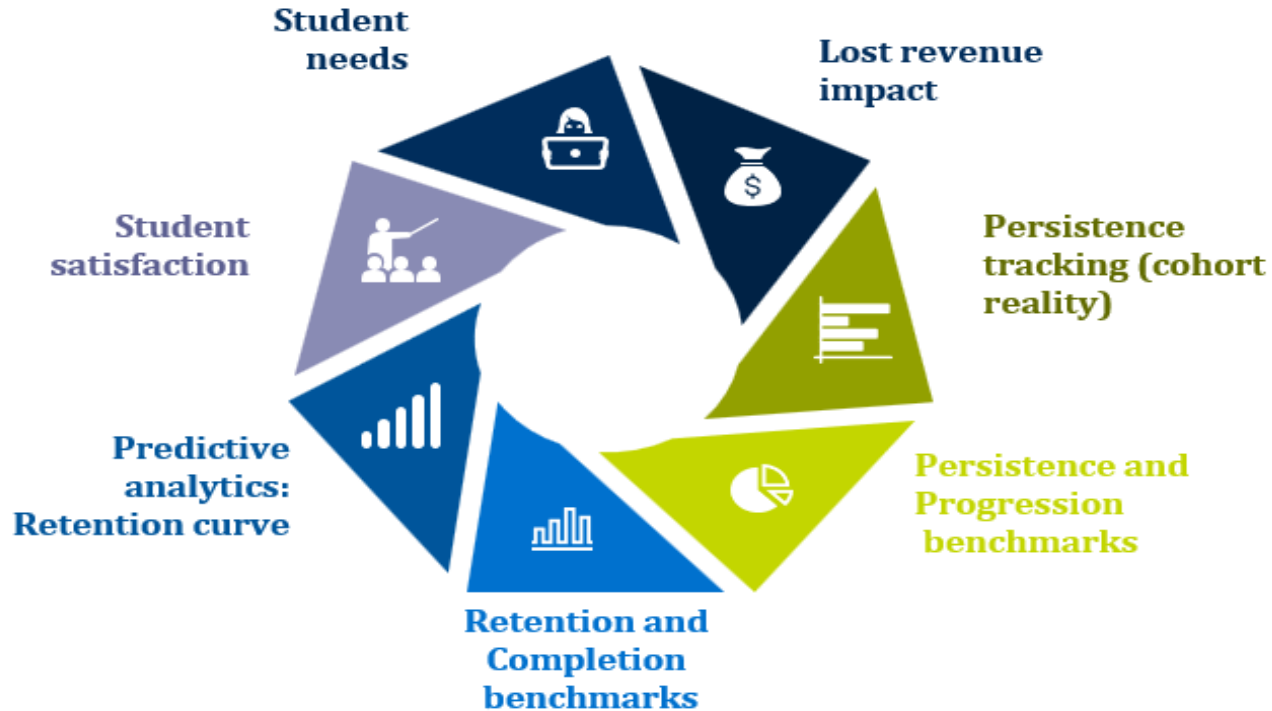


Current State Analysis

Student Success Situation Analysis

- Reviewing the institutional mission statement that describes the basic reason for the existence of the organization.
- Reviewing the institutional strategic plan: The strategic plan and mission statement need to be consistent with each other.
- Assessing driving forces and inhibiting factors.
- Compiling and reviewing historical enrollment and student success data, both overall and by specific program.
- Focus group results: student voices, faculty, administration, etc.
- Results from student satisfaction surveys.
- Conducting a program-by-program analysis and establishing a desired enrollment state and student success needs.
- Developing a list of student success planning assumptions.
- Reviewing project and consultant recommendations.
- Clarifying definitions and nomenclature that may be used in the planning process.

Data to Inform Your Student Success Planning



Cohort Reality or Persistence Continuum Example

Could add term to term persistence to the chart

	Entering Cohort	Return to Year Two	Retention Rate to Year Two	Attrition to Second Year	Return to Year Three	Attrition from Second to Third Year	Return to Year Four	Attrition from Third to Fourth Year	Year Four Complete	Year Four Complete
Fall 2016	308	256	83%	17%	224	13%	221	1%	203	66%
Fall 2017	364	313	86%	14%	276	12%	265	4%	247	68%
Fall 2018	357	296	83%	17%	274	7%	253	8%		
Fall 2019	355	295	83%	17%	259	12%				
Fall 2020	345	279	81%	19%	262	6%				
Fall 2021	332	289	87%	13%	275	5%				

High Impact Predictors for First Year Retention

- The number of days a student applies before the first day of school. After 52 days, the retention rate begins to drop.
- The average number of days of log in to Canvas. Logging in at least one time a week moves the retention rate from 65% to 80%.
- The amount of merit based financial aid. Amounts below \$650 saw a drop in retention.
- A prior term GPA of 2.8 is an indicator of retention.
- HS GPA of below 3.25 is a risk.

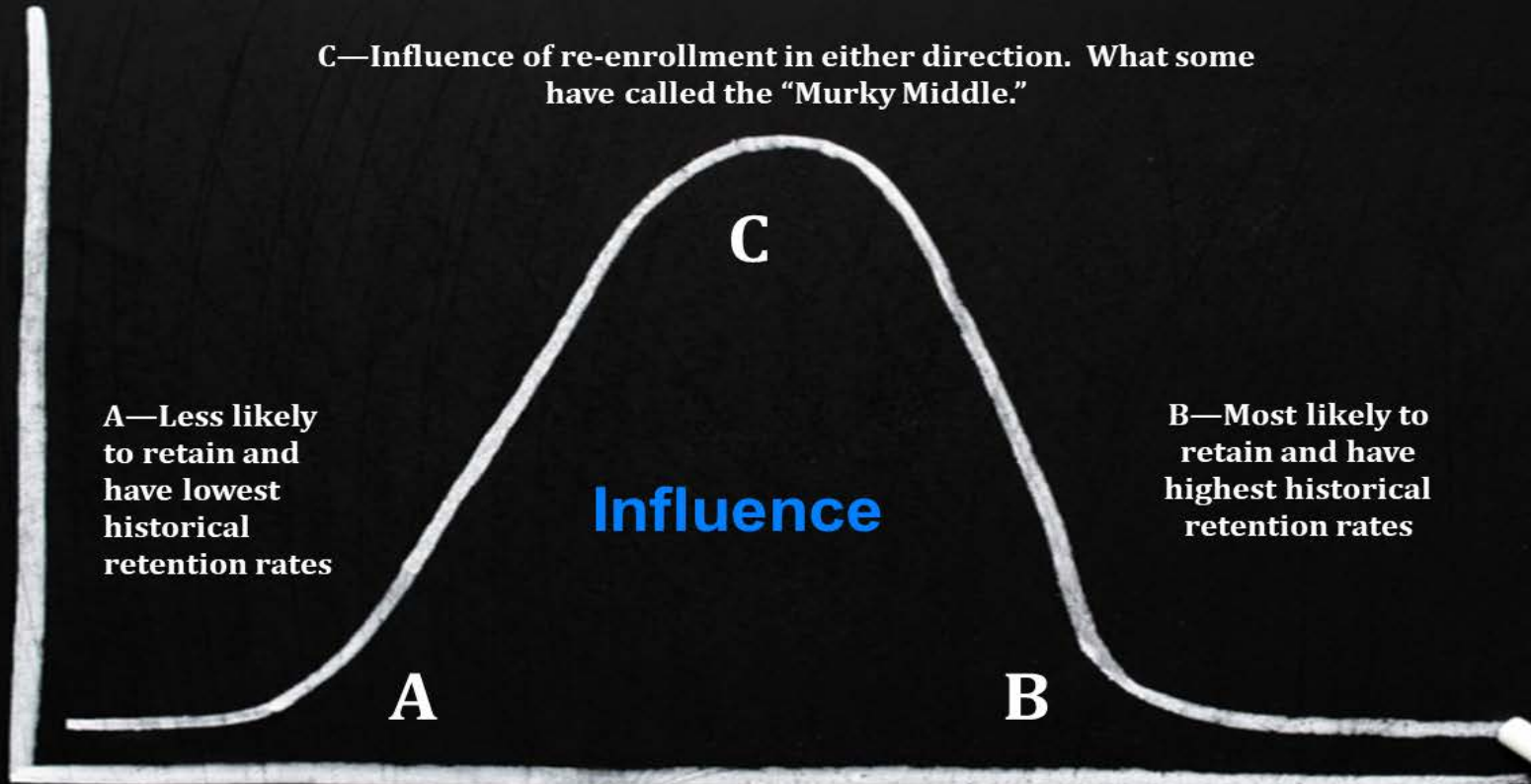
High Impact Predictors for Second Year Persistence

The powerful predictors for reviewing persistence after a student has completed 3 terms includes:

- Grades at the end of the first year
- Grade in the LMS compared to others
- Number of credits attempted
- Previous term GPA

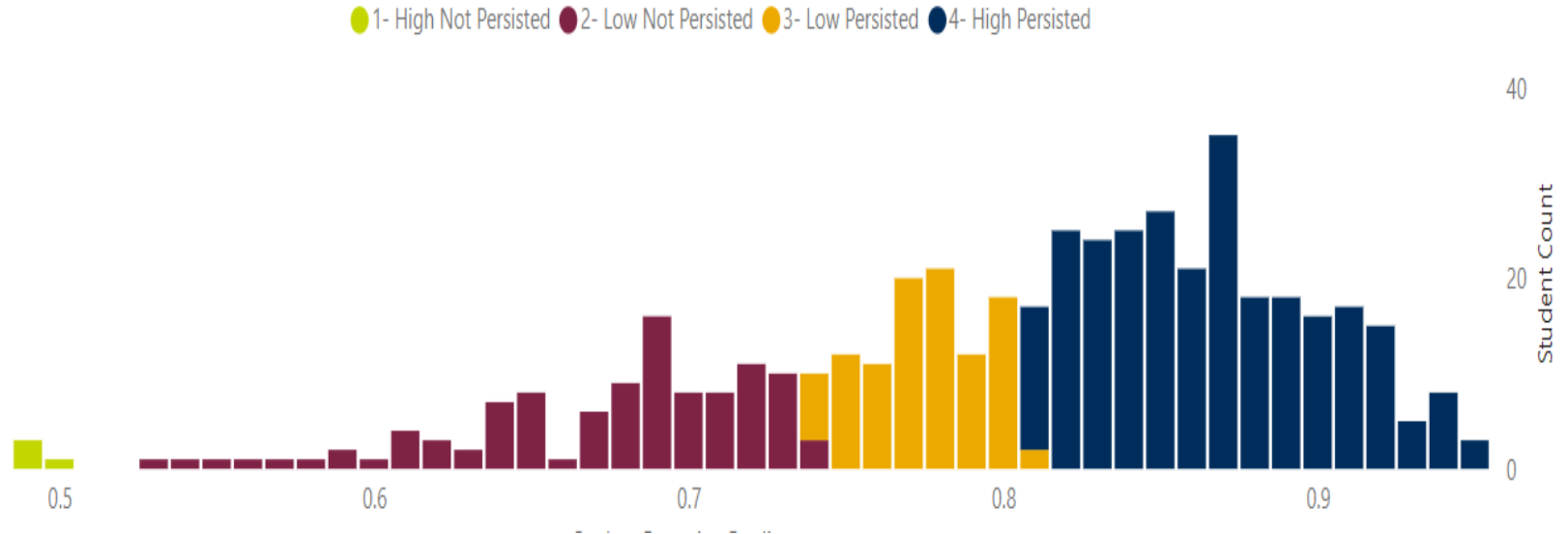
The Attrition Curve: Allows for Focused Strategies

C—Influence of re-enrollment in either direction. What some have called the “Murky Middle.”



Model Distribution: 3rd to 5th term example

Model Score Distribution



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 word "Strategies" is written in a white, serif font, centered over the person's hands and the laptop.

Strategies



Seeing Through the Data

Moving From Data Analysis to Strategy Development

Two Categories of Strategies

- Re-Enrollment/Re-yielding Strategies
 - Strategies which influence the student to re-enroll, therefore improving the persistence and retention outcomes.
- Student Success Strategies
 - Strategies which help the student to be more successful, therefore improving the progression and completion outcomes.
- All of these strategies must work together to improve the persistence, progression, retention, and completion ($P+P+R=C$).

Retention Management: Re-enrollment (Re-yielding) Strategies

Outreach, communication, and support plan to influence re-enrollment/re-yielding. Can also be called an internal re-enrollment marketing plan.

- CAN: Congratulating, Alerting, and Nudging
- Advising and registration campaigns each term
- Affiliation scans each term
- Value messaging
- Rhythm of the first-year parent and family campaigns
- Intent to re-enroll tracking
- Intentional connections to academic units
- Transcript request communication
- Financial aid reminders
- Hold management communication
- Housing/Residence life intent notices
- Qualified recruit-back (fall not spring, spring not fall)
- Second-year transitions beginning in term two
- Summer melt outreach

Student Success Strategies

- First-year transitions (orientation, FYE, and extended orientation)
- Academic advising/coaching/degree/pathways planning
- Course success assessment and planning
- Academic support
- Academic recovery
- Co-curricular programming
- Quality of housing and residence life
- Engaged integrated learning
- Quality services (minimization of run-around)
- Career development
- Second-year transitions

Student Success Strategies: Student Success Plan

“The following strategies have been identified for inclusion in the Student Success Plan. The various strategies are in different stages of development, implementation and evaluation. Regardless of the phase of development, strategies and the action plans utilized for planning and implementation should be assessed and potentially revised each year.”

Student Success Task Force	Classroom Effectiveness
Data Tracking System	Faculty Affiliation and Engagement
Persistence Continuum	New Student Orientation
Re-enrollment and re-yielding Plan	Comprehensive Academic and Career Advising
Congratulating, Alerting, Nudging	Student Success Coaching

Institution strategy

Continued Enhancement of Academic Advising

“Continue work on developing a best practices academic advising program. The Director has made very good progress toward providing excellent advising for this institution’s students and will continue to do so.

Please continue to work on the following:

- Development of the academic advising program by use of Appreciative Advising
- Establish the “outreach” plan via the re-yielding/re-enrollment communication plan. With the addition of the academic coaches, the institution will need to clearly delineate roles. The best news is that the addition of the academic coaches should allow the advisors to meet (outreach opportunities) with advisors to accomplish the established learning outcomes.
- Establish an on-going professional development plan for the director and all academic advisors
- The Director of Advising provided a copy of the institution’s Advising Plan. It is an excellent start and contains many components of a best practices academic advising plan. Additionally, advising information helpful for students has been included on the institution’s webpage.”

Institution strategy

On-going development of the Re-yielding/Re-enrollment Plan

“A re-enrollment plan contains all the communications and processes that are needed for students to re-enroll. It is very possible that the re-enrollment plan will overlap with components built into the Early Intervention/At-Risk plan. The plan is more detailed the first term as we “front load” learning outcomes for freshmen; however, the re-enrollment plan will also consider the on-going need for persistence. Timing of the communications and processes are delineated as well as who is responsible for the action.”

Components of the plan include communications and processes related to:

Orientation and first-time registration	Outreach by advisors
Outreach by success coaches	Financial aid notices
Payment notices	Hold notices
Registration for next term	Completing housing contracts
SAP game plans	

A group of people are gathered around a desk in a modern office setting. A woman in the center is smiling and looking at a laptop screen. A man to her right is leaning over, also smiling. Another woman to her left is looking at a smartphone. The desk is cluttered with various items like a laptop, a cup, and papers. The background shows a bright, open-plan office with plants and other people working.

Action Plans and Goals

Developing action plans to Accomplish Strategies

What exactly are you going to do?

- Specific description of the activity that is generally quantifiable and measurable

When will it be completed?

- Timetables that clearly show key dates and deadlines

Who will be responsible?

- Clear assignments of responsibility for performing important tasks

How much will it cost?

- Budget information showing the cost of implementation

How will you know whether it has been accomplished?

- The methods of assessment, evaluation, or control that will be used to monitor progress, or measure success or failure of the actions

Action Plan: Creating Professional Development Plan for Director and Advisors

Goal: Increase the retention rate to 80% and the graduation rate to 60%.

Key strategy: Academic Advising

Description/explanation: A key components of a quality academic advising is training/professional development.

Implementation Schedule/Timetable

Steps	Responsibility	Date
Set clear expectations for academic advisors, including senior advisors.	VPEM and Director of Advising	
Establish clear expectations for the Director of Advising, including the ability to attend professional development opportunities	VPEM	
Develop an evaluation plan all academic advisors	VPEM with Director of Advising	
Part 1: Develop a multi-tiered training schedule for all “levels” of advisors and that includes all facets of high impact advising. Sr. Advisors should have a role in training.	Director of Advising	
Provide professional development for sr. advisors such as attendance at NACADA, First Year Experience seminars, etc. Include mandatory reading of best practices research and application plans. Plan could be on rotational system if budget is an issue. Additionally, Sr. Advisors would be expected to cascade training to others.	VPEM	

Setting goals

Sample student success goals

- Goal: Achieve an annual return rate of 80 percent for first-time, full-time, degree-seeking freshmen entering the institution in fall 2023.
- Goal: Increase the “open” rate of Canvas to 95% of all students during the first week of school.
- Goal: Increase the first-year student success rate of underrepresented students, who begin fall 2023 by three percent.
- Goal: Increase the first-year student success rate of fall 2019 students, who enroll fewer than 90 days prior to the beginning of their first term by three percent.

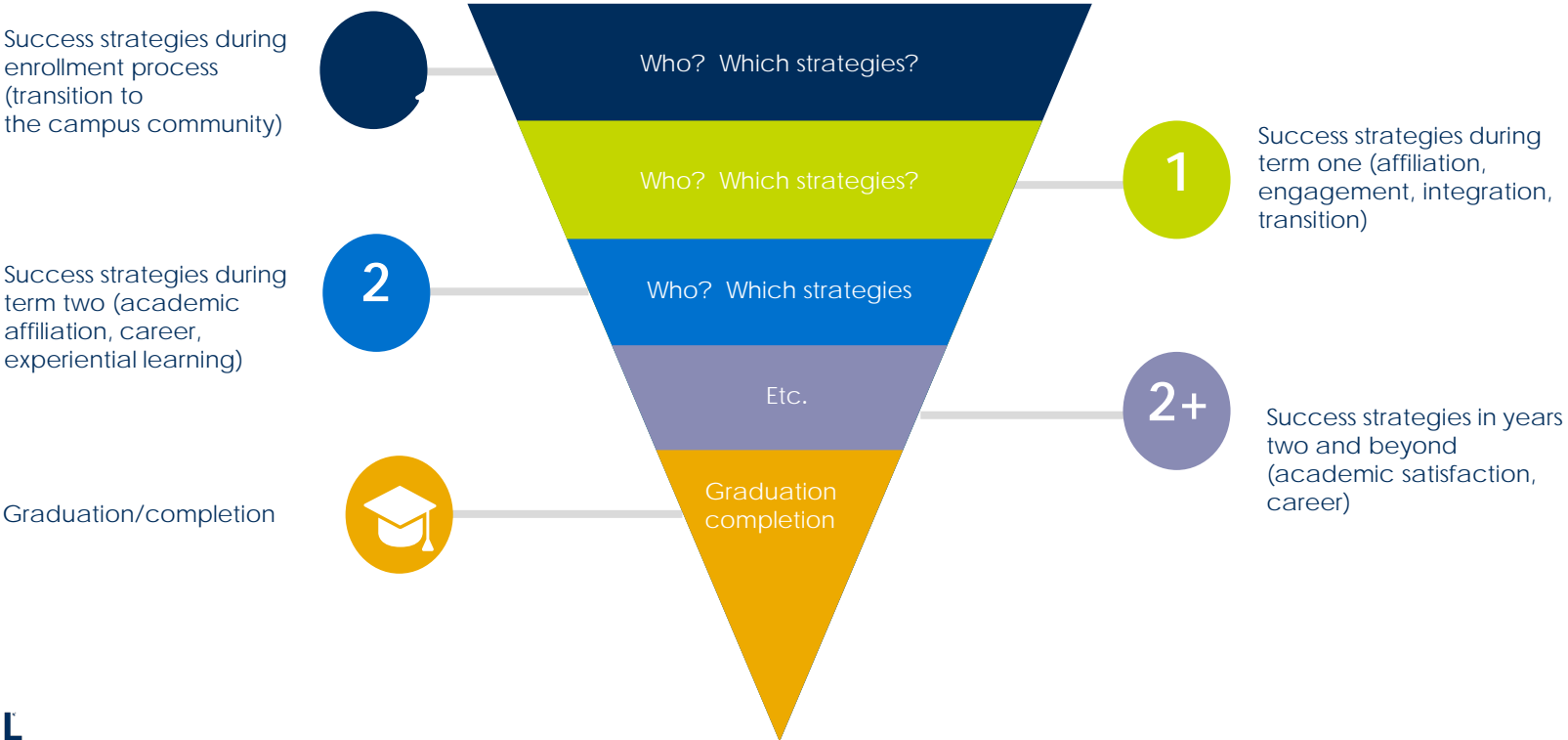
The background image is a blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. Through the arches, a large, classical-style building with a central dome and a spire is visible. The courtyard is green with some trees and a few people walking in the distance. The overall scene is bright but has a strong blue color cast.

Making your Student Success Plan a Success

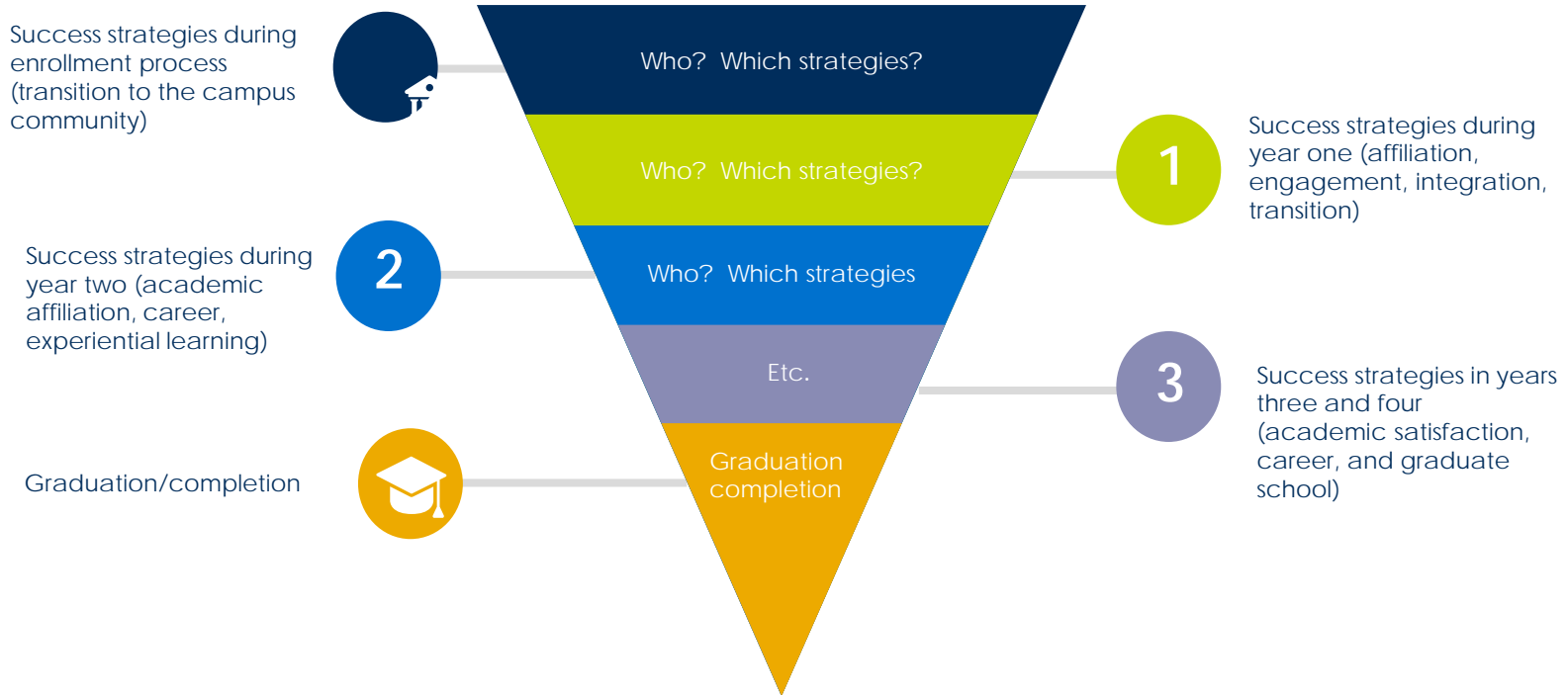
Leading for Results: Keys to Success When “Everyone” is Involved. (Overcoming the “loud voice” in the room.)

Activity-Oriented	Results-Oriented
Redefining problems/issues	Recommending specific actions to address problems/issues
Failing to set priorities	Establishing top priorities
Focusing on trivial and non-critical problems/issues	Selecting the problems/issues that are the most important and that make the biggest difference
Working to improve too many procedures simultaneously	Working to improve a small number of critical processes
Over-analyzing and disputing the data	Using the data to develop plans
Diverted by crisis	Keeping your eye on the ball

Student Success Relationship Management Model and Persistence Continuum: Two-year School



Student Success Relationship Management Model and Retention Continuum: Four-year School



Six Guiding Principles for Effective Student Success Efforts: Keys to Assessing and Evaluating



Putting it All Together!



Thank you for attending our session! Wishing you much success as you develop your institution's student success plan!



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