



JSU R.O.A.R.: Re-envisioning Orientation, Advising & Retention

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Find Your “Groove”

What does it mean?

- A personal flow or rhythm that helps one produce stellar results and enjoy the process at the same time.
- To find what you are comfortable doing, your passion, what you want to do.
- To take great pleasure; enjoy oneself.
- Everything is working smoothly and you’ve found a good routine.

Find Your “Groove”

What happens when you can't find your “Groove”?

- You feel off track and out of whack.

What does it mean to get your “Groove” back?

- To start to be happy, confident, or successful again after a difficult period.

Session Objectives

- Understand how a university lost its “Retention Groove”.
- Discover how a university generated momentum to get its “Retention Groove” back.
- Anticipate ways to find or enhance your institution’s “Retention Groove”.

Jackson State University

- Located in Mississippi's capital city
- Mississippi's Largest Historically Black College or University (HBCU)
- Mississippi's Fourth Largest State-Supported Institution
- Offers 45 bachelors', 34 masters', 1 specialist-in-education and 13 doctoral degrees
- Undergraduate Enrollment – 4,927
- Graduate Enrollment – 1,979

JSU Retention Rates

First-time, Full-time Freshmen

Fall 2015 Cohort – 71%

Fall 2016 Cohort – 61%

Fall 2017 Cohort – 53%

We just couldn't find our groove!

Compared to Peer Institutions

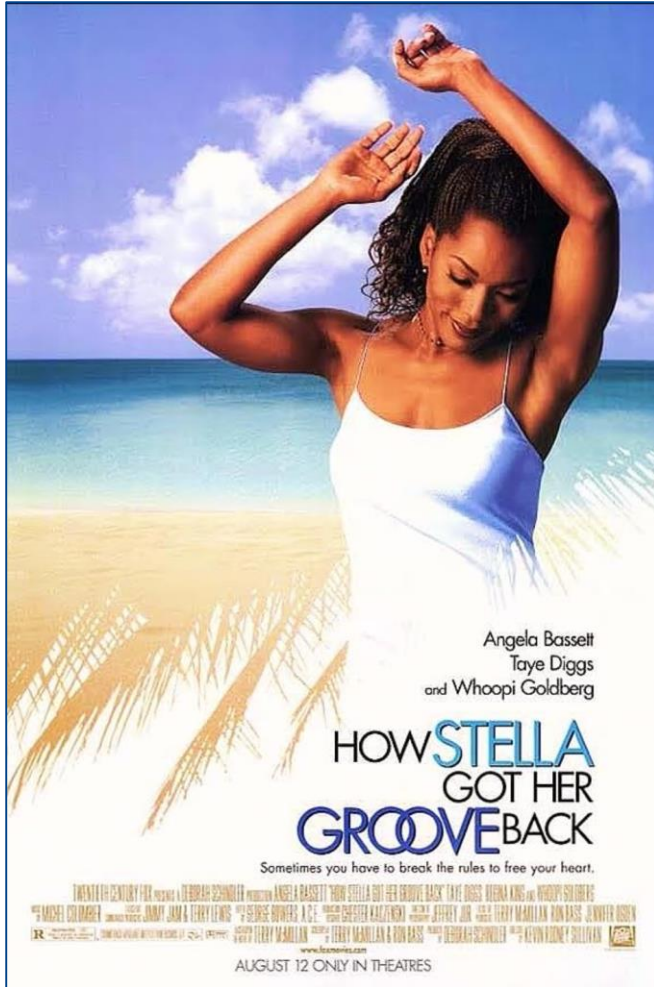
Institutions	Fall 2015 Cohort	Fall 2016 Cohort	Fall 2017 Cohort
Jackson State University	71%	61%	53%
Tennessee State University	56%	58%	64%
Texas Southern University	50%	57%	54%
Texas A & M University - Kingsville	71%	68%	67%
University of New Orleans	64%	62%	71%
Alcorn State University	72%	75%	73%
Mississippi Valley State University	60%	61%	62%
All	75.1%	75.4%	75.5%

In-state type-matched peers – HBCUs & recipients of settlement funds (Ayers Case) & Outside of Mississippi - Public, 4-year or above, have student populations between 5,000-9,999, have a Carnegie classification of High Research Activity, 2 are HBCUs & ethnic and racial minority backgrounds.

Compared to Aspirational Institutions

Institutions	Fall 2015 Cohort	Fall 2016 Cohort	Fall 2017 Cohort
Jackson State University	71%	61%	53%
Georgia State University	83%	83%	84%
University of Louisville	80%	81%	80%
University of Maryland – Baltimore County	87%	88%	87%
University of Southern Mississippi	74%	71%	72%
Wayne State University	82%	81%	79%
All	75.1%	75.4%	75.5%

Based on their status as an academic institution, level of the institution at 4 or more years, Title IV eligibility, participation in Title IV federal financial aid programs, and Carnegie classification: High and Very High Research Activity.



We had to be
like



and get our
“GROOVE” back!

ROAR.

Re-envisioning Orientation, Advising and Retention

80% Retention Rate by 2026

INTRO TO R.O.A.R.

INTENTIONAL ORIENTATION

Re-envisioning Orientation

NEED FOR A GOOD ORIENTATION PROGRAM

LEARN ABOUT NEW & SUCCESSFUL ORIENTATION PROGRAMS



UNDERSTAND NEW LANDSCAPE POST COVID

UNDERSTAND CURRICULUM EXPECTATIONS & ACADEMIC PERFORMANCE REQUIREMENTS

CONNECT FACULTY & STUDENTS (ADDRESS UNIQUE NEEDS) (PARENT INVOLVEMENT) PROCESS REFINEMENT WAS NEEDED!



LEVERAGE RESOURCES TO

INCREASE STUDENT AWARENESS & EDUCATION

PROACTIVE SUPPORT

TOOLS & MENTORSHIP



Re-envisioning Student Advising

ADVISING IS

CENTRAL THEME

FOR RETENTION

TAILORED ADVISING TO MATCH STUDENT GOALS

GATES FOUNDATION HELPED IDENTIFY GAPS IN PROGRAM & PROVIDED E-SOURCE LEARNING SOLUTIONS (EXTERNAL EVALUATOR)

GEORGIA STATE ASPIRATIONAL INSTITUTION

WHAT DO THEY DO RIGHT, AND HOW?



MEET STUDENT NEEDS UNDERSTAND GEN-Z

PROVIDE NURTURED ADVISING

* BASED ON FIRST-TIME, FULL-TIME FRESHMEN RETURN RATES

Improving Student Retention

ALIGN INSTITUTIONAL ENVIRONMENT

WITH STUDENT GOALS & COMMITMENTS

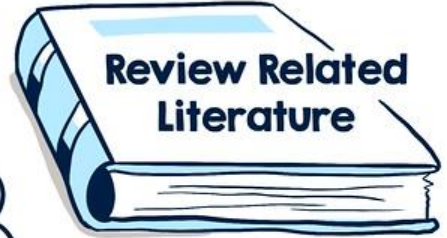


MATRICULATION MONITORING

BASE LINE DATA

DATA SYNTHESIS FOR BETTER UNDERSTANDING OF STUDENT POPULATION

NSSE STUDENT EVALUATION TRACKING



PROCESS

TRAINING ADVISORS

IMPLEMENT BEST PRACTICES

ORIENTATION PARENT INVOLVEMENT & RETENTION LITERATURE

ANALYZING WHAT WAS THERE

UNDERSTANDING BEST APPROACH FOR GEN-Z STUDENTS

DEVELOPING FRAMEWORK (RESEARCH

COLLABORATIVE WRITING

FEEDBACK & EDITING FOR SMOOTH TRANSITIONING & FLOW OF DOCUMENT



ORGANIZATIONAL STRUCTURE

COLLABORATIVE EFFORT
IS KEY



R.O.A.R.
IS EVERYBODY'S BUSINESS

DYNAMIC LEADERSHIP

PRESIDENT & PROVOST

ACADEMIC & STUDENT AFFAIRS & ENROLLMENT MANAGEMENT

QEP OFFICE WITH DIRECTOR



ASSOCIATE VP STUDENT SUCCESS DIRECTOR OF TITLE III

DIRECTOR OF ACADEMIC ADVISEMENT

FACULTY ENGAGEMENT LIAISON WORKING WITH MENTORS

R.O.A.R.

BUDGET



PERSONNEL

PROPOSED NEW PERSONNEL (NEW HIRES OR EXISTING STAFF)

QEP DIRECTOR WITH ADMINISTRATIVE SUPPORT

FACULTY ENGAGEMENT LIAISON

PROFESSIONAL DEVELOPMENT

PRESENTERS (TRAINING FACULTY/STAFF & STUDENTS)

ORIENTATION

RESIDENCE HALL & PARTICIPATORY MEALS

SUPPLIES

ASSESSMENT INSTRUMENTS & MARKETING TOOLS

COMMUNICATION PLAN

DEVELOP COMMUNICATION GOAL

CONTINUOUS INFO. ABOUT R.O.A.R.

QEP DIRECTOR'S COMMUNICATION RESPONSIBILITIES COMMENTARY PORTAL

USE STUDENT BRAND AMBASSADORS & FEEDBACK PROVIDERS

OUTLETS

TRADITIONAL & INNOVATIVE

WEBSITE (ADVISEMENT DASHBOARD) NEWSLETTER EMAIL JSU TV

SOCIAL MEDIA (INFORMATIONAL VIDEOS) INSTITUTIONAL BLOG

R.O.A.R. IMPLEMENTATION PLAN

STRATEGIES TO LINK
ADVISING & ORIENTATION
FOR BETTER
RETENTION

ORIENTATION

A PLAN TO SERVICE
ALL STUDENTS

ONLINE ORIENTATION

(INCLUDING PARENTS)

↳ PROVIDING INFORMATION & SUCCESS SKILLS
TO ENSURE ACADEMIC
SUCCESS



ADVISING

Follow
GUIDED
PATH MODEL



ALIGN WITH
GOALS

TRACKING
DEGREE
COMPLETION



TAILORED
SUPPORT for
FACULTY
MENTORS

(TRAINING PROGRAMS)

INTENTIONAL
COMMUNICATION
& CONNECTION

PEER ADVISING
PROGRAM
(TRAINING PROGRAMS)

PROVIDE
RESOURCES

RETENTION

* FULL TIME, FIRST TIME
FRESHMEN

IS ABOUT
SAFETY NETS

ALERTS
EARLY ON

PROACTIVE
SUPPORT

LEVERAGE
INDICATORS

SAP

SCORE
BOARDS



MANAGE
CASE LOAD



EAB
INTELLIGENCE
SOFTWARE

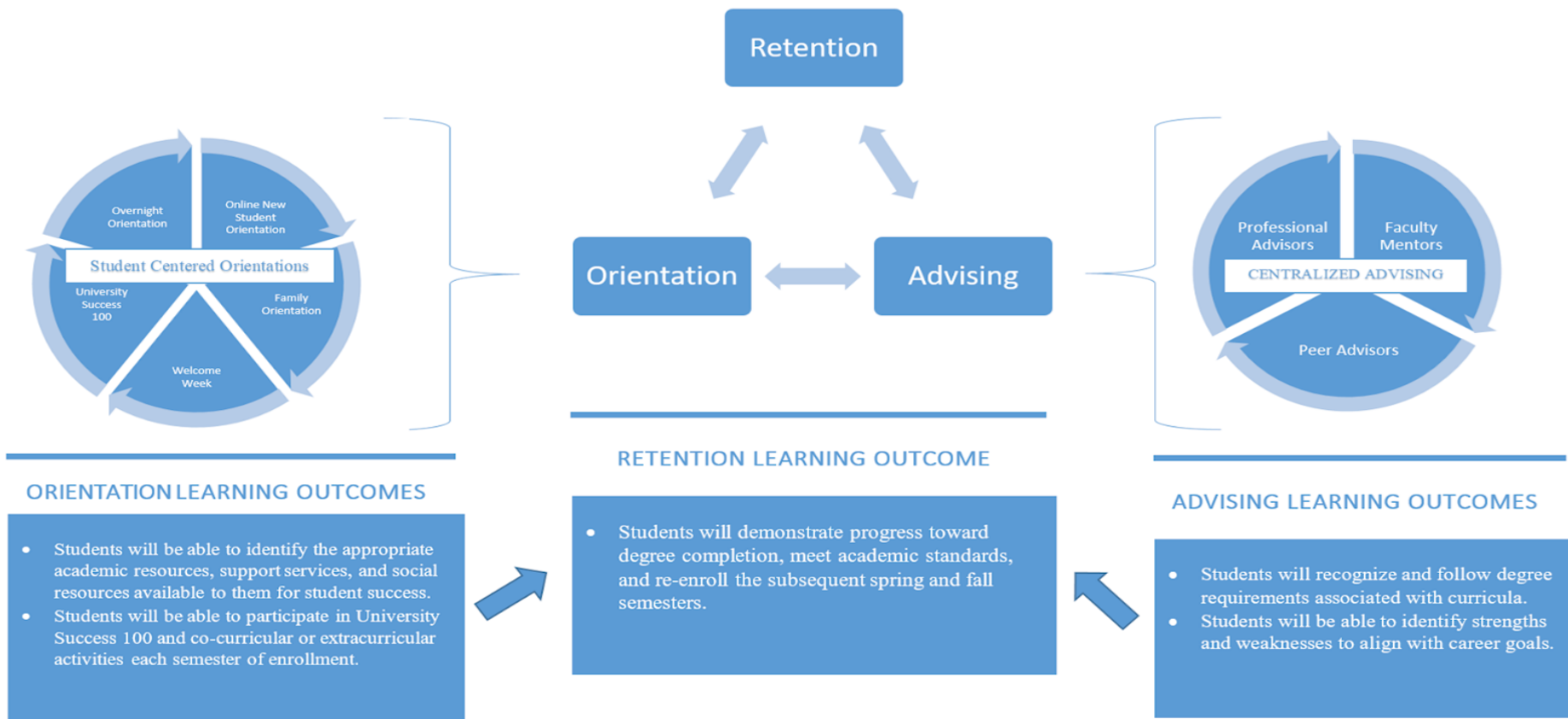
TO TRACK
STUDENT PROGRESS
HOLISTICALLY

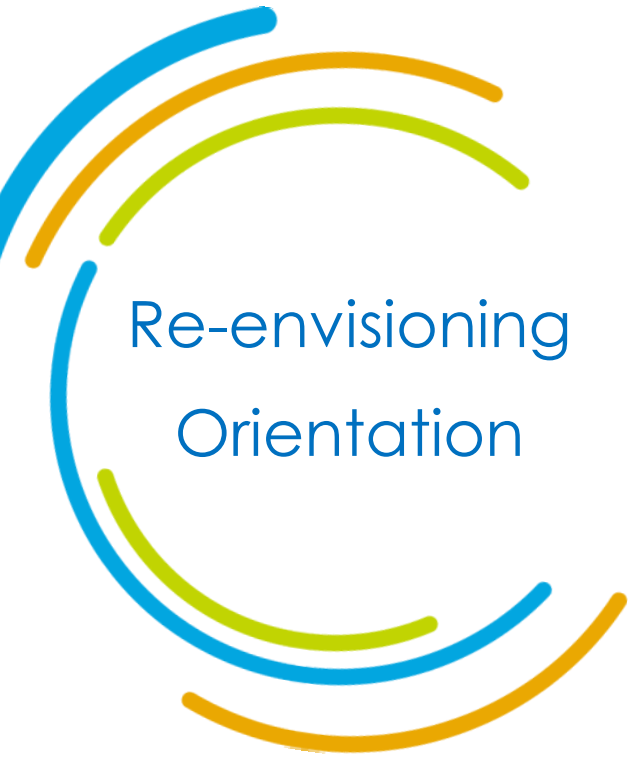
CASE-BY-CASE
STUDENT
EVALUATION



Figure 1: Jackson State University Re-envisioning Orientation, Advising & Retention Conceptual Model

Goal: The overarching goal of Jackson State University (JSU) Re-Envisioning Orientation, Advising and Retention (ROAR) is to improve student outcomes and experiences by re-envisioning orientation (onboarding) structure, advisement processes and faculty engagement to increase the retention rate.





The goal of Re-envisioning Orientation is to provide students with an orientation (onboarding) experience that will introduce them to the University and to develop and enhance their collegiate learning and cultural experiences.

STEP 1: VISIT OUR CAMPUS!



STEP 2: GET ADMITTED TO JSU!

- ↑ SUBMIT AN ONLINE APPLICATION
- A REQUEST YOUR OFFICIAL HIGH SCHOOL TRANSCRIPT
- SAT/ACT REQUEST YOUR OFFICIAL SAT/ACT SCORES

STEP 3: COMPLETE THE FAFSA

FREE APPLICATION FOR STUDENT AID
CODE: 002410



STEP 6: SEND IMMUNIZATION RECORD TO THE JSU HEALTH CENTER



STEP 5: SUBMIT INTENT TO ENROLL



STEP 4: APPLY FOR SCHOLARSHIPS

- 1 FIRST-TIME FRESHMAN
- 2 DEVELOPMENT-JSUDF
- 3 COLLEGE/UNIVERSITY-MAJOR SPECIFIC



STEP 7: APPLY FOR CAMPUS HOUSING



STEP 8: SEND FINAL TRANSCRIPT



STEP 9: ATTEND THEE ORIENTATION EXPERIENCE



STEP 11: ENGAGE IN THEE WELCOME WEEK EXPERIENCE



STEP 10: MOVE-IN



★ GET YOUR STUDENT ID ★



COMPLETE REGISTRATION OR SET UP A PAYMENT PLAN

REGISTER FOR CLASSES



8 STEPS TO COMPLETE THE FAFSA FORM



STEP 1: CREATE A (FSA ID) STUDENTAID.GOV ACCOUNT



STEP 2: START THE FAFSA® FORM



STEP 3: FILL OUT THE STUDENT DEMOGRAPHIC SECTION



STEP 5: ANSWER DEPENDENCY STATUS QUESTIONS



STEP 4: LIST THE SCHOOLS TO WHICH YOU WANT YOUR FAFSA® INFORMATION SENT

BE SURE TO LIST JSU!
CODE: 002410

STEP 6: IF APPLICABLE, FILL OUT THE PARENT DEMOGRAPHICS SECTION



STEP 7: SUPPLY YOUR FINANCIAL INFO

STEP 8: SIGN & SUBMIT YOUR FAFSA FORM!



FINANCIAL AID PACKAGING PROCESS

— JSU INTERNAL COMMUNICATIONS —

STEP 1: JSU FINANCIAL AID RECEIVES & REVIEWS FAFSA



STEP 2: STUDENT NOTIFIED OF ANY OUTSTANDING REQUIREMENTS



IF NO OUTSTANDING REQUIREMENTS, MOVE TO STEP 4



STEP 3: STUDENT SATISFIES OUTSTANDING REQUIREMENTS



STEP 6: JSU FINANCIAL AID RECEIVES RESPONSE from D.O.E/C.O.D

- ✓ if ACCEPTED: move to step 7
- ✗ if REJECTED: Correct & Resend

STEP 5: JSU FINANCIAL AID SENDS AWARD RECORD FOR APPROVAL TO D.O.E & C.O.D
(24-48 hr turnaround)

STEP 4: JSU FINANCIAL AID GENERATES FINANCIAL AWARD



STEP 7: JSU FINANCIAL AID SENDS AWARD AMOUNTS & DISBURSEMENT DATES TO D.O.E FOR APPROVAL & BOOKING

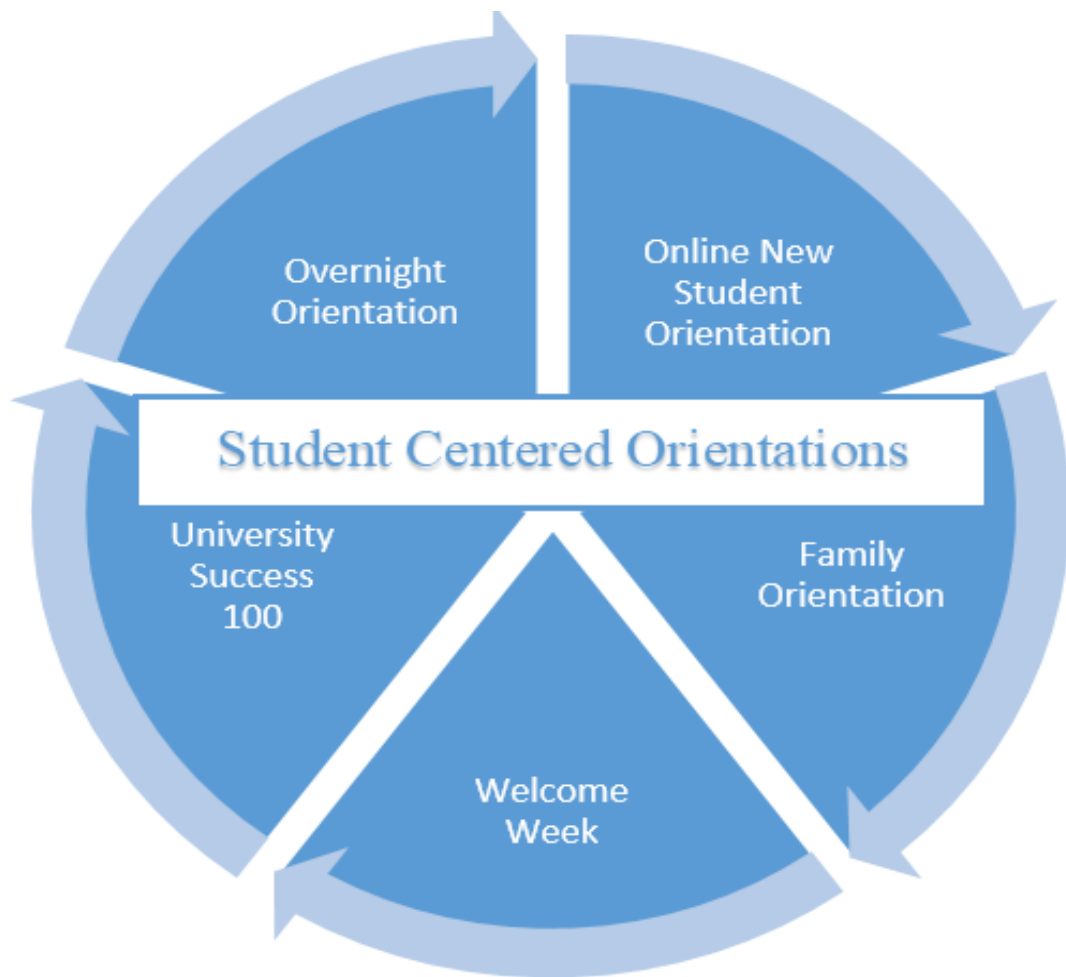
STEP 8: JSU FINANCIAL AID RECEIVES RESPONSE

- ✓ if ACCEPTED: MOVE TO STEP 9
- ✗ if REJECTED: Correct UNTIL ACCEPTED

STEP 9: JSU FINANCIAL AID AWAITS DISBURSEMENT DATE, then RELEASES FINANCES TO STUDENT

STEP 11: if ELIGIBLE, STUDENT RECEIVES FUND!





Re-envisioning Orientation

Plan of Action

- ✓ Develop Overnight Orientation Experience
- ✓ Enhance Online Orientation Experience
- ✓ Establish a Family Orientation Program
- ✓ Incorporate Student Success Sessions during Welcome Week
- Revise University Success 100 Course



The goal of Re-envisioning Advising is to effectively transition from a decentralized advising model to a centralized advising model.



Re-envisioning Advising

Plan of Action

Strategy 2.1.1: Create training programs for advisors, faculty mentors and peer advisors.

- ✓ Create an Advising Taskforce.
- ✓ Create an Advising & Mentoring Manual.
- Create “how to” videos that correlate with the Advising & Mentoring Manual.
- Construct advising & mentoring training course modules with quizzes.
- Build a calendar for face-to-face and virtual training.

Re-envisioning Advising

Plan of Action

Strategy 2.1.2: Design (College Advisors) Faculty Mentoring Program.

- Create responsibilities of a Faculty Mentor to first-time, full-time freshmen. *(Summer 2021 – College Advisors)*
- Explore methods for scheduling time for Faculty Mentors to meet with mentees.
- Create mentor and mentee agreement.
- Design and implement an incentive program for Faculty Mentors.

Re-envisioning Advising

Plan of Action

Strategy 2.1.3: Establish Peer Advising Program.

- Create responsibilities and the selection process of the Peer Advising Program.
- Select and train peer advisors.
- Implement Peer Advising Program.



ENROLL IN UNDERGRAD ACADEMIC COURSES



ACADEMIC ADVISING MISSION



PROVIDE STUDENTS WITH RESOURCES TO TAKE OWNERSHIP OF THEIR ACADEMIC CAREER



GOAL 1

UNDERSTAND ACADEMIC CURRICULUM & THE REGISTRATION PROCESS

GOAL 2

UNDERSTAND ACADEMIC POLICIES & STUDENT RESOURCES

GOAL 3

DEVELOP AN EDUCATIONAL PLAN BASED ON INTERESTS



TOOLS

DROP/ADD/WITHDRAW CAPABILITIES

CHANGE OF MAJOR

COURSE REGISTRATION

STUDENT RESPONSIBILITIES

BE AN ACTIVE LEARNER

FAMILIARIZE YOURSELF WITH MAJOR REQUIREMENTS

CHECK JSU EMAIL

COMPLY WITH DEADLINES & POLICIES

USE AVAILABLE TOOLS!

ADVISOR RESPONSIBILITIES

OFFER PERSONALIZED ADVICE

STAY UP-TO-DATE WITH CHANGING POLICIES, REGULATIONS & REQUIREMENTS

UNDERSTAND MAJOR REQUIREMENTS

BE ACCESSIBLE

RESOURCES

ADISEMENT & ACADEMIC PLANNING

DEGREE MAPS/ CURRICULUM GUIDES

UNIVERSITY SUCCESS 100 COURSE

EXCUSED ABSENCES

ImageThink

STEP-BY-STEP STUDENT JOURNEY THROUGH THE PATHWAY

ADMISSIONS TO JACKSON STATE UNIVERSITY



STUDENT-CENTERED ADVISING SESSION



CONGRATULATIONS ON COMPLETING GENERAL EDUCATION!

NOW GO LEARN MORE ABOUT YOUR MAJOR!

END YOUR PATHWAY WITH A DIRECTED CIVIC ENGAGEMENT COURSE THAT ALLOWS YOU TO FURTHER EXPLORE AND APPLY YOUR PATHWAY.



JSU ORIENTATION SUCCESS

1. REGISTER
2. ATTEND
3. ENGAGE!



CORE CLASS SELECTION



IF YOU KNOW WHAT YOU WANT TO STUDY, YOU CAN:

- 1 CHOOSE YOUR MAJOR and THE RIGHT MATH FOR YOUR PATH
- 2 CHOOSE YOUR GEN ED CORE
- 3 LEARN ABOUT THE PATHWAY COURSES

PATHWAY SELECTION

TAKE 3 COURSES FROM YOUR SELECTED PATHWAY THAT PIQUE YOUR INTEREST



Re-envisioning
Retention

The goal of Re-envisioning Retention is to improve and sustain the retention rates of first-time, full-time freshmen.

Retention



Orientation



Advising

Re-envisioning Retention

Plan of Action

Strategy 3.1.1: *Develop a means for tracking and monitoring first-time, full-time freshmen.*

- Create University Retention Committee to create Retention Framework.
- Review the University Strategic Plan to set measureable retention goals.
- Provide training to Advisors, Faculty Mentors and Campus Constituents on EAB Intelligence (or other software) to track and monitor first-time, full-time freshmen.

Re-envisioning Retention

Plan of Action

Strategy 3.1.1 *Develop a means for tracking and monitoring first-time, full-time freshmen.*

- ✓ Identify milestones (early alert dates, progress reporting, mid-term reporting, etc.) to track and monitor first-time, full-time freshmen.
- Identify specific programs (e.g. athletics, band, honors, disability, veterans, etc.) in which freshmen are members to determine retention rate baseline data and goals for those programs.
- Create scorecards and/or dashboards to track and monitor university retention rate and specific programs' first-time, full-time freshmen retention rates.

Re-envisioning Retention

Plan of Action

Strategy 3.2.1: Enhance Early Alert process for first-time, full-time freshmen.

- Review and update early alert categories (attendance, behavior, course performance, etc.) for real-time information.
- Provide training and how-to-videos on the early alert process.
- Evaluate student issues on a case-by-case basis.

Re-envisioning Retention

Plan of Action

Strategy 3.3.1: Establish an Early Intervention Best Practices Guide.

- Research evidence-based strategies and create a call for proposals for strategies from campus faculty and staff regarding effective early intervention strategies.
- Provide training to Advisors, Faculty Mentors and Peer Advisors and how-to videos based on the Early Intervention Best Practices Guide.
- Provide strategies to identify at-risk freshmen.

Re-envisioning Retention

Plan of Action

Strategy 3.3.2: *Understand and provide services to first-time, full-time freshmen who do not meet Satisfactory Academic Progress (SAP).*

- Understand the Financial Aid Satisfactory Academic Progress (SAP) and the Appeal Process through training provided to administrators, faculty and staff.
- Create strategies to intervene early with freshmen who potentially identify as not meeting SAP.
- Provide workshops, seminars, and early intervention strategies with identified freshmen who identify as not meeting SAP.

Student Support Services

A FEDERAL GRANT FUNDED BY THE U.S. DEPARTMENT OF EDUCATION

How Do You Qualify?

ARE YOU...

ELIGIBILITY REQUIREMENTS

- ✓ CURRENTLY ENROLLED 
- ✓ FIRST-GENERATION 
- ✓ LIMITED INCOME 
- ✓ DOCUMENTED DISABILITY INDIVIDUALS 



www.jsu.ms.edu/studentsuccess/student-support-services/



MISSION:

TO INCREASE RETENTION, PERSISTENCE & GRADUATION RATES



WHO DO WE SERVE

ALL INTERESTED MAJORS



PREMIER
THIRD STUDENT SUPPORT SERVICES
ALL SCHOLARS



STEM
STEM SCHOLARS



TEACHER PREPARATION
THIRD STUDENT SUPPORT SERVICES
EDUCATION SCHOLARS



WHAT DO WE OFFER?



SERVICES

ACADEMIC SUPPORT
(TUTORING, ASSISTANCE
LAPTOP LOANER PROGRAM)

TRAINING SEMINARS & WEBINARS
(GRADUATE PREP, FINANCIAL ASSISTANCE)

GRAD & PROFESSIONAL PROGRAM ADMISSIONS

FINANCIAL AID & LITERACY

ACADEMIC & CAREER COUNSELING



SKILLS/KNOWLEDGE TO COMPLETE POST-SECONDARY EDUCATION

THE PROGRAM EMPOWERS SCHOLARS TO :



HIGH LEVELS OF ACADEMIC SUCCESS & CAREER READINESS



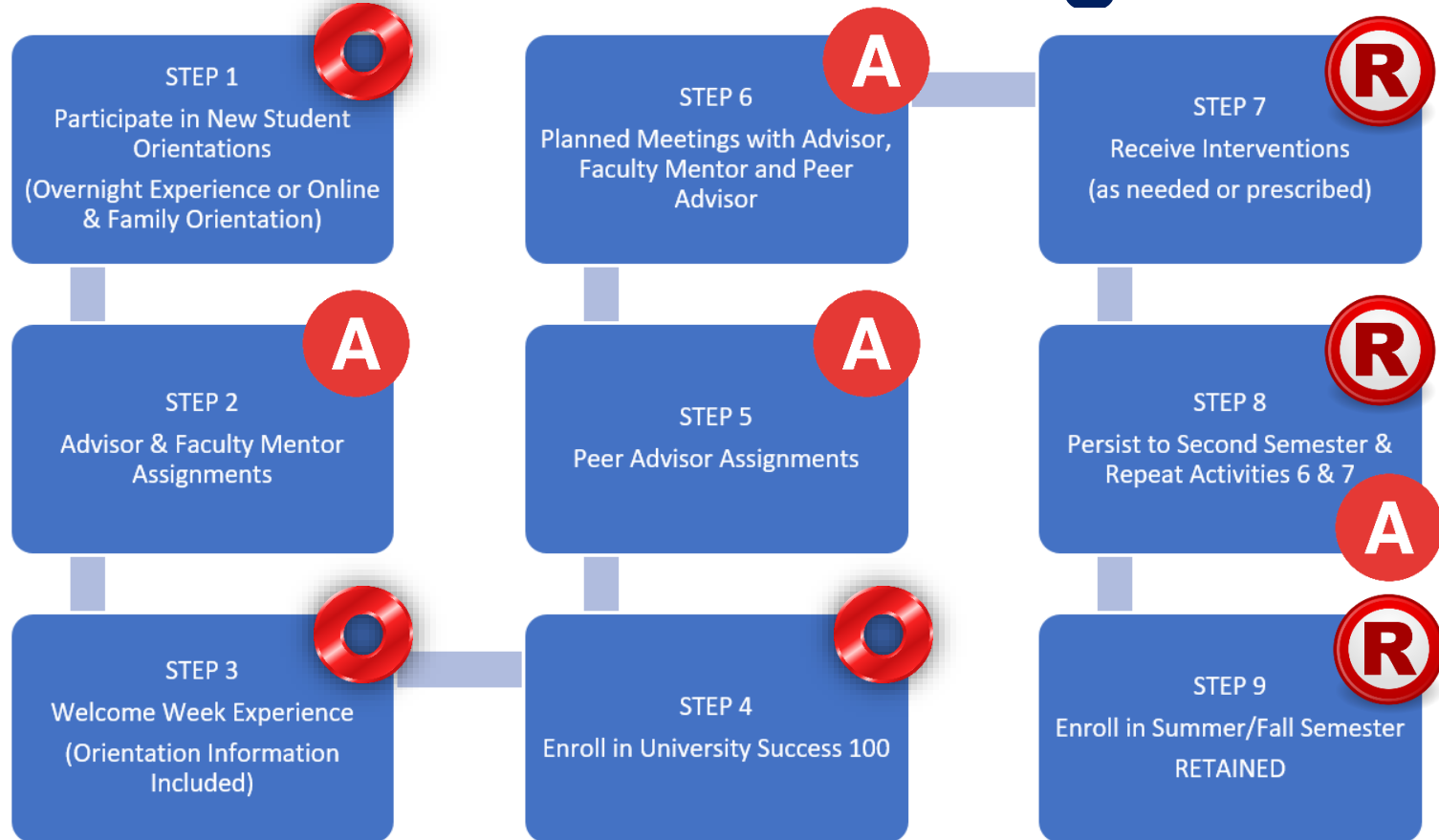
AS SKILLED, SELF-ACTUALIZING PROFESSIONALS & GLOBAL CITIZENS

APPLY NOW



Image Think

THEE R.O.A.R. Onboarding Process



R.O.A.R. ASSESSMENT PLAN

APPROACH

A TRUE RETENTION MODEL FOR JSU STUDENTS

METHODS



UNDERSTAND CONNECTION & INFLUENCE OF ADVISING & ORIENTATION ON RETENTION

ESTABLISH AN OPERATIONAL DEFINITION:

STUDENT SUCCESS = ↑ RETENTION

FORMATIVE, SUMMATIVE, DIRECT & INDIRECT THROUGHOUT 5 YEARS



ASSESS QEP

ENSURE ADAPTABILITY FLEXIBILITY TO PIVOT IF NECESSARY



TIMELINE FOR EVALUATING STRATEGIES

INCREASE RETENTION THROUGH A HOLISTIC, MULTIDIMENSIONAL APPROACH!

ENSURE OBJECTIVES MATCH TO STUDENT OUTCOMES

STUDENT OUTCOME IMPLEMENTATION STRATEGIES

INCREASE STUDENT OWNERSHIP OF ACADEMIC EXPERIENCE

HELPS DOCUMENT DATA & IDENTIFY NEEDS

USE BASELINE DATA

COMING FROM PREVIOUS ORIENTATIONS

Compared to Peer Institutions

Institutions	Fall 2017 Cohort	Fall 2018 Cohort	Fall 2019 Cohort	Fall 2020 Cohort	Fall 2021 Cohort
Jackson State University	53%	77%	74%	77%	77%
Tennessee State University	64%	64%	65%	63%	
Texas Southern University	54%	53%	51%	68%	
Texas A & M University - Kingsville	67%	65%	72%	66%	
University of New Orleans	71%	68%	70%	58%	
Alcorn State University	73%	80%	74%	75%	
Mississippi Valley State University	62%	61%	62%	59%	
All	75.5%	76%	75.7%	75.6%	

Compared to Aspirational Institutions

Institutions	Fall 2017 Cohort	Fall 2018 Cohort	Fall 2019 Cohort	Fall 2020 Cohort	Fall 2021 Cohort
Jackson State University	53%	77%	74%	77%	77%
Georgia State University	84%	82%	81%	75%	
University of Louisville	80%	80%	81%	77%	
University of Maryland – Baltimore County	87%	87%	87%	87%	
University of Southern Mississippi	72%	68%	75%	70%	
Wayne State University	79%	79%	82%	81%	
All	75.5%	76%	75.7%	75.6%	

Discussion

Share at least one strategy you've heard that will help you find or enhance your institution's "Retention Groove".

QUESTIONS



Re-envisioning Orientation, Advising and Retention



CONTACT US

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