



We Have Your Back: An Integrated Approach to Melt and Retention

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Introductions

What do Students and their parents want?



Financial
Success



Personal
Growth

VS.

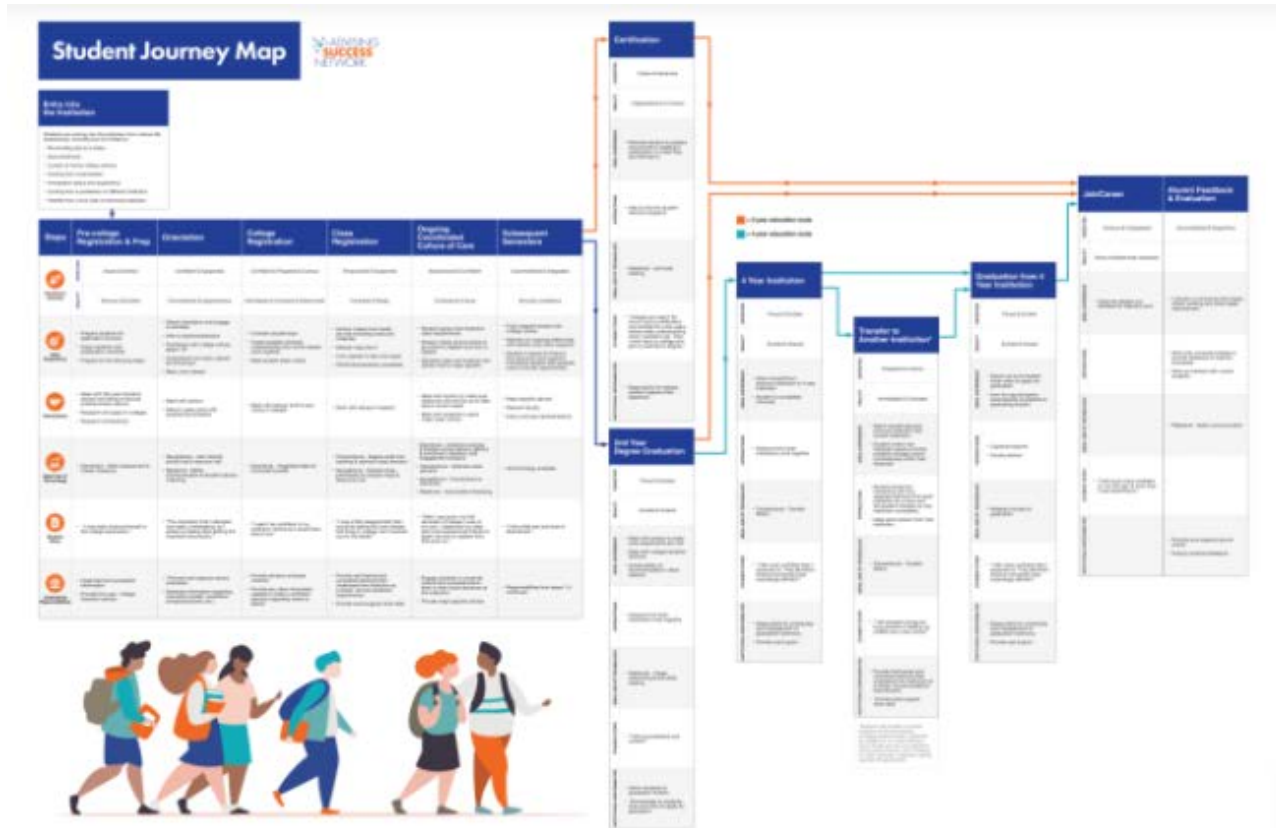


Retention/
Persistent
Rates



Net tuition and
fee revenue

Typical Approach to Retention



Deficit Thinking

The Real Reasons You Leave College

1. Too much fun at the expense of classes and grades.
2. A sense of not belonging; a sense of isolation, homesickness.
3. Academically unprepared; burned-out on education.
4. Financial constraints; low on funds.
5. Personal family issues.
6. Academic climate/fit.
7. Choice of wrong major; major not offered.
8. Lack of advising, guidance.
9. Demands from part-time or full-time employment.
10. Move to a different geographic location.

The Cost to Colleges



“

Give me a reason to stay..
No reason to stay is a
good reason to go.”

Have We Gotten Student Success Completely Backward?

Instead of fretting over why their students might leave, colleges need to make sure each one has a good reason to stay.

By *Aaron Basko* | NOVEMBER 29, 2021

Gallup Purdue Index



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+



Well-Being

Gallup Lists 5 Dimensions of Well-Being

01

Sense of Purpose



02

Social



03

Financial



04

Community



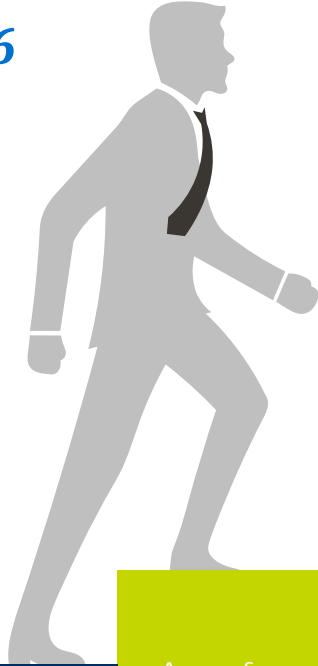
05

Physical



Big 6 Experiences for Success

Gallup Big 6



Only 3% of respondents reporting experiencing all 6

A professor who made them excited to learn.

A professor who cared about them as individuals.

A mentor who pushed students to achieve their goals.

Working on a long-term project

Completing a job or internship relating to classroom lessons

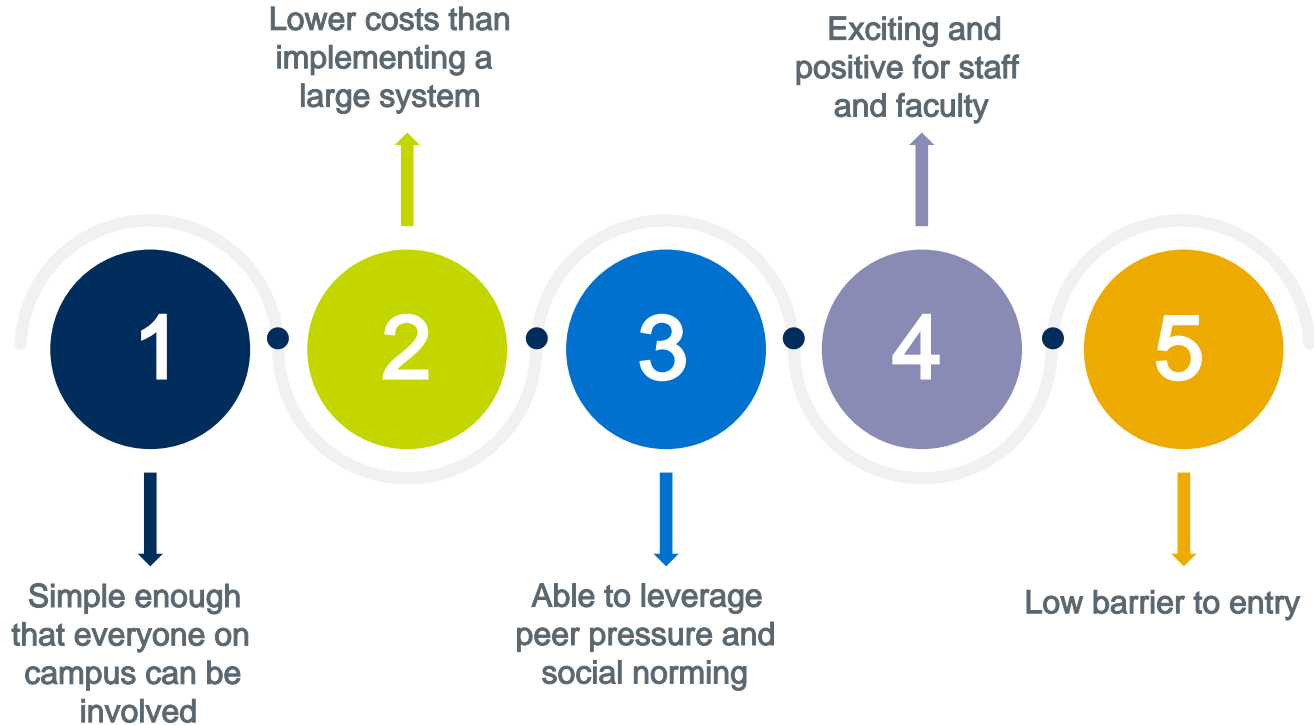
Being engaged in extracurricular activities and groups

The Two Groups



Finding someone who has
your back

It Seems too Simple



Help Students Identify a Person



Mock office hours



Meeting with an advisor



Chat with an RA



Student government leader

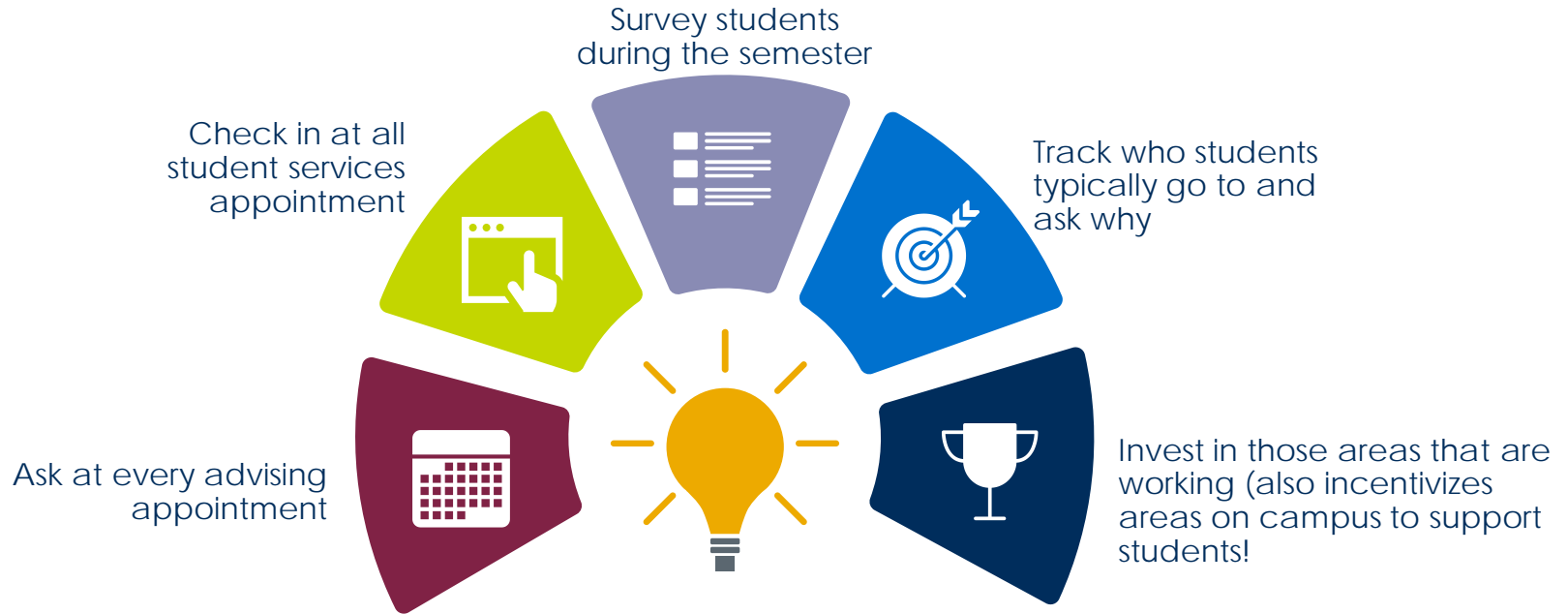


Departmental Office



Advise 5

Make it a Cultural Norm



Help Them Belong

Sports



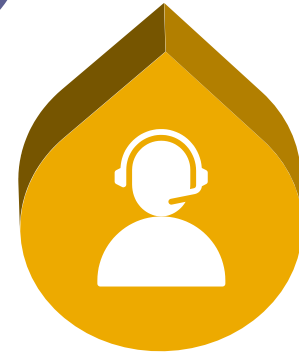
Religious organizations



Social activities



Clubs



On-campus work

Help Them Stretch



What Does this Have to Do with Melt?



The reasons that students melt have strong overlap with the reasons that they do not retain.



Those who don't melt often have one (or more) good reason to stick to their decision.

Can it Be Treated the Same Way?



ADVICE

How to Solve the Mystery of ‘Summer Melt’

By Aaron Basko | August 4, 2022

The way to retain students is not to try to control every possible thing that could go wrong, but to give them one or two good reasons to stay.

Onboarding

“

...what if institutions turned the retention problem around asking not about how to retain students, but how to integrate students?”

- *Kim Reid, Encoura*

Onboarding is the Weak Spot

Build them a team

“Your contact is...”

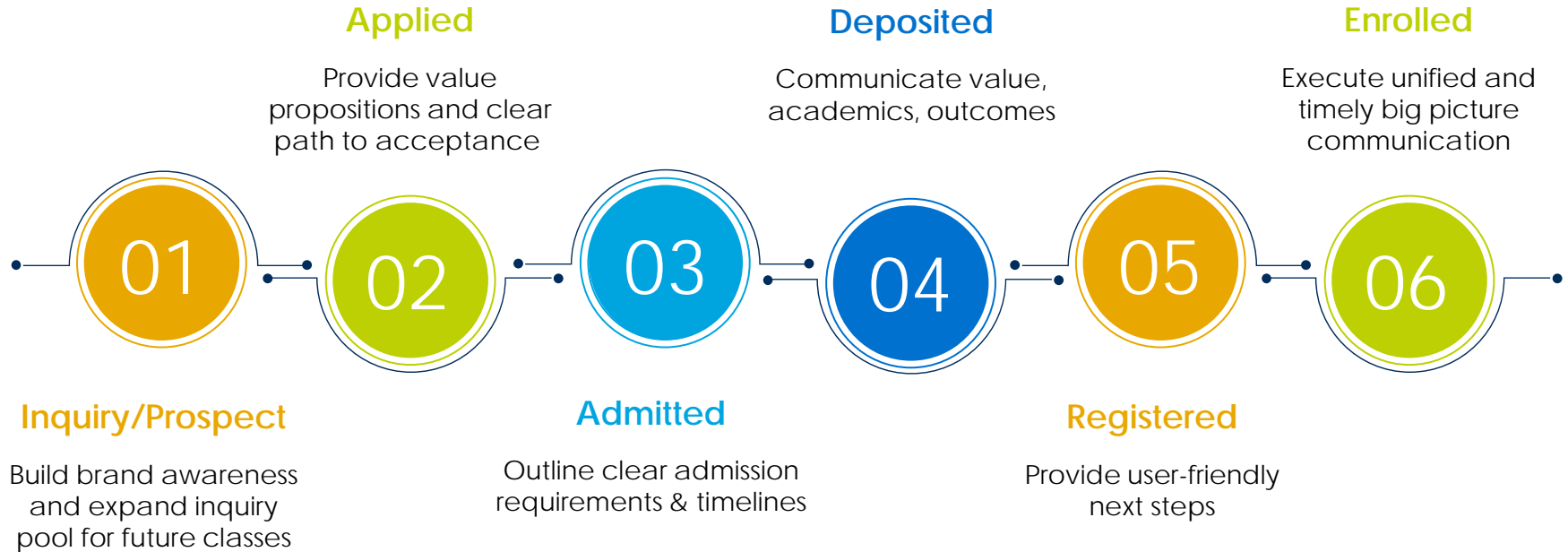
Ask them who they would go to

Ask them their reason for choosing you and emphasize this connection

Remind them of their goals

Help them create a vision for the future

Review the Student Journey



The Message We Need to Send



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a black smartphone in their right hand and looking at the screen. Their left hand is resting on a silver laptop keyboard. The entire image has a blue tint. The word "Questions?" is written in white, sans-serif font in the center of the image.

Questions?

Thank You

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