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Why Don’t You Stay? Retention at the Course Level

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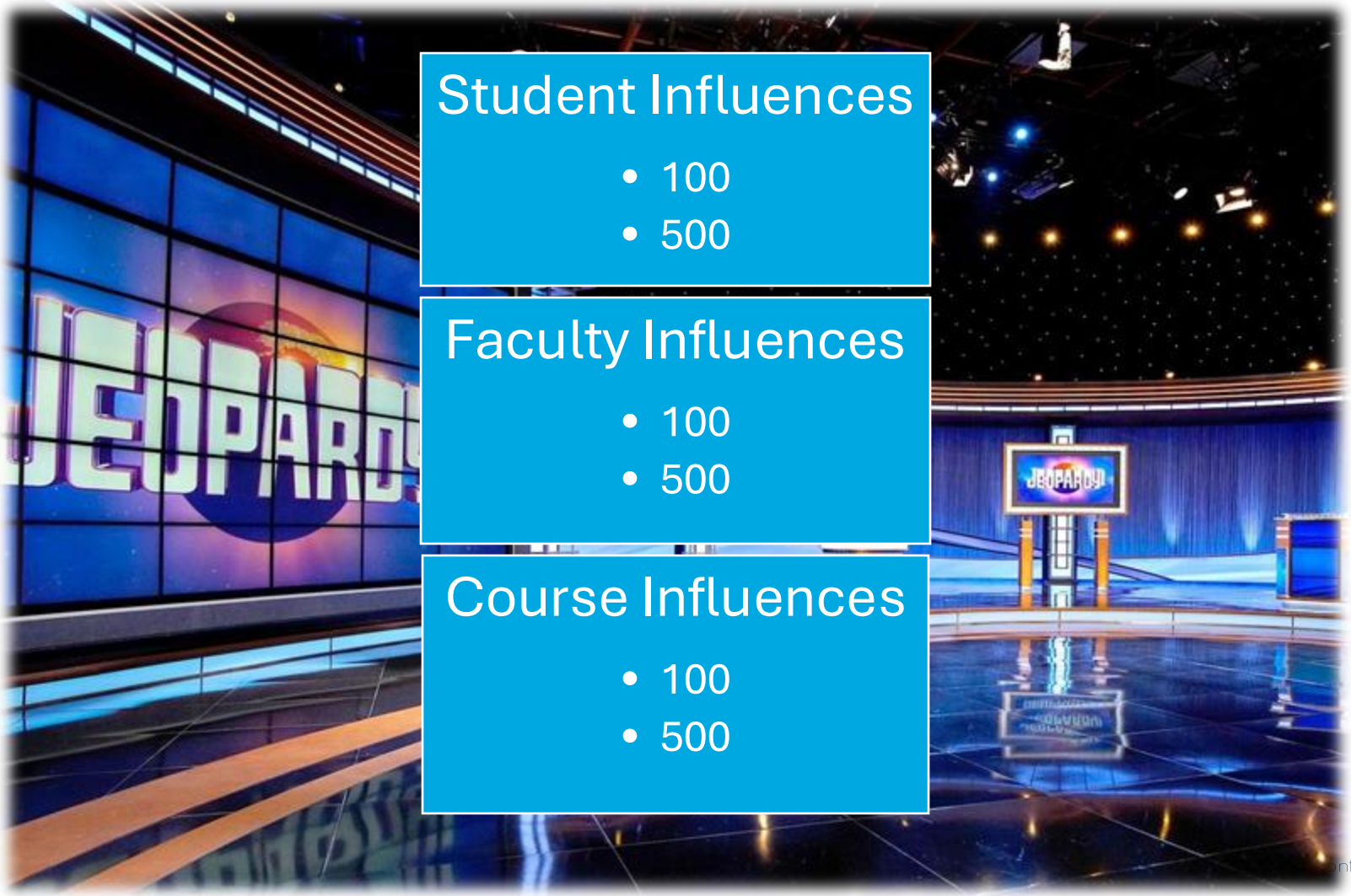
Session Outcomes

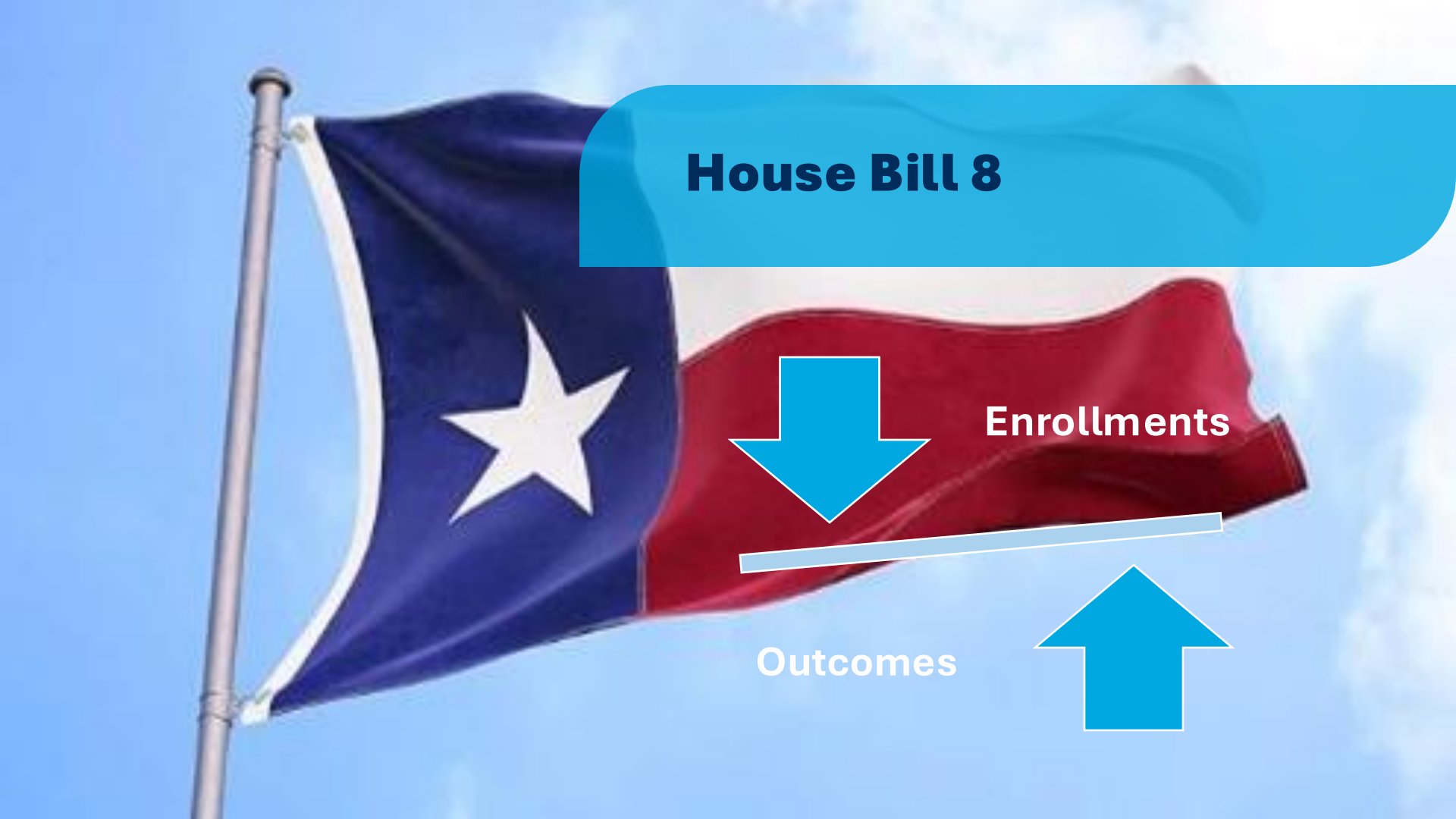
Outcome	Activity	Slide(s)
Identify when and why students drop online courses.	Jeopardy game	3
Discuss impact of House Bill 8 and how institutions are responding/ adapting.	Small group mixer	4-6
Share strategies in place at TCC Connect Campus.	Presentation	7-9

“Stay with me…”

“Why don’t you stay?”


Student Influences
• 100
• 500
Faculty Influences
• 100
• 500
Course Influences
• 100
• 500

House Bill 8



Texas community colleges enroll 43% of all postsecondary students in the state.

Our colleges:

Award

93%

of all career and technical education degrees & certificates

Enroll

94%

of all dual credit enrollments in the state

Provide a pathway for transfer

69% of all FY2021 bachelor's degree graduates had some transfer credits from a two-year college

34% of all FY2021 bachelor's degree graduates had more than 30 transfer credit hours from a two-year college

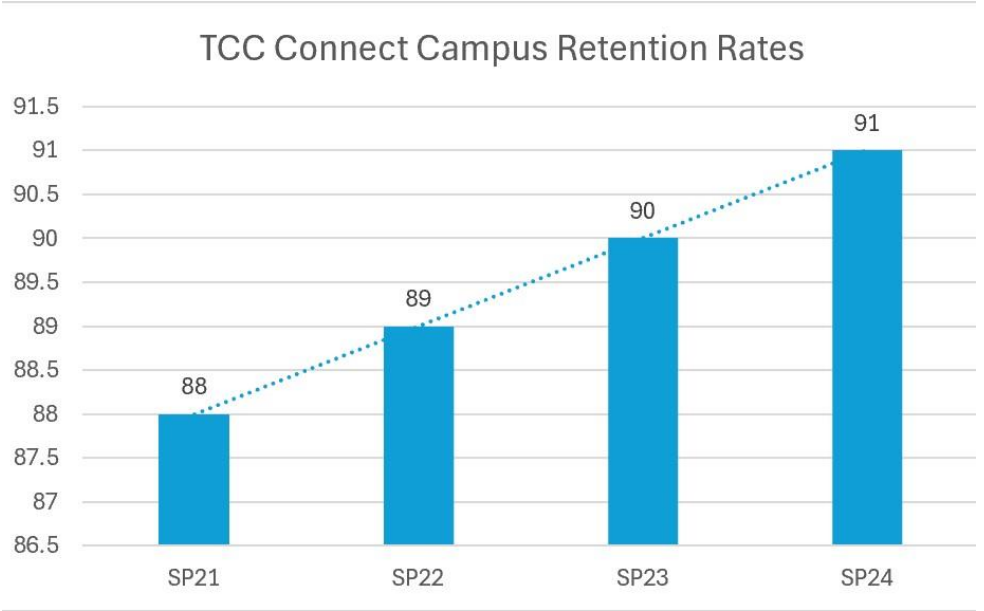
Average Post-Secondary Retention Rates

National Community Colleges

52% (2021)

TCC | Tarrant County College Connect Campus

88% (2021)



Pre-Course Strategies

Consistent Course Design/ Navigation

- If available, faculty utilize a peer-developed course; they may add content.
- All courses must include a Home Page, Start Here button, Menu, and content organized within Modules.

Course Readiness Checklist

- Faculty submit a Course Readiness Checklist one week prior to the class start date.
- Faculty acknowledge inclusion/ review of 20 items (required statements, policies, etc.)
- Faculty may request assistance, generating an automated message to the Dean, Department Chair, ID Team, and/ or E-Faculty Coach.

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During Course Strategies

E-Faculty Coaching

- All faculty partner with an E-Faculty Coach on a rotating basis (approximately every 2 years).
- E-Faculty Coaches observe online classes and offer feedback based on Quality Matters (QM) standards for communication, interaction, navigation, and accessibility.
- Coaches and faculty meet 2+ times per semester to collaborate.

LMS Analytics→Automated Communications

- The LMS provides class analytics; these should be reviewed on a regular basis and following each assignment/ assessment.
- Faculty may set parameters for when to send automated messages.
- Messages may be crafted in encouraging and personalized formats.

Flexible Late Work Policies

- Remember, “zero tolerance” policies do not align with federal law. There are exceptions!
- Avoid harsh, absolute language when framing policies.
- Consider a team approach- what you may expect of me, what I may expect of you.
- Avoid locking assignments following a due date.

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Post-Course Strategy

Highly Successful Course Analysis

Using student success (80%+) and retention (90%+) data, analyze the top classes. What common elements/ trends emerge?

Share within departments…

Minimal Effect	Nominal Effect	Significant Effect
Year of OIC Certification	Rubrics	Individual Student/ Assignment Feedback
Synchronous Course Elements	Discussion Boards (note: instructor participation varied)	Weekly Announcements
		Use of OERs, OpenStax
		Embedded Media related to course content

OIC Certification Year	Most Recent eFaculty Coaching	Synchronous Chat, Meeting, etc.	Rubrics	Individual Feedback	Weekly + Announcements	Discussion Threads	Students Enrolled	Student Success	Student Retention	Notes
2020	n/a	N	N	Y	Y	47	57	82.6	98	encouraging comments to students and responses in DB; OERs used; engaging audio files and external video links embedded
2019	SP21	N	Y	Y	Y	38	89	83.2	92	PDC, journaling used; embedded Webinar
2014	SU20	N	N	N	N	0	98	89.8	97	low rigor
2013	SU21	N	N	Y	Y	43	28	82.1	93	OERs, journaling used; clear email and grading policies stated; rich resources and embedded media related to content
2013	SP20	N	N	Y	Y	25	57	80.7	95	substantive assignment feedback to individual students; journaling used; multiple extra credit opportunities available; embedded media in discussions
2014	SP20	N	N	N	N	23	85	86.9	94	OpenStax text; multiple embedded videos in modules (recommended and optional);

Thank you!

Partnering with TCC Connect Campus - Tarrant County College (tccd.edu)

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