



Presenters

Dr. Washington – Director, Student Success & Retention

- 4 yrs, 8 months at UNCW
- 20+ years of experience in higher education
- Hobbies Traveling, Hiking, Skydiving, and Wine tasting

Dr. Meaney – Executive Director for Housing and Residence Life

- 3.5 years at UNCW
- 25 years of experience in Student Affairs
- I need a hobby

Objectives

• Outline the collaborative process used to achieve key student success strategies

 Highlight the impact of cross-functional partnerships in fostering a shared student success vision

• Share lessons learned in overcoming obstacles and challenges to the collaborative process

Introduction: The Need for Collaboration

- Student success and retention are critical priorities in higher education
- Sustainable outcomes require intentional, strategic collaboration across all university divisions
- Complex student challenges require holistic solutions
- Siloed approaches limit impact and sustainability
- Cross-functional partnerships foster shared ownership and vision



The Collaborative Process at UNCW

Student Success Working Group

CHARGE:

- 1. Develop an operational definition of student success at UNCW.
- 2. Catalog student success initiatives and identified opportunity gaps.
- 3. Review evidence-based practices to assess current strategies at UNCW and explore potential pilots or student success practices to implement.
- 4. Create a UNCW Retention Playbook.



Process

- Review how other universities define student success
- Draft a definition of student success that aligned with the culture of UNCW
- Share the definition with campus
- Finalize the definition
- Leadership endorsed the definition
- Catalog student success initiatives across the university and identified opportunity gaps.
- Work with OUR to create a marketing campaign
- Share the definition with the campus community

Operational Definition of Student Success

- Developed collaboratively to ensure alignment across divisions.
- Emphasizes academic achievement, personal growth, and campus engagement

- Serves as a foundation for all student success initiatives
- Allows for better assessment of initiatives and decision making regarding the addition of new programs or sunsetting of existing programs

Group Exercise

Comprehensive Catalog of Initiatives

Mapped all existing student success programs across campus

• Identified best practices, redundancies, and opportunities for synergy

Facilitated resource sharing and improved coordination



UNCW
Retention
Playbook



Impact of Cross-Functional Partnerships

- Enhanced communication and trust between divisions
- Greater efficiency and effectiveness in addressing student needs
- Fostered a campus-wide culture of shared responsibility for student success



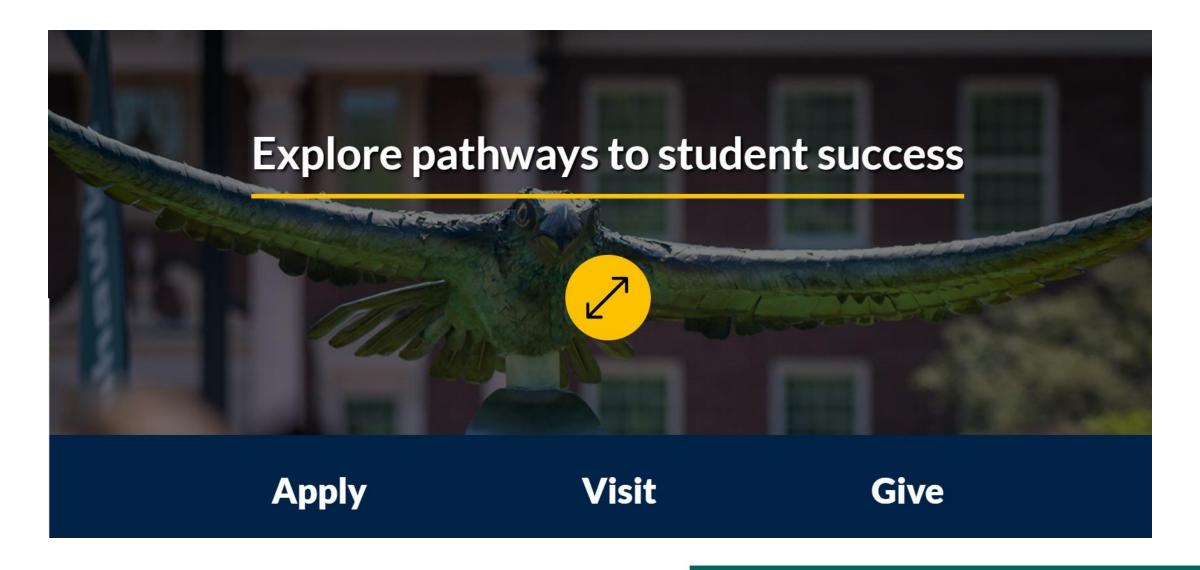
Group Exercise

Student-Focused Marketing Campaign

• Unified messaging and branding for student success resources

• Multi-channel approach: digital, print, events, and peer ambassadors

• Increased student engagement and awareness of support services



Student Success | UNCW



Key Student Success Strategies Developed

Operational Definition of Student Success
Clear, measurable, and inclusive definition to guide initiatives

Comprehensive Catalog of Student Success Initiatives
Inventory of all programs and resources to identify gaps and overlaps

Student-Focused Marketing Campaign
Engaging, informative outreach to raise awareness and participation

Lessons Learned & Best Strategies

- Early and ongoing stakeholder engagement is key
- Data and feedback drive continuous improvement
- Celebrate shared wins to sustain momentum



Conclusion

- Intentional collaboration leads to sustainable student success
- UNCW's model demonstrates the power of cross-divisional partnerships
- Next steps: Scaling initiatives and sharing best practices with other institutions



Questions & Discussion

