



## How We Retain More Students by Intervening Earlier

March 5, 2013

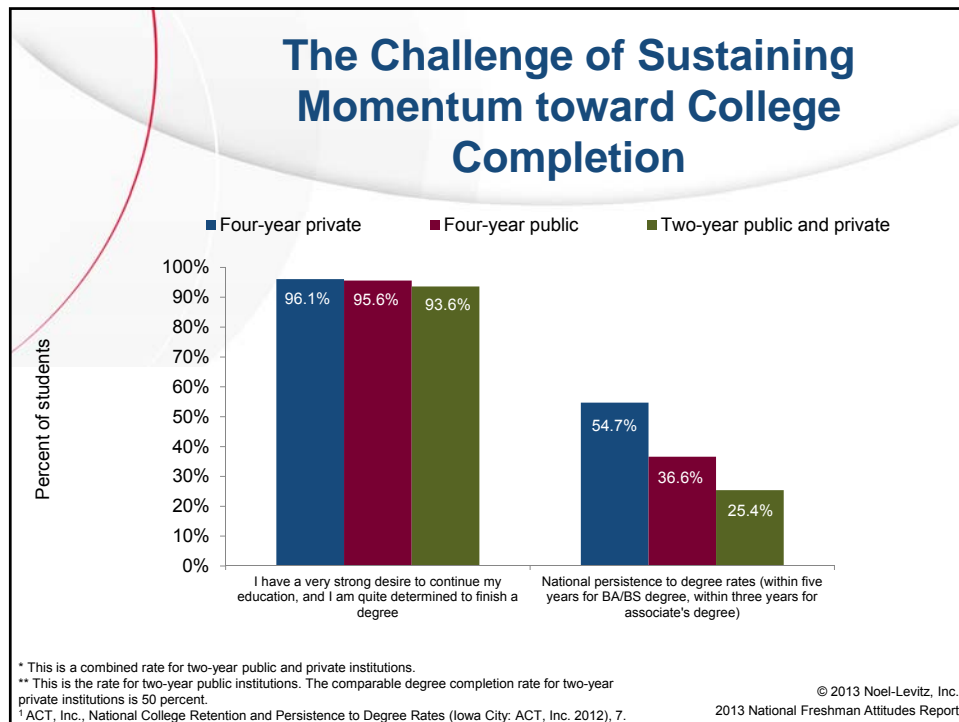
Facilitators:

Beth Richter and Jo Hillman

**Noel-Levitz**



**Welcome!**



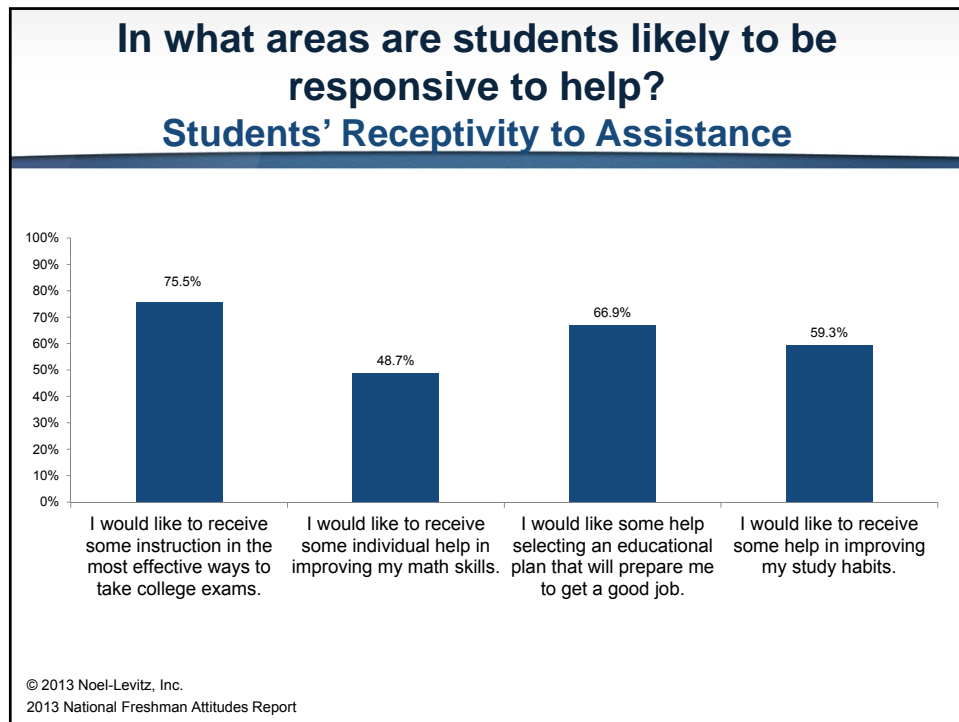
## What roadblocks are students facing? How can we help?



- **Self-Discipline in Studies:** Only 59 percent of incoming freshmen reported that they have developed a solid system of self-discipline for keeping up with schoolwork;
- **Math Challenges:** Fully 45 percent of today's incoming freshmen nationally agreed with the statement, "Math has always been a challenge for me;"
- **Understanding of Science:** Only 42 percent of incoming, first-generation freshmen indicated, "I have a very good grasp of the scientific ideas I've studied in school;"
- **Value of Education:** Nearly one-quarter (23 percent) of incoming male freshmen wondered if a college education "is really worth all the time, money, and effort;"
- **Career Indecision:** 36 percent of incoming, traditional-age freshmen indicated that they had not settled on their career direction;
- **Finances:** Almost 40 percent of incoming, first-generation freshmen indicated they had "very distracting and troublesome" financial problems—a proportion that has generally held steady over the last six years.

For more examples and detail:  
[www.noellevitz.com/freshman](http://www.noellevitz.com/freshman)

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 2013 National Freshman Attitudes Report



### Featured Case Studies in Student Success





Sinclair Community College  
(OH)

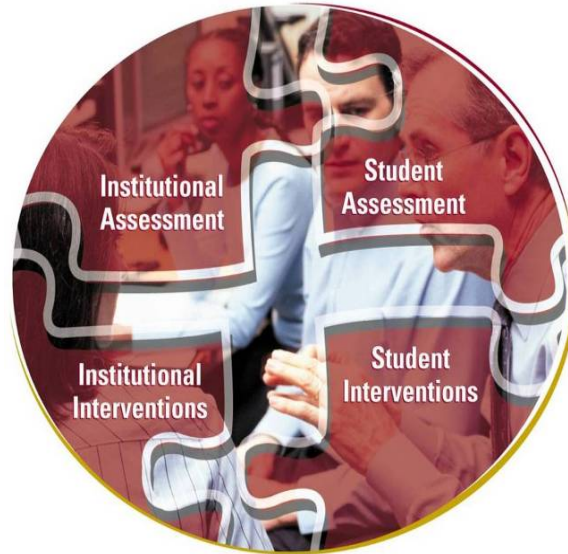


Lynchburg College (VA)



California State University,  
Bakersfield

## The Value of Assessment To Inform Early Intervention



Consider: How might data on these non-cognitive themes support and inform your student success initiatives?



Item	Score	Target	Color
161. I have found a potential career that interests me	4.0	4.0	Green
162. Most of my teachers have been very caring and supportive	4.0	4.0	Green
163. Books have been pulled out and read	4.0	4.0	Green
164. When there are problems that are only about learning and knowledge	4.0	4.0	Green
165. I am a "T" for my team	4.0	4.0	Green
166. I get along well with people who disagree with my opinion	4.0	4.0	Green
167. I have the thought of going to school for more than one year, and I am not sure that I would like to go to college	4.0	4.0	Green
168. I would like to become someone who is in the most advanced steps to take college courses	4.0	4.0	Green
169. When my teacher asks during class, and I don't know the answer, I don't ask	4.0	4.0	Green
170. I would like to talk with a counselor to get more advice about my future	4.0	4.0	Green

- Study Habits
- Intellectual Interests
- Verbal and Writing Confidence
- Math and Science Confidence
- Desire to Finish College
- Attitude toward Educators

- Sociability
- Family Emotional Support
- Opinion Tolerance
- Career Closure
- Sense of Financial Security

- Receptivity to Academic Assistance
- Receptivity to Career Counseling
- Receptivity to Personal Counseling
- Receptivity to Financial Guidance
- Receptivity to Social Enrichment

## Colleagues throughout North America find these motivational assessments integral to their retention initiatives



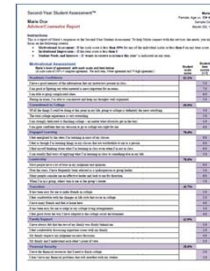
The College Student Inventory



The Mid-Year Student Assessment



The Second-Year Student Assessment



[www.noellelvitz.com/RMSsamples](http://www.noellelvitz.com/RMSsamples)

## Their data is accessed through a secure, customized dashboard that offers flexibility, customization, and ease of use



**Filter Students**

Select/Change Fields

SENSE OF FINANCIAL SECURITY (PERCENTILE)	RECEPTIVITY TO FINANCIAL GUIDANCE (PERCENTILE)
FROM: 0	FROM: 65
TO: 50	TO: 100

**Filter Students**

Select/Change Fields

DESIRE TO FINISH COLLEGE (PERCENTILE)	RECEPTIVITY TO CAREER COUNSELING (PERCENTILE)	CAREER CLOSURE (PERCENTILE)
FROM: 0	FROM: 65	FROM: 0
TO: 50	TO: 99	TO: 50



### The Retention Management System *Plus*™ (RMS *Plus*) provides a combination of

- analytics
- assessment tools
- a data dashboard

Designed specifically to support **increased completion rates** through earlier, more focused student interventions.



**Dashboard**  
Offers a quick glance at your current survey administration.

- Access your reports, including:
  - Coordinator Report
  - Advisor/ Counselor Report
  - Student Report
- Set your parameters for viewing and accessing these reports
- Structure your outreach to sub-populations
- Provide note-fields to document advisor and student conferences

**Quick Start**  
Quick Start documents to assist you with the Retention Data Center.

**Export Data**  
Allows you to select and sort data fields to export for targeted communications. Also includes Translated Data and Raw Data files to be exported.

**Summary Reports**  
Provides access to:  
– Summary and Planning Report(s)  
– Summary Observations with Receptivity Report(s)

**Report Data**  
Allows you to upload data (such as name, e-mail, advisor, freshman seminar course section, etc.), in preparation for your survey administration.

**Survey Tools**  
Establish your survey administration (you select the College Student Inventory, Mid-Year Student Assessment, or Second-Year Student Assessment and respective forms). Select enhancing features such as insertion of:  
– Your own narrative for primary categories of the student report  
– Campus-defined items

**Customization**  
Allows you to add:  
– Additional campus personnel  
– Your campus logo in the questionnaire  
– Your supplemental campus-defined items

## How We Retain More Students by Intervening Earlier

### Featured Student Success Initiatives:

**Sinclair Community College**  
Teresa Parker  
Manager, Center for Student Success



**Lynchburg College**  
Mari K. Normyle  
Associate Dean, Student Engagement and Success



**California State University, Bakersfield**  
Isabel Sumaya  
Director, First-Year Experience Program





**An Effective and Multi-faceted  
Approach to Student Success:**

*Meeting Students Where They're At  
Moving them Forward*



**Teresa Parker**  
Manager, Center for Student Success  
Sinclair Community College, OH

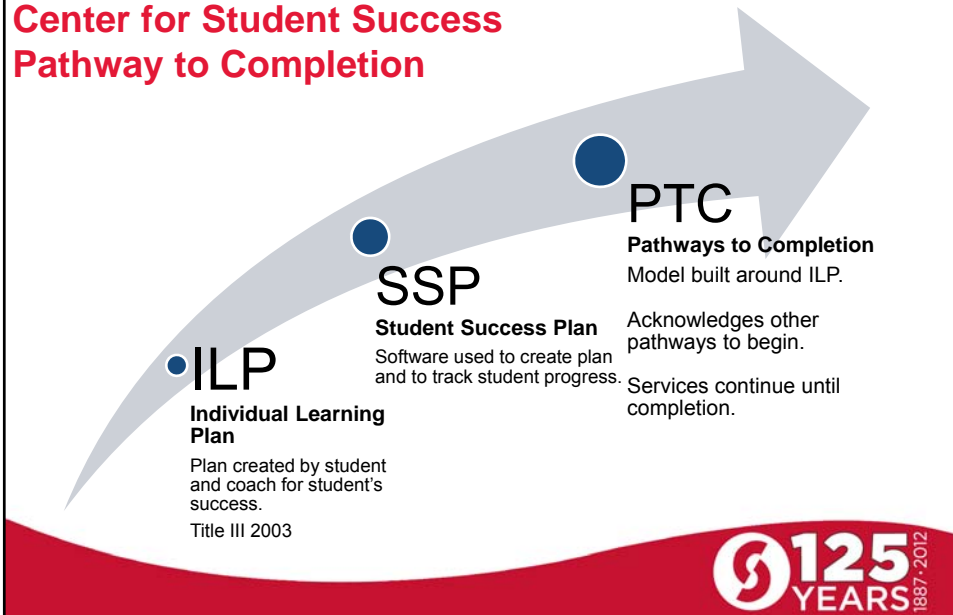


- Headquartered in Dayton, Ohio
- Five convenient locations across Southwestern Ohio, 24,000 students
- 125 years of providing affordable, accessible, high-quality college and workforce training

*Sinclair Community College has been recognized as a Vanguard Learning College by the **League for Innovation***



## From Title III \*ILP to Center for Student Success Pathway to Completion



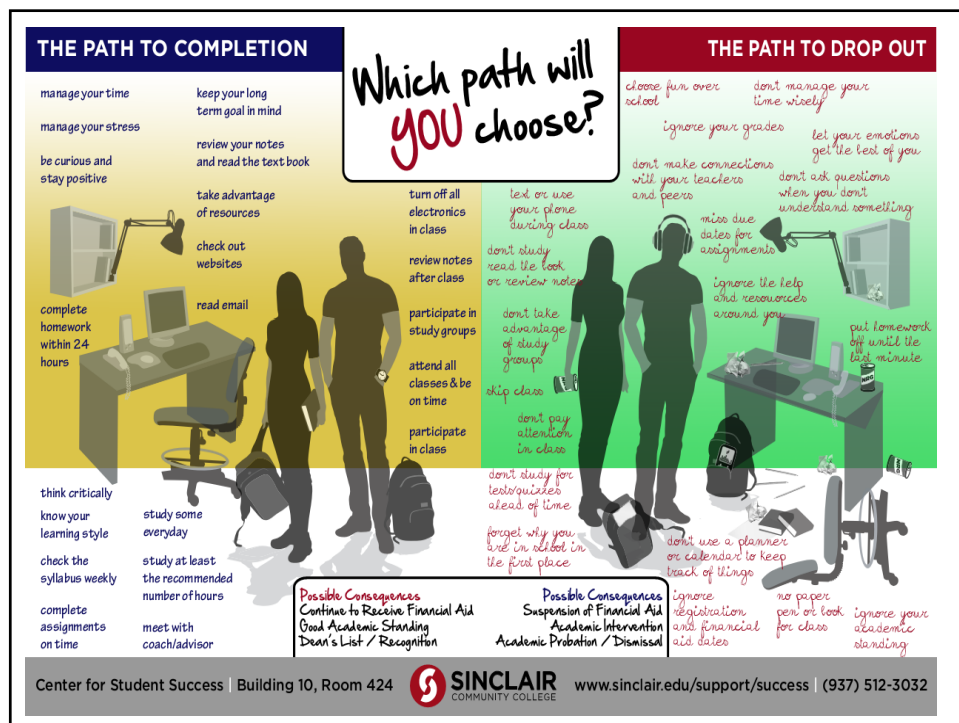
## Need for Pathways to Completion

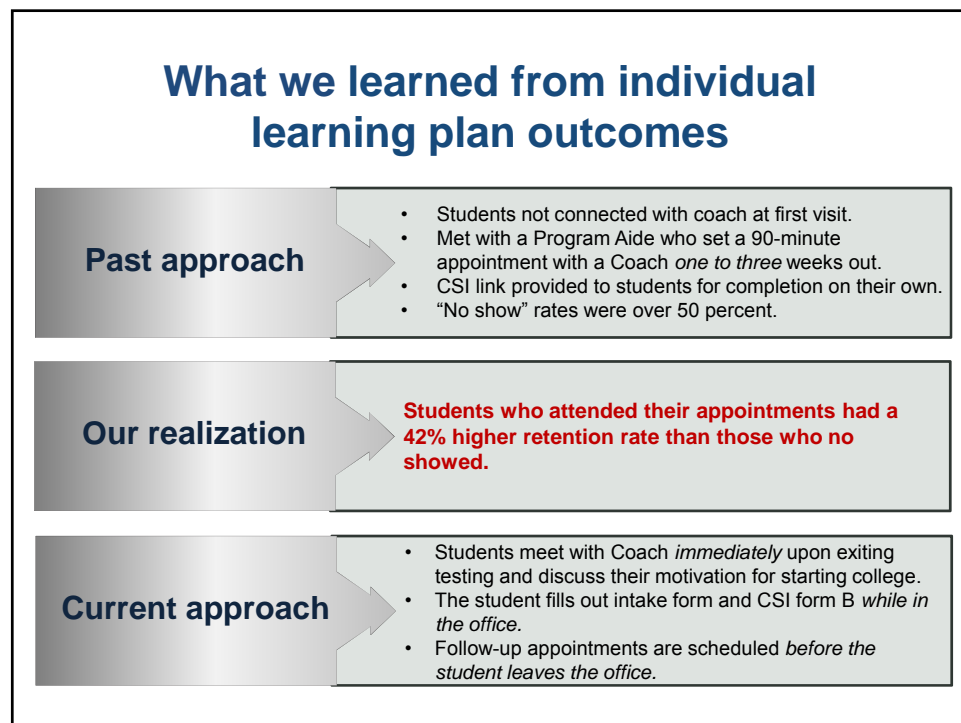
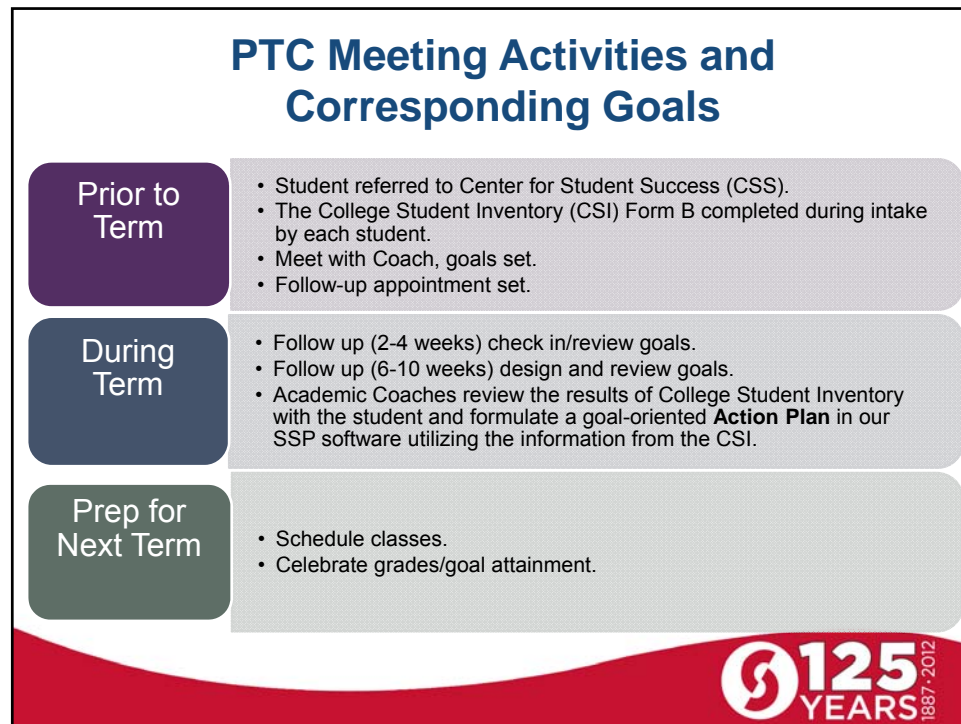


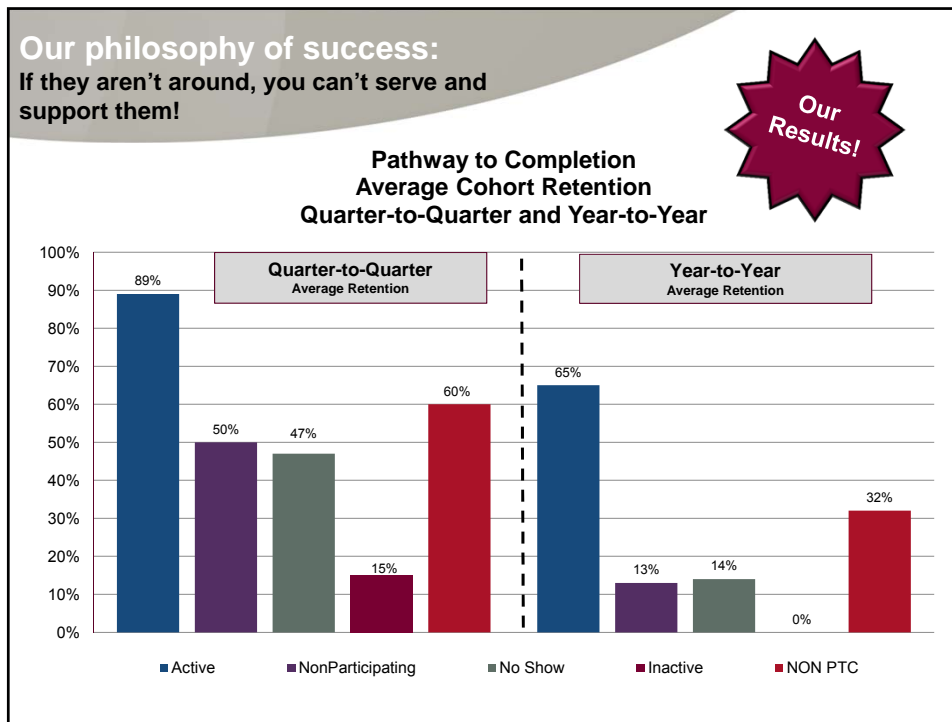
- Need for connection with community partners
- Drop off of success rates after transition
- Students returning to Academic Coach after transition
- Correlation between relationships and student success
- State and national agenda shift from access to access and completion
- Collegewide changes

**125 YEARS**  
1887 - 2012









## Our impact: Assessment is key

### Population Served:

1,800 students per year with an average Coach caseload of 300 students

### Their Needs and Interests:

- Our academically challenged, first-generation population has **low academic confidence**, as noted in the CSI results.
- However, data indicate that they are **highly receptive** to our services.

#### Receptivity Scales

Academic Assistance	59.6	63.3	61.2
Personal Counseling	56.6	58.0	57.2
Social Enrichment	52.2	56.1	53.9
Career Counseling	53.2	62.8	57.3
Financial Guidance	56.5	61.5	58.6


Source: CSI Summary and Planning Report

### College Completion Initiatives at Sinclair Community College

Sinclair Community College effectively uses assessment and early intervention to serve thousands of students each term in three divisions:

- Pathways to Completion*
- First-Year Seminar Course*
- Pre-College Programs*





**First-year Initiatives as a Foundation  
toward College Completion at Lynchburg  
College**



Dr. Mari K. Normyle  
Associate Dean, Student Engagement and Success  
Lynchburg College, VA





### Our Mission at Lynchburg College

Private college in central Virginia

- Approximately 2,800 students (2,300 undergraduates/500 adult and graduate students)
- Liberal arts and professional programs
  - Significant growth in health sciences programs in recent years
  - Largest majors: nursing, communications, psychology, education, business, history and criminology

**mission** n. **1** a a particular v a person or group. **b** a jou of this. **c** a person's voca of persons sent, esp. t duct negotiations etc missionary



## Our Students Represent a Very Diverse Student Body



- 20 percent ethnic minority
- 30+ percent first-generation
- 28 percent Pell eligible
- Range of academic talents
- 39 states represented; growing number of international students

## How we anchor incoming students on the pathway to college completion through assessment



Strengthening a timely connection to relevant resources

- Early in the term
- Then, revisiting these at mid-year

## Assessment helps us to define stepping stones toward academic goals



- What are the students' goals?
- What are their strengths and barriers?
- What services do they need?
- What are they receptive to?
- How can this information help us to serve them?

## How do we demonstrate our commitment to student success?

### LISTENING



- Individual student needs or concerns
- Individual student strengths  
*Academically*  
*Personally*  
*Socially*  
*Financially*

### Creating Opportunities!



- **Opportunities to THRIVE!**  
*Academically*  
*Personally*  
*Socially*  
*Financially*

### Making Discoveries!



- Athletic Center
- First-Year Engagement Program
- Academic Resources

### Celebrating Results!



- Congratulatory letter to students
- Congratulatory letter to parents
- Sharing good news with faculty and staff

## Seizing opportunities for our students' success

Identifying and seizing opportunities for student success, we employ a whole suite of resources, including elements of the Retention Management System *Plus*<sup>™</sup>



- For a campus-specific predictive model, we utilize the *Student Retention Predictor*<sup>™</sup>
- For programmatic and individualized early interventions throughout the first year, we administer the *College Student Inventory*<sup>™</sup> and the *Mid-Year Student Assessment*<sup>™</sup>

## Discoveries!

Orientation in relation to persistence

We “discovered” from the CSI data that August orientation participants performed and retained at significantly lower rates than June attendees, resulting in:

- A redesigned Orientation – all programs in June.
- A redesigned Welcome Week – clarified goals and focused programming.
- Maximized use of Freshmen Success Seminar for ongoing transition issues.

## Discoveries!

### Need for facilities

- We “discovered” that 75 percent of our incoming students were athletes in high school.
- The Board of Trustees approved a \$4.5 million campaign to expand stadium.



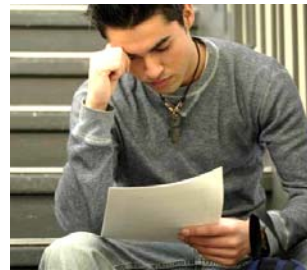
## Discoveries!

### Academic preparedness

We “*discovered*” students’ concerns about their levels of academic preparation.

To address these needs, our academic support services are far-reaching and include these creations:

- The **Connections** program, nationally recognized by NACADA
- The credit-bearing **Freshmen Success Seminar**
- The **Peer-Assisted Study Sessions**, which is LC’s version of “supplemental instruction”
- The evolution of our **Academic Coaching and Assistance Program**



### Results!

- Retention rates of our most academically at-risk students increased 13 percent over six years.

## Discoveries!

Enriched second-term advising sessions



### What is the value for students?

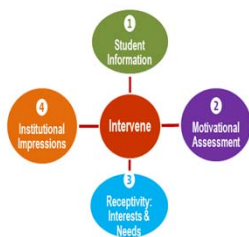
- Students may not realize they need ongoing advising to continue their success.
- With the Mid-Year Student Assessment, students can reflect on their growth and development, including their sense of belonging, their attitude toward educators, their connection with others in the college community.

### How are advisors benefitting from this approach?

- We've been searching for how to anchor the conversations second term.
  - First semester grades don't tell the whole story.
  - What is the starting conversation for the second term?
  - What do students need to do to fully engage?

## Discoveries!

Who needs which services at mid-point of the first year?



191 students indicated on their MYSA that they wanted help getting a part-time job.

- Information immediately shared with student employment coordinator
- As a result of the outreach efforts:
  - 128 (67%) applied for campus employment
  - 30 (23%) are employed (and more on the way to being employed)



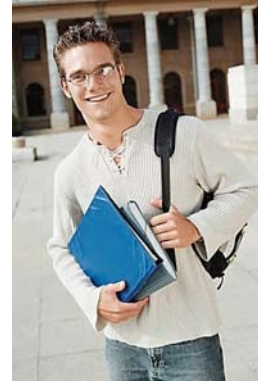
## Growth and Development of First-Year Students

The MYSA results help us understand the ways in which our first-year students are developing further strengths:

Examples:

- 25% increase in math and science confidence
- 20% improvement in study habits
- 18% increase in verbal and writing confidence
- 16.5% increase in opinion tolerance

These “self-efficacy” measures are an indication of growth and development beyond what their grade point averages reveal.



## Discoveries!

Students' responsiveness to our Freshmen Engagement Program

Data highlights from the Mid-Year Student Assessment's Institutional Impressions scale:

- Our **#1 area of satisfaction** was **safety and security** on campus.
  - This is a critical indicator for a residential campus.
- Our **#2 area of satisfaction** was **interaction with other students**
  - This is a direct reflection of our new initiative in the residence halls, i.e., Engagement Program.

### Institutional Impressions

- **Safety and security on campus, 6.02**
- **Level of interaction with other students, 5.91**
- Interaction with faculty in class, 5.82
- Sense of belonging to this college community, 5.73
- Opportunities for community service/volunteer work, 5.61
- Interaction with advisor, 5.51
- Availability of financial resources, 5.45
- Assistance in selecting program/major, 5.41
- Interaction with faculty outside class, 5.25

*Our advisors appreciate the Mid-Year Student Assessment!*

Summary and Planning Report

Category	Score	Target	Gap
Safety and security on campus	6.02	5.50	0.52
Level of interaction with other students	5.91	5.50	0.41
Interaction with faculty in class	5.82	5.50	0.32
Sense of belonging to this college community	5.73	5.50	0.23
Opportunities for community service/volunteer work	5.61	5.50	0.11
Interaction with advisor	5.51	5.50	0.01
Availability of financial resources	5.45	5.50	-0.05
Assistance in selecting program/major	5.41	5.50	-0.09
Interaction with faculty outside class	5.25	5.50	-0.25



## DISCOVERIES!

Persistence and progression!

### Monitoring Persistence and Graduation:

- ✓ Who intends to graduate from Lynchburg College?
- ✓ Who is “on the fence” for enrolling next term?

- 7 The statement that most accurately describes my **current** college plans is:
- ☐ I plan to complete my degree/certificate at this college or university.
  - ☐ I plan to transfer to another college or university to complete my degree.
  - ☐ College is not right for me at this time, and I do not plan to re-enroll next term.
  - ☐ I have not made a decision about my plans for next term.



According to our Mid-Year Student Assessment Summary and Planning Report:

- **78.4 percent** of our freshmen at mid-year report that they intend to complete college at Lynchburg College.
- This suggests substantial increase in our graduation rate.

## We're celebrating unprecedented results from our student success initiatives

### Results!

- A **93 percent** fall-to-spring retention rate.
- Only **four** out of the 517 students are on academic suspension.  
*This is our lowest suspension rate ever.*



## We're celebrating unprecedented results from our student success initiatives

### Results!

- The **highest first semester GPA** in the cohort class.
- The **highest first semester GPA for male students**, increasing from 2.58 to 2.71.




## We're celebrating unprecedented results from our student success initiatives

### Results!


- 25 percent of the students in our freshmen class have **>3.5 GPA**.
- The students who entered Lynchburg with **at-risk** status have the **highest first-term GPA** on record!





## Discoveries! What's Next?

**The Lynchburg College Completion Agenda:**  
Guiding students throughout the academic life cycle to graduation and beyond!




**CSU Bakersfield**  
First-Year Experience **FYE**  
... Explore Your Possibilities!

### Predicting First-Time Freshmen Academic Performance Using the CSI and Developing an Early Intervention Program

**Isabel C. Sumaya, Ph.D.**





### California State University


Largest University System in the U.S.

- 23 Campuses

Bakersfield Campus: 8,500 students

- 85% undergraduate
- 47% Hispanic
- 25% White
- 7% Black
- 6% Asian


1,324 first-time freshmen  
Over 70% underprepared  
42% six-year graduation rate



## Quarter System...10 Weeks!

**“Prior to the use of the CSI, being able to intervene in a meaningful and timely manner was impossible with the quarter system. Now, we have the tool to be able to do this efficiently with the use of the CSI.”**

Dr. Isabel Sumaya, Director, First-Year Experience Program,  
California State University, Bakersfield



## Our First-Year Experience Program:

*A Year-long Thematically Integrated Program*  
*AVID Strategies*



**Fall CSUB 101: Introduction to the University** (Required)

Critical Thinking Strategies: Cornell Notes, Socratic Seminars & Philosophical Chairs

**Winter CSUB 103 (Passions): Introduction of Theme** (Chosen by faculty)

**Spring CSUB 105 (Ambassadors): Community Engagement Theme**

## Our First-Year Experience Program:

*Pre- and Post- Assessment within these Courses*

We serve approximately 1,300 students annually through these programs, and the majority of these students complete the College Student Inventory Form B the first few days of the term.

- Completing the College Student Inventory
  - A required assignment in CSUB 101
- Completing the Mid-Year Student Assessment
  - A required assignment in CSUB 103



## How we work with students' CSI results in CSUB 101: Introduction to the University

### Second week after quarter

- Discuss in class: Group Data
- Reflection paper: Individual Data

Faculty

### Fifth week after quarter

- Advising for Winter
- Follow-up of results with FYE advisor

### After end of quarter

- Assessment of sub scales
- Target groups of students with similar profiles
- Develop workshops for next quarter

FYE Program



## What we've learned of our students through CSI data: *Students' Needs and Receptivity*

College Student Inventory™ - Form B  
Summary and Planning Report for California State University-Bakersfield  
CSI Completion Date: 09/07/2012 to 11/14/2012

Primary Sample Statistics	N	%
Number of Females	732	62.5
Number of Males	439	37.5
Total Number of Students	1171	100.0



Local Means on Major Scales	Females	Males	Total
<b>Summary Observations</b>			
Dropout Proneness	61.3	65.6	62.9
Predicted Academic Difficulty	49.2	47.3	48.5
Educational Stress	45.3	55.2	49.0
Receptivity to Institutional Help	59.0	55.0	57.5
<b>Academic Motivation Scales</b>			
Study Habits	56.8	48.8	53.8
Intellectual Interests	53.7	47.8	51.5
Verbal and Writing Confidence	45.5	49.0	46.8
Math and Science Confidence	46.2	60.4	51.5
Desire to Finish College	55.8	43.7	51.3
Attitude Toward Educators	59.1	52.2	56.5
<b>General Coping Scales</b>			
Sociability	51.5	46.3	49.6
Family Emotional Support	50.7	46.8	49.3
Opinion Tolerance	53.1	53.4	53.2
Career Closure	52.7	50.8	52.0
Sense of Financial Security	44.3	47.2	45.4
<b>Receptivity Scales</b>			
Academic Assistance	59.6	53.3	57.3
Personal Counseling	56.8	58.3	57.4
Social Enrichment	52.7	44.9	49.8
Career Counseling	59.0	56.6	58.1
Financial Guidance	55.2	55.0	55.1
<b>Supplemental Scales</b>			
Internal Validity	7.0	6.9	6.9

Note: The statistics for all scales except internal validity were computed from percentile scores. For all of the scales, the national norm is the 50th percentile. High scores indicate levels of the characteristic described in the scale name (e.g. a high score in desire to finish college means that the group was above the average in desire to finish college). The statistics for internal validity were computed from raw scores (ranging from 0 to 7).



## Other Ways We Make Use of the CSI Data to Support Student Success Initiatives

- Adding educational value to the FYE Program both *in-class* and *out-of-class* by focusing on students' needs and interests
- Learning more about the strengths and challenges of the incoming freshmen class
- Fostering learning communities
- Referring students to relevant resources



## Predictive Value of CSI for Academic Probation (Fall 2011 Cohort):

- After fall 2011 we had 317 students on probation
- Almost 50% of these students scored in our “high-risk group” (scores of 7-9 on dropout proneness scale) were on academic probation: N=140
- GOOD PREDICTOR of problems to come! 68 officially stayed in program.

### OUR INTERVENTION:

- “High-risk” were proactively students placed in CSUB 103
- Students attended workshops and advising sessions, including:
  1. Academic Probation 101 (Academic Success Plan) 2<sup>nd</sup> week
  2. Time Management (lacking organization) 4<sup>th</sup> week
  3. Learning Styles (lacking study and exam strategies) 6<sup>th</sup> week
  4. Revisit Academic Success Plan (behavioral changes) 8<sup>th</sup> week
- Additionally, students met with the FYE Advisor twice during quarter.

[illegible]

CSU Bakersfield


First-Year Experience **FYE**

... Explore Your Possibilities!

## Results of Our Intervention:

98% of Students Retained

- Academic Dismissal 2%
- Academic Probation 59%
- Good Standing 39%



Mid-Year Student Assessment™ Completion Date: 01/17/2012 to 03/19/2012  
**Summary and Planning Report for California State University-Bakersfield**

**Primary Sample Statistics \***

	Pre (CSI-Form B)		Mid-year (MYSa)	
	N	%	N	%
Number of Females:	65	68.4	51	68.9
Number of Males:	30	31.6	23	31.1
Total number of students:	95	100.0	74	100.0

Academic Motivation	Female	Male	Total
Attitudes Towards Educators			
Pre	63.3	58.8	61.2
Mid-year	65.0	63.5	64.6
Desire to Finish College			
Pre	61.5	40.0	54.8
Mid-year	60.0	54.4	57.1
Intellectual Interests			
Pre	59.3	35.3	51.7
Mid-year	63.6	40.8	56.3
Math and Science Confidence			
Pre	48.4	47.8	48.2
Mid-year	55.0	56.4	55.4
Study Habits			
Pre	55.5	40.4	50.7
Mid-year	55.1	39.4	50.2
Verbal and Writing Confidence			
Pre	45.0	39.6	43.3
Mid-year	50.6	48.1	49.8
General Coping			
Career Closure			
Pre	49.4	40.1	46.4
Mid-year	50.5	41.0	47.6
Family Emotional Support			
Pre	47.7	49.2	48.2
Mid-year	43.3	43.9	43.5
Opinion Tolerance			
Pre	58.9	39.4	39.1
Mid-year	65.8	55.7	60.7
Sense of Financial Security			
Pre	36.8	38.6	37.4
Mid-year	43.0	43.4	43.1
Sociability			
Pre	46.9	50.7	48.1
Mid-year	55.1	57.0	55.7
Other			
Desire to Transfer			
Pre	66.9	67.2	67.0
Mid-year	N/A	N/A	N/A

\*The statistics for all scales were computed from percentile scores. For all of the scales, the national norm is the 50th percentile. High scores indicate levels of the characteristic described in the scale name (e.g. a high score in Desire to Finish College means that the group was above the average in Desire to Finish College).

Part of the Retention Management System, developed by Noel-Levitz. Includes Pre, First-Year, and Mid-Year.

Selected Results,  
Mid-Year Student  
Assessment Fall  
2011-12 Cohort

**IMPORTANT:**  
The Mid-Year Student  
Assessment serves a  
program assessment  
tool for us.

### CSU Bakersfield First-Year Experience FYE

... Explore Your Possibilities!

#### For CSU, Bakersfield, the College Student Inventory:

- Is a good predictor of academic probation.
- Leads us to develop intervention programs.
- Helps us understand why students are not doing well.
- Helps students' self-awareness of weaknesses to overcome.

#### For CSU, Bakersfield, the Mid-Year Student Assessment:

- Serves as a program assessment tool.
- Assists in providing students with services they need and want.
- Helps students' self-awareness of their needs.



**Best practices in student success use motivational assessment to guide students down the right path at the right time to the right services**



### The Process of Early Alert and Intervention with the Incoming Class

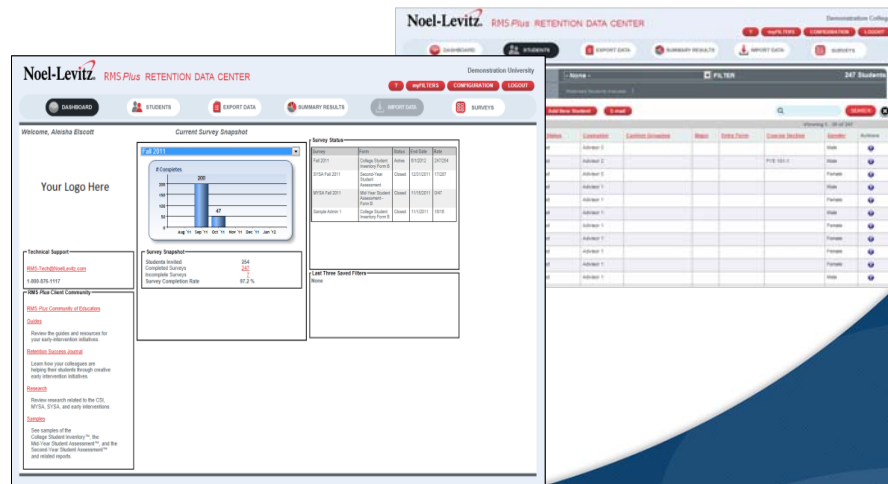


- **Proactively identify challenges** that could become barriers to the accomplishment of students' goals.
- **Prioritize outreach to students**
  - ✓ Summary Observations
  - ✓ Needs (Academic Motivation and General Coping)
  - ✓ Receptivity to Assistance
- **Make relevant referrals to resources**
  - ✓ Academic Support
  - ✓ Career Counseling
  - ✓ Financial Guidance
  - ✓ Personal Counseling
  - ✓ Social Enrichment



**We've observed the added advantage of assessing students at mid-point of the first year to strengthen persistence initiatives.**

**A data dashboard adds ease and efficiency with filters, customization, groups/associations**



## A Focus on College Completion Initiatives

- Persistence
- Progression
- Retention
- Completion
- Graduation



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## “Getting the Most out of Your College Experience”



**The College Student Inventory**





**The Mid-Year Student Assessment**





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