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Data to Action: Freshman Retention Project

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Project: Data to Action: Freshman Retention Project

April, 2012

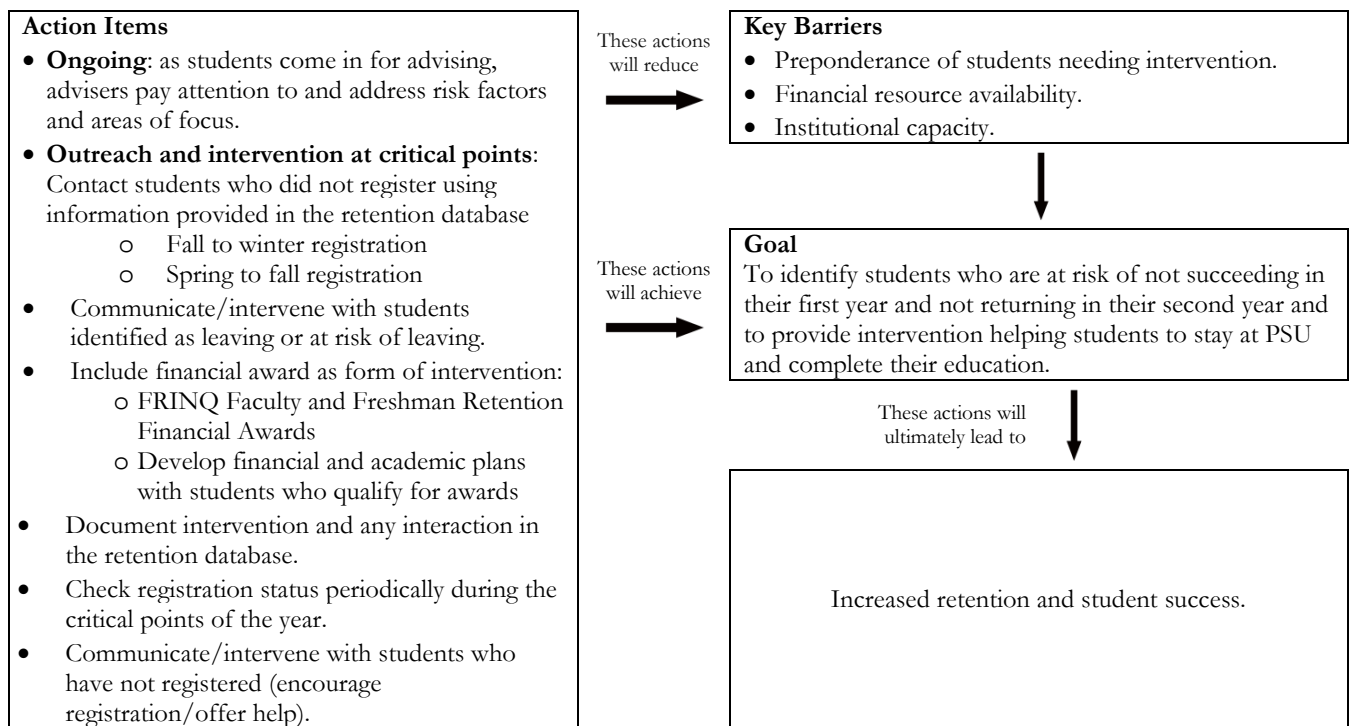
Originally designed to improve the persistence of freshman students and due to the success of the Fall Registration Project, PSU has expanded the original project into a year-long, Freshman Retention Project and incorporated financial awards to assist students in completing their academic plans.

Project Working Group

Mirela Blekic (University Studies), James Ofsink (Financial Aid), Sukhwant Jhaj (University Studies), Dan Fortmiller (Enrollment Management and Student Affairs), Rowanna Carpenter (University Studies), Paloma Harrison (College of Liberal Arts & Sciences), Martha Dyson (College of Liberal Arts & Sciences), Becki Ingersoll (Academic & Career Services), Becky Sanchez (School of Business), Robert Mercer (College of Liberal Arts & Sciences), Amanda Nguyen (Business Affairs), Louise McDonald (Business Affairs).

Project Descriptions

About 10% of freshmen students who are admitted in fall do not transition to winter term and about 15-20% of the students who complete their freshman year do not return the following fall. In addition, students who have major concerns about financing their education and students who are not sure about their plans (as identified in FRINQ Prior Learning Survey) tend to leave at a higher rate. Similarly, students with HS GPA below 3.0 and conditionally admitted students tend to leave at a higher rate. Finally, about 80% of the students who indicate (in the FRINQ End-of-Year Survey) they are not planning to return the following fall, do not come back. These projects are designed to intervene with students at critical junctions in their educational experience at Portland State University and offer financial awards as needed once academic plans have been created.



| Decision Matrix | Executive Committee | Provost, VP Student Affairs | Leaders Action Council | Council of Academic Deans | Project Working Group | Implementing Department | Admissions and Records | Advisors Committee | Faculty Senate | ARC | Faculty Senate Committee | UCC | Public Meetings | Award Final Decision Comm |
|--|---------------------|-----------------------------|------------------------|---------------------------|-----------------------|-------------------------|------------------------|--------------------|----------------|-----|--------------------------|-----|-----------------|---------------------------|
| Key: (R) Recommend, (A) Agree, (P) Perform, (I) Input, (D) Decide. | | | | | | | | | | | | | | |
| Promote registration for winter and fall classes | | P | P | P | P | P | | P | | | P | | | |
| Identify students at risk of not returning | | | | | P | P | | P | | | P | | | |
| Contact students and provide intervention | | | | | R | P | | P | | | P | | | |
| Provide awards to students in need of financial assistance | | | | | R | P | | | | | | | | R,P |
| Provide continuous intervention throughout the academic year focusing on four identified areas | | | | | R | P | | P | | | P | | | |

Recommendations and Decisions

Incorporate and expand Fall Registration Project, include financial award and rename the project into Freshmen Retention Project.

Fall Registration Project:

1. Provide necessary intervention to identified freshmen students who are at risk of not registering for fall term.
2. Coordinate efforts between advisers, the Financial Aid office and the Bursar's office to facilitate registration of these "at risk" students.

Freshman Retention Project

1. Reach out to and intervene with freshman students during and immediately after the end of their first year at critical points and throughout their first year at PSU.
2. Focus on four areas of intervention including
 - a. Conditionally admitted students,
 - b. Students with HS GPA below 3.0,
 - c. Students with financial concern,
 - d. Students unsure about their plans

FRINQ Faculty Financial Award

1. Reduce the impact of financial concern and financial need on freshman student success and retention
2. Faculty members nominate prospective recipients for the FRINQ Faculty Financial Award
3. Students required to submit an academic and financial plan

Freshmen Retention Project Financial Award

1. Use a combination of centralized and decentralized decision making
2. Identify students to receive awards geared towards completing their academic goals
3. Advisers and Bursar's office staff identify potential students
4. FRPFA committee makes final decisions on which students are selected
5. Educational component must be included (such as in FRINQ Faculty Financial Award)
6. Amounts to be divided between spring and the following fall in order to facilitate second year planning and persistence

Funding Required

| Amount | Purpose |
|------------------|---|
| \$50,000-100,000 | Reduce the impact of financial concern and financial need on freshman student success and retention |

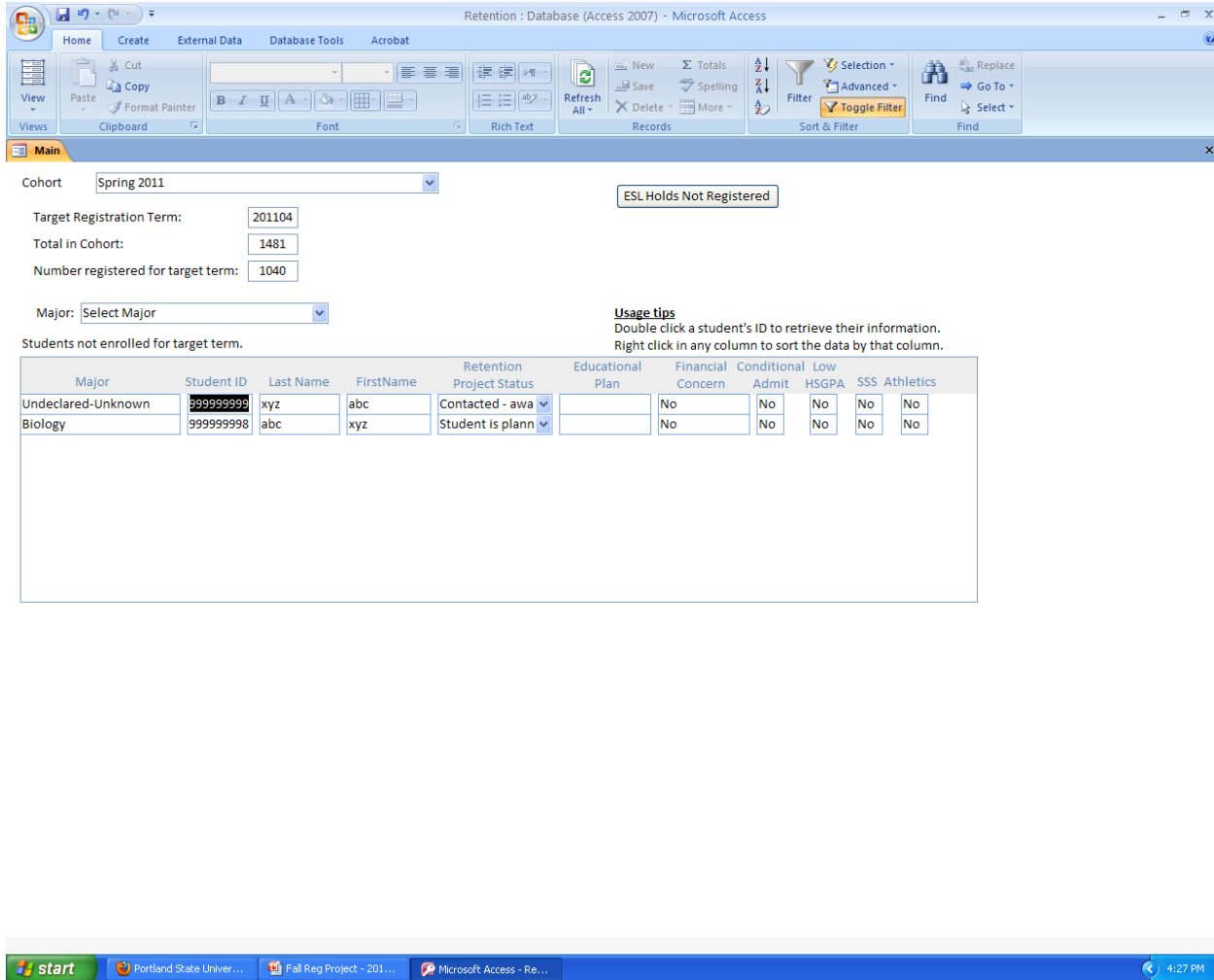
Timeframe and Metrics

Timeframe: Review performance after fourth week of winter and fall term.

| Metric Name/Description | Formula / Method |
|---|---|
| Project reach | # of students served |
| Impact of outreach and intervention on students | # of students who are served and retained |
| Impact of financial awards on students | # of students who received award and are retained |

Images of Retention Database:

Main Screen:



Retention : Database (Access 2007) - Microsoft Access

Cohort: Spring 2011

ESL Holds Not Registered

Target Registration Term: 201104

Total in Cohort: 1481

Number registered for target term: 1040

Major: Select Major

Usage tips
Double click a student's ID to retrieve their information.
Right click in any column to sort the data by that column.

| Major | Student ID | Last Name | FirstName | Retention Project Status | Educational Plan | Financial Concern | Conditional Admit | Low HSGPA | SSS | Athletics |
|--------------------|------------|-----------|-----------|--------------------------|------------------|-------------------|-------------------|-----------|-----|-----------|
| Undeclared-Unknown | 999999999 | xyz | abc | Contacted - awa | | No | No | No | No | No |
| Biology | 999999998 | abc | xyz | Student is plann | | No | No | No | No | No |

Student Information View:

Retention : Database (Access 2007) - Microsoft Access

Home Create External Data Database Tools Acrobat

Views View Paste Copy Format Painter Clipboard Font Rich Text Refresh All Save Delete More Records New Totals Spelling Selection Advanced Filter Toggle Filter Sort & Filter Replace Go To Find Select Find

Main Student View

999999999 xyz, abc Cohort 201102 Enrollment Status: FT

Student Info Prior Learning Survey End Year Survey Sample Script

Date Updated: Registration Term: 201104 Retention Status: Status: Contacted - awaiting reply Needs Financial followup

Major: Undeclared-Unknown Current Registration: Last term attended 201102

Residency: R High School GPA: 3.5 Address: xxxxxxxx Phone #: (000)0000001 Email: abc@pdx.edu

Portland, OR 97201

Academic Status Cumulative Inst. GPA: 3 Cumulative Ovr. GPA: 3 Current Academic Standing Term: 201102 Academic Standing: Good Standing

Registration Impediments Balance: 2138.5 (Negative number indicates money owed to student.)

Registration Holds

| HoldCod | HoldDesc |
|---------|----------|
| * | |

Comments:

Comment: Comment Date: 1/23/2012 4:30:56 PM User Name: Save

History Comments

| Comment Date | Userid | Comment |
|--------------|--------|---------|
| * | | |

Record: 1 of 1 No Filter Search

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Survey Responses View:

Retention : Database (Access 2007) - Microsoft Access

Home Create External Data Database Tools Acrobat

Views Clipboard Font Rich Text Records Sort & Filter Find

Main Student View

999999999 xyz, abc Cohort: 201102 Enrollment Status: FT

Student Info Prior Learning Survey End Year Survey Sample Script

I have developed strong relationships with students at PSU: FR status: FTFTFR

I have developed strong relationships with faculty members at PSU:

I feel a sense of belonging at PSU:

I have developed a strong relationship with a UASC or Major advisor:

Do you have any concern about your ability to pay for college next year?:

What are your plans for next Fall (2011)?:

If you are not planning to attend PSU in the fall, please list the reasons you are not returning?

Finances Dissatisfied with the educational experience at PSU

Personal Responsibilities Did not plan to graduate from PSU

Academic Difficulty Job responsibilities

Transfer to another institution Moving from Portland metro area

Comments:

Comment: Comment Date: 1/23/2012 4:30:56 PM

User Name:

Save

History Comments

| Comment Date | Userid | Comment |
|--------------|--------|---------|
| * | | |

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