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## Freshman Retention Project: 2012-13 Report

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## ***Freshmen Retention Project: 2012-13 Report***

December 3, 2013

Freshmen Retention Project is designed to reduce freshmen student attrition during and immediately after the end of first year and facilitate students' successful transition to second year.

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 freshmen 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) that they are not planning to return the following fall, do not come back.

The goal of the Freshmen Retention Project is to address factors leading to student attrition by providing systematic and coordinated outreach and intervention to students at risk of leaving the University. The project involves a number of functional areas on campus: University Studies, advising, Office of Financial Aid & Scholarships, and Student Financial Services. It uses multiple sources of data to support student success and aims to facilitate students' continuous enrollment during the first year and successful transition to the second year. The project accomplishes this through outreach and intervention at critical points (fall-to-winter and spring-to-fall transitions), and through ongoing intervention for students identified as at risk of not persisting beyond their first year.

As part of this project persistence (continued enrollment from term to term) and retention rates (fall-to-fall enrollment of first-time full-time freshmen) for various segments of students are calculated, including college specific retention rates. The information below represents three-year comparison of fall-to-fall retention rates. All data refers to Fall 2010, Fall 2011, and Fall 2012 first-time full-time freshman cohort and fall-to-fall retention.

**Important Note:** The information below was not prepared by the Office of Institutional Research and Planning (OIRP), and should not be used for reporting, or presentations to external audience.

### **Freshman Retention Rates:**

<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort
70.0%	72.2%	73.2%	72.7%

### **Retention Rates by College/School:**

<b>College/School</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
	<b>Fall to Fall Retention</b> (Major on 4th week Fall 2010, registered 4th week of Fall 2011)	<b>Fall to Fall Retention</b> (Major on 4th week Fall 2011, registered 4th week of Fall 2012)	<b>Fall to Fall Retention</b> (Major on 4th week Fall 2012, registered 4th week of Fall 2013)
College of Liberal Arts & Sciences	70.7% (306/433)	76.3% (316/414)	74.4% (291/391)
College of Urban & Public Affairs	69.6% (87/125)	75% (87/116)	71% (93/131)
Maseeh College of Engineering & Computer Sciences	74.8% (86/115)	71% (76/107)	75.8% (122/161)
School of Business Administration	79.6% (133/167)	75.3% (110/146)	74.1% (126/170)
College of the Arts	70.8% (155/219)	71.5% (123/172)	71.7% (119/166)
School of Social Work	66.7% (14/21)	61.1% (11/18)	56.3% (9/16)
Undedared/Unknown/Not Applicable/None	71.8% (153/213)	68.4% (158/231)	69.8% (178/255)
<b>Total</b>	<b>72.2% (934/1293)</b>	<b>73.2% (881/1204)</b>	<b>72.7% (938/1290)</b>

**HS GPA, Conditional Admission, Financial Concern, Intent, Residency:**

	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
Retention Rate for Students with HS GPA Below 3.0	65.71% (138/210)	70.6% (96/136)	64.9% (107/165)
Retention Rate for Students with HS GPA $\geq$ 3.0	N/A	73.8% (759/1028)	74.7% (806/1079)
Retention Rate for Students with No HS GPA	N/A	65% (26/40)	54.3% (25/46)
Retention Rate for Conditionally Admitted Students	N/A	79.7% (55/69)	61.3% (46/75)
Retention Rate for Regularly Admitted Students	N/A	72.8% (826/1135)	73.4% (892/1215)
Retention Rate for Students with Major Financial Concern*	N/A	68.5% (85/124)	67.9% (95/140)
Retention Rate for Students with Some or No Financial Concern*	N/A	73.2% (139/190)	73.1% (125/171)
Retention Rate for Students with No Information about Top Concern	N/A	74% (296/400)	70.4% (300/426)
Retention Rate for Students Unsure about their Education Plans	N/A	67% (67/100)	66.3% (59/89)
Retention Rate for Students Planning to Graduate from PSU	N/A	73.5% (478/650)	76.5% (543/710)
Retention Rate for Students with No Information about Education Plans	N/A	74% (296/400)	70.5% (301/427)
Retention Rate for Resident Students	74.67% (728/975)	73.5% (666/906)	75.6% (740/979)
Retention Rate for Non-resident Students	64.78% (206/318)	72.1% (215/298)	63.7% (198/311)

\*Note: Major financial concern category is a combination of finances indicated as students' top concern and students' major concern about their ability to finance education. Category of some or no financial concern is a combination of finances indicated as top concern and some or no concern about students' ability to finance their education.

**Financial Holds (n = 359 (2010-11), n = 323 (2011-12), n = 352 (2012-13):**

	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
Non-returning Students with Financial Hold	16.16% (58/359)	23.8% (77/323)	24.7% (87/352)
Non-returning Students with Financial Hold and Balance between \$100 - \$1000	7.80% (28/359)	4% (13/323)	6.8% (24/352)
Non-returning Students with balance over \$1000	10.31% (37/359)	19.2% (62/323)	13.4% (47/352)

**Other Programs/Student Populations:**

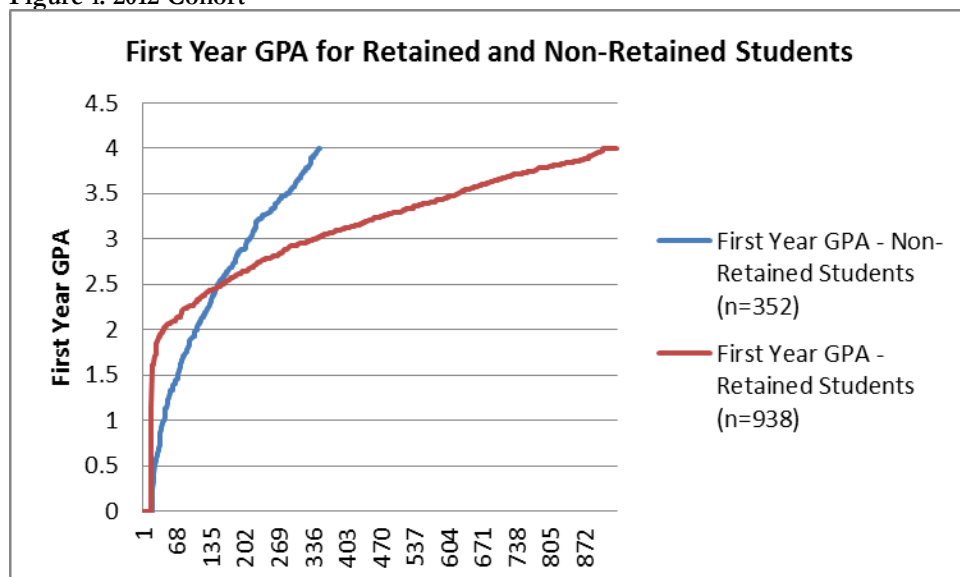
	2010-11	2011-12	2012-13
Honors Program	N/A	83.3% (70/84)	88.9% (104/117)
International Students	N/A	78.8% (52/66)	69.8% (67/96)
Intensive English Language Program (IELP)	N/A	81.3% (39/48)	65.3% (49/75)
First Generation Students	N/A	74.9% (302/403)	71.4% (287/402)
Non-First Generation Students	N/A	70.8% (286/404)	75.8% (345/455)
Students whose Home Language is not English (Excludes International Students)	N/A	80.2% (198/247)	76.6% (210/274)
Students whose Home Language is English	N/A	69.4% (374/539)	72.3% (415/574)

**Academic Standing (n = 359 (2010-11), n = 323 (2011-12), n = 352 (2012-13)):**

	2010-11	2011-12	2012-13
Non-returning Students in Good Academic Standing	74.7% (268/359)	78.3% (253/323)	74.1% (261/352)
Non-returning Students on Academic Warning/Probation/Dismissal	24.8% (89/359)	21.4% (69/323)	25.9% (91/352)

A look at the 2012 cohort reveals some additional insights about academic standing and first year GPA for these students. As expected, students who are retained completed their first year with a higher overall first year GPA (83.5% of the retained students have GPA of 2.5 or higher, with 33.7% of them attaining GPA of 3.5 or higher). It is however of interest that 57.8% of the students who are not retained have GPA of 2.5 or higher and 19.1% of them have GPA of 3.5 or above. Additionally, about three quarters of the students who do not come back leave in good academic standing, a number consistent over the three-year period under consideration. Figure 1 illustrates first year GPA for students who started in fall 2012 and returned in fall 2013 as well as for students who did not return in fall 2013.

**Figure 1: 2012 Cohort**



Freshmen Retention Project Outreach for 2012-13:

- Spring-to-Fall Outreach:

- Total number of contacts (some students contacted more than once): **336**
- Total number of students contacted (includes full and part-time students): **261**
- Number of First-time Full-time Freshmen contacted: **211**
- Number of First-time Full-time Freshmen registered after the contact: **59** (28% of the contacted students)

- Fall-to-Winter Outreach:

- Total number of contacts (some students contacted more than once): **89**
- Total number of students contacted (includes full and part-time students): **72**
- Number of First-time Full-time Freshmen contacted: **23**
- Number of First-time Full-time Freshmen registered after the contact: **18** (78% of the contacted students)

Figures 2a and 2b represent spring-to-fall outreach for 2012 and 2011 cohorts indicating periodic retention updates and calls for outreach, followed by an intensified adviser effort to reach students, which are then followed by an increase in student registration and retention.

FIGURE 2a: 2012 Cohort

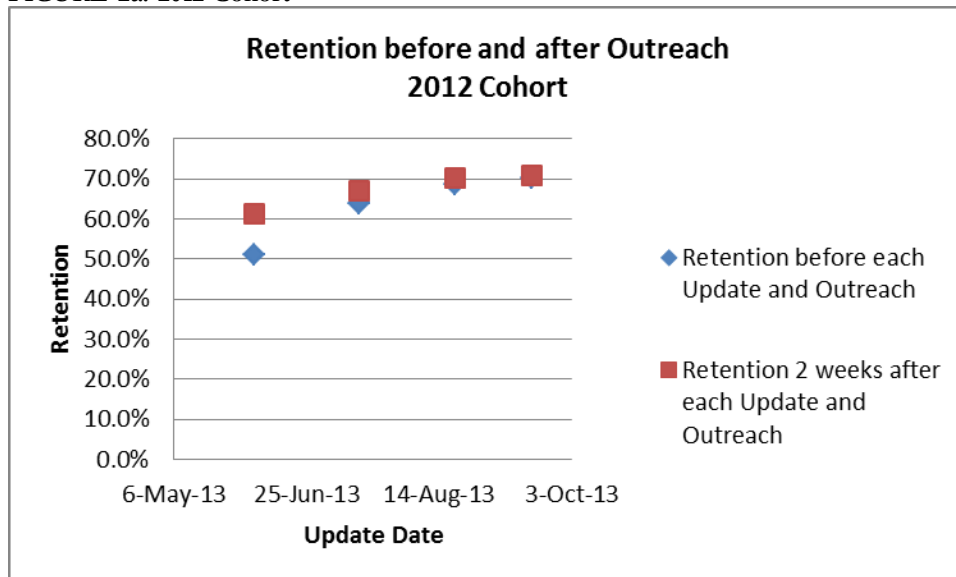


FIGURE 2b: 2011 Cohort

