

Data to Action: Freshmen Retention Project

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Agenda

- Overview of the project
- Share results from 2011-12 academic year
- Plan for 2012-13
- Discussion

Freshmen Retention Project

- Reach out to and intervene with freshman students during and immediately after the end of their first year (at critical points and throughout the year).
- Focus areas:
 - HS GPA below 3.0
 - Financial Concern
 - Intent/Academic Plan
 - Conditional Admission
- Collaborative, coordinated effort: University Studies, advisers, Financial Aid, Bursar's office.

Freshmen Retention Project

- Financial Award
 - To reduce the impact of financial concern and financial need on freshmen student success and retention.
 - Award has educational component attached to it (academic plan, financial plan).
 - Amount divided between two terms - to facilitate second year planning and persistence.
 - Students identified and referred by faculty, advisers and Bursar's staff.

Freshmen Retention Project

Results

- Spring to Fall Outreach
 - Total number of contacts (some students contacted more than once): 542
 - Number of students contacted (includes full and part-time students): 328
 - Number of first-time full-time students who registered after the contact (contacted by adviser, Bursar's office, or both) : 110
 - Number of first-time full-time students who received financial follow-up: 96
 - Number of first-time full-time students who registered after financial follow-up: 23
 - Advisers with two highest number of contacts: Karen Redington – Student Accounts (116) and Paloma Harrison – CLAS (57)
- Fall to Winter Outreach
 - Total number of students contacted during fall to winter critical point outreach: 135
 - Number of first-time full-time students who registered after the contact: 114

Freshmen Retention Project

Results - Financial Award

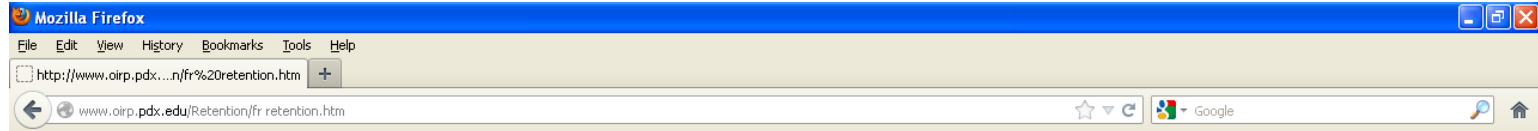
- Students who received financial award: 27
 - Students who returned: 24
 - First-time full-time students who returned: 22
- Total amount awarded: \$25,500
- Award range: \$500-2,000

Freshmen Retention Project

First-Time Full-Time Freshmen Retention:

2009-10	2010-11	2011-12	Goal: 2012-13
Fall 2009 Cohort: Retention Rate	Fall 2010 Cohort: Retention Rate	Fall 2011 Cohort: Retention Rate	Fall 2012 Cohort: Retention Rate
70.0%	72.2%	73.2%	75%

20-Year Retention at PSU



Portland State University
Retention and Graduation Rates for First-Time, Full-Time Freshmen
First-Year, Second-Year Retention
And Five to Six Year Graduation Rates

Cohort Year (Fall Term)	Number of Entrants	Year 1 Retention	Year 2 Retention	5-Year Graduation	6-Year Graduation
1991	612	67.8	49.8	27.5	34.6
1992	543	63.7	47.3	23.0	30.2
1993	684	56.9	43.3	20.2	27.8
1994	601	62.6	46.4	23.8	30.9
1995	638	60.3	47.2	22.3	28.8
1996	672	64.3	50.3	23.7	32.0
1997	703	62.4	51.4	23.6	31.2
1998	755	62.8	50.3	23.6	31.8
1999	854	64.5	51.3	25.3	32.7
2000	854	68.9	55.9	26.8	35.0
2001	958	66.4	52.5	21.9	31.9
2002	1108	65.0	50.6	22.1	31.0
2003	1204	65.1	51.8	22.4	30.7
2004	1087	68.1	52.7	24.7	32.8
2005	1104	67.8	53.5	25.4	34.8
2006	1180	67.5	55.8	29.6	
2007	1326	68.3	58.5		
2008	1523	68.9	58.3		
2009	1540	70.0	56.8		
2010	1293	72.2			
2011	1204				

Note: Does not include freshmen entering with transfer hours or those enrolled part-time.

SOURCE: SIS Extract Files.

Retention Rate of First-Time, Full-Time Freshmen



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

All data refers to Fall 2010 and Fall 2011 First-Time Full-Time Freshmen Cohort

	2010-11	2011-12
Retention Rate for Students with HS GPA Below 3.0	65.7% (138/210)	70.6% (96/136)
Retention Rate for Students with HS GPA \geq 3.0 and for Students with No HS GPA	73.9% (737/998)	73.5% (785/1068)
Retention Rate for Conditionally Admitted Students	N/A	79.7% (55/69)
Retention Rate for Regularly Admitted Students	N/A	72.8% (826/1135)
Retention Rate for Students with Major Financial Concern*	N/A	68.5% (85/124)
Retention Rate for Students with Some or No Financial Concern*	N/A	73.2% (139/190)
Retention Rate for Students with No Information about Top Concern	N/A	74% (296/400)
Retention Rate for Students Unsure about their Education Plans	N/A	67% (67/100)
Retention Rate for Students Planning to Graduate from PSU	N/A	73.5% (478/650)
Retention Rate for Students with No Information about Education Plans	N/A	74% (296/400)
Retention Rate for Resident Students	74.67% (728/975)	73.5% (666/906)
Retention Rate for Non-resident Students	64.78% (206/318)	72.1% (215/298)

*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.

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

Financial Holds

All data refers to Fall 2010 and Fall 2011 First-Time Full-Time Freshmen Cohort

	2010-11	2011-12
Non-returning Students with Financial Hold	16.16% (58/359)	23.8% (77/323)
Non-returning Students with Financial Hold and Balance between \$100 - \$1000	7.80% (28/359)	4% (13/323)
Non-returning Students with balance over \$1000	10.31% (37/359)	19.2% (62/323)

n = 359 (2010-11), n = 323 (2011-12)

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College Specific Retention Rates

All data refers to Fall 2010 and Fall 2011 First-Time Full-Time Freshmen Cohort

	2010-11	2011-12	Goal: 2012-13
College/School	2010-11 Fall to Fall Retention (Major on 4th week Fall 2010, registered 4 th week of Fall 2011)	2011-12 Fall to Fall Retention (Major on 4th week Fall 2011, registered 4 th week of Fall 2012)	Exceeding 75% Retention Rate*
College of Liberal Arts & Sciences	70.7% (306/433)	76.3% (316/414)	3**
College of Urban & Public Affairs	69.6% (87/125)	75% (87/116)	3**
Maseeh College of Engineering & Computer Sciences	74.8% (86/115)	71% (76/107)	5
School of Business Administration	79.6% (133/167)	75.3% (110/146)	3**
School of Fine & Performing Arts	70.8% (155/219)	71.5% (123/172)	7
School of Social Work	66.7% (14/21)	61.1% (11/18)	3
Undeclared/Unknown/Not Applicable/None	71.8% (153/213)	68.4% (158/231)	16
Total	72.2% (934/1293)	73.2% (881/1204)	

*Number of additional students that need to be retained to meet and exceed 75% goal retention rate (based on 2011-12 cohort numbers)

** Exceeds 75% Goal

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Freshmen Retention Project

Plan for 2012-13

- Continue fall-to-winter and spring-to-fall critical point outreach
 - Check students' registration status (retention database)
 - Focus areas:
 - HS GPA below 3.0
 - Financial Concern
 - Intent/Academic Plan
 - Conditional Admission
 - Document interactions in the database
- Continue paying attention to the focus areas during regular appointments/drop-ins with students
- University Housing: new participant in the project
 - Point person: Courtney Sandler (sandler@pdx.edu)

Freshmen Retention Project

Plan for 2012-13

- Continue identifying students for financial award
 - Award amount per student: **\$500** per term or up to **\$1000** for the year.
(Note: Under exceptional circumstances the committee may award higher amounts)
 - Paid out over two terms - preferable
 - Paid in one term – if determined as needed
- Amount available for 2012-13 academic year: \$94,500
- For all other details see Freshman Retention Project Financial Award Guidelines or contact Mirela Blekic at mirelab@pdx.edu.

Freshmen Retention Project

Discussion

- What do you need to help students solve problems?
- Does consideration of risk factors affect quality of interactions with students? How?
- What are the benefits of using information in the retention database? What are the barriers?
- What are the institutional barriers for successful/timely intervention?