



INSTITUTE FOR PROFESSIONAL DEVELOPMENT

Retention Update

**Academic and Institutional
Services**



Goal

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To improve ending enrollments at all IPD client institutions by focusing attention and resources on student retention and re-entry



Activities > Goal

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- **Call Center**
- **Student Retention Model**
- **Retention Analysis Study**



Retention Study

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● Stage 1

- Analyzed data by institution, program type, level, and consolidated
- Identified institutions and programs that have significantly improved retention and those with highest attrition



Stage 2 – Retention Study

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● Stage 2

- Identify variables related to student retention and re-entry using Dr. Salter's dissertation
- Conduct survey of institutions in 2006
- Identify changes that have occurred during 2005



Stage 2 – Retention Study

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● Stage 2, continued

- Analyze impact of Call Center on retention rates
- Identify Best Practices at IPD “high retention” institutions
- Establish institutional benchmarks for drop rates, drop-to-start rates and re-entry rates



Stage 2 – Retention Study

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● **Stage 2, continued**

● **Publish final retention analyses
report with recommendations**



2005 Findings

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- **Mean drop rate - 21.4%**
 - **Range – 9.8 % to 68.2%**
- **Mean drop-to-start rate - 28.7%**
 - **Range – 12.4% to 95.1%**
- **Mean re-entry rate - 31.9%**
 - **Range – 2.7% to 59.9%**



Drop Rates

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Program Level

Level	2004 Drop Rate	2005 Drop Rate	Drop Rate % change over PY
Associates	38.5 %	36.6 %	-4.9%
Bachelors	12.8	13.1	2.8%
Masters	13.2	11.9	-9.3%
Certificate	40.7	65.6	61.4%
Bridge	46.8	56.5	20.7%
Grand Total	21.6	21.4	1.1%



Drop-to-Start Rates

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Program Level

Level	2004 Drop-to-Start Rate	2005 Drop-to-Start Rate	Drop-to-Start % change over PY
Associates	44.1 %	45.9 %	4 %
Bachelors	19.1	19.4	1.7 %
Masters	18.9	17.5	-7.1%
Certificate	15.3	38.0	147.8%
Bridge	38.3	31.3	18.3%
Grand Total	28.5	28.7	.8%



Re-Entry Rates

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Program Level

Level	2004 YTD Re-Entry Rate	2005 YTD Re-Entry Rate	Re-Entries % change over PY
Associates	25.7 %	25.5 %	-.8%
Bachelors	38.2	41.1	7.8%
Masters	32.6	40.6	24.4%
Certificate	06.5	06.9	6.9%
Bridge	14.4	18.1	26.1%
Grand Total	29.6	31.9	7.7%



Questions

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- **Who is responsible for student retention at your institution?**
- **What strategies or programs have you implemented which resulted in improved retention?**
- **Do you survey students before they start?**
- **Does your institution collect and analyze data on student retention?**



Student Retention Model

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The Recipe for Retention

- Calculate cost of attrition
- Develop formal retention initiative
- Collect and analyze data: use Adult Student Assessment Survey and Exit Surveys
- Improve services: create student centered culture
- Enhance advising and orientation
- Identify and help students at risk
- Train faculty on retention
- Use students as recruiters and mentors