Using Small Data to Make Big Student Success Impacts

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What Have You Learned about Effective Enrollment Management?
Strategic Enrollment Management is about Student Success

Making the entire college/university active in, and responsible for, recruiting, retaining and graduating students.
Recruitment & Retention: Two Sides of the Same Coin
What is included in a SEM Plan?

1. Strategic Framework: Mission, Values, Vision
2. Overview of Strategic Plan Goals & Institutional Capacity
3. Environmental Scan: Market Trends & Competition Analysis
4. Evaluation and Assessment of Position in Market
5. Enrollment Goals, Objectives, & Assessment Criteria
6. Marketing and Communication Plan
7. Recruitment Plan

8. Retention Plan

9. Student Aid and Scholarship Funding
10. Staff Development and Training
11. Student/Customer Service Philosophy
12. Process Improvements and Technology System Enhancements
13. Internal Communication and Data Sharing Plan
14. Campus wide Coordination of Enrollment Activities
Most Colleges & Universities Have Goals to Increase Student Retention & Graduation Rates
Saint Louis University’s SEM PLAN:
How can we Support Every Student from Admission through Graduation?
# Student Success Rates

## 1st to 2nd Year Retention Rates

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Student Body:</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>CAMPUS GOAL:</td>
<td>N/A</td>
<td>90%</td>
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</table>

## 6-Year Graduation Rates

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Student Body:</td>
<td>57%</td>
<td>67%</td>
</tr>
<tr>
<td>CAMPUS GOAL:</td>
<td>N/A</td>
<td>70%</td>
</tr>
</tbody>
</table>
Setting Record Student Success Rates

SLU Undergraduate Retention and Graduation Rates

DOE Cohort Definition: First-time, Full-time, Degree Seeking Freshmen

1st to 2nd Year Retention Rate

6 Year Graduation Rate

4 Year Graduation Rate

Benchmark:
- 81.7% Retention Rate of Selective 4 Year Private Colleges
- 66.3% 6 year Graduation Rate of Selective 4 Year Private Colleges
- 54.8% 4 year Graduation Rate of Selective 4 Year Private Colleges
#1 Question:

How did you do it?
My SEM Master
Jek Tono Porkins aka Red Six

STAY ON TARGET

What's the worst that could happen?
ENROLLMENT FUNNEL RETENTION ACTIVITIES

RETENTION INFRASTRUCTURE
SET GOALS, CHIEF RETENTION OFFICER, CAMPUS-WIDE RETENTION COMMITTEE, TRACKING & EARLY WARNING SYSTEM, STUDENT INTERVENTION TEAM, SEAMLESS ADVISING SYSTEM

IDENTIFY RISKS, SET EXPECTATIONS & ESTABLISH CONNECTIONS

PROMOTE ENGAGEMENT & INTERVENTION

REINFORCE SUCCESS ACTIVITES

Identify

Track & Intervene

Re-Enroll

Graduate

SET GOALS for Each Level!!
EFM Model for Engaging Big Data in College and University Admission/Enrollment Management

**INTERNAL FEEDBACK & METRICS**
- Student Profile Data - Student Surveys - Assessments
- Staff/Faculty/Alumni Touch Points - Financial Aid Data
- Shared Social Media Content - Web/Portal Transactions

**EXTERNAL FEEDBACK & METRICS**
- Market & Environmental Research – External Surveys
- Vendor Analysis & Data - Demographic & High Graduation Projections - Financial Trend and Aid Projections

**Strategic Outcome**
- Scheduled & Real-time
- ACTIONABLE REPORTS
- Trends – Key Drivers
- Predictive Analysis
- Correlations – Alerts
- Follow-up Activities

**Tactical Outcome**
- Customer Resource Management
- CRM
- Integrate & Execute Multi-Channel Communications to Prospective Student

**Enterprise Resource Program**
- ERP
- Integrate Core Business Processes & Common Databases

**Enterprise Feedback Management**
- EFM
- Consolidate & Translate Feedback Data into Actionable Reports and Responses
The Target:

Use Small Data to Learn Why Students Chose your Campus, Stayed or Left
Instead of doing an autopsy report once students have left, we need to talk to them beforehand and find out what they need.

E. Cox, Community College Journal, vol 80, issue 4, p 35
The Core Five Targeting Assessments
5 Core Retention Assessments

1. New Student Survey (prior to start of classes)
5 Core Retention Assessments

2. Withdrawal Survey
(prior to cancelling classes)
5 Core Retention Assessments

3. Phone/Email Survey of Non-Returning Students

(2-4 weeks prior to start of semester & after census)
5 Core Retention Assessments

4. Student Satisfaction Survey
(all returning students)
5 Core Retention Assessments

5. Graduating Student Survey
(prior to commencement or within the first six months after graduating)
Summary of Small Data Retention Understandings

- There is no Magic Bullet – Retention programs must be designed to meet student needs and have an academic success focus.
- Retention programs must be multi-faceted.
- Do not ignore Socio-Economic Factors.
- Quick Improvements can be made by examining Processes and Points of Student Interaction.
- A true team effort must be embraced: Institutional Research, Academic Programs, Student Affairs, Enrollment Management, etc.
KEEP CALM AND STAY ON TARGET