A Personalized Approach to Student Retention

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Utah Valley University

- Orem, Utah, USA
- Open Admission
- Public, 4-Year
- 32,000 Students
- 3,000 Freshmen
- Engaged Teaching Institution
- Serious & Inclusive Mission
- Commuter Campus
At-Risk Freshman Populations

- 48% Low Income
- 48% Part-Time
- 46% Require At Least One Remedial Course
- 44% Female
- 37% First Generation
- 20% Multi-Cultural
- 12% Non-Traditional
Retention Rate Comparison 2005
First-time, Full-time, Bachelor Degree Seeking

UVU: 47%
Peer Average: 69%
History

- Retention task-force created
- *Foundation's of Excellence*® Study
- Title III Grant
- Office of First-Year Experience & Student Retention
3-Part Strategy

- Comprehensive First-Year Experience
- Early Intervention & Outreach
- Culture Changing Campus Campaign
WELCOME TO YOUR **FIRST YEAR** AT UVU.

WE WANT YOU TO HAVE A GREAT EXPERIENCE.

[www.uvu.edu/firstyear/](http://www.uvu.edu/firstyear/)
First-Year Experience

- Orientation
- Freshman Convocation
- StartSmart Emails
- Personalized Advisement
- Freshman Reading Program
- University Student Success Class
- UVCommit
- Learning Communities
- Freshman Year-End Celebration
Early Intervention & Outreach

- Early Alert
- Stoplight
- Retention Mentors
- Freshman Advocates
Early Alert

Early Alert Faculty Survey

- Third week of semester
- First week of block

Purpose to help at-risk students early

- Poor Attendance
- Earning a D or F in class assignments or quizzes
Outreach to “Early Alert” students

- E-mail sent
- Follow-up phone call from Retention Mentor

- Phone calls prioritized
  - Recommend withdrawing
  - See Instructor for help
  - See Retention Mentor for help
Faculty Participation is crucial

How do we get them to participate?

- Marketing materials
- Email with embedded link
- Department Chairs
- iPad
Stoplight

Stoplight Report

- Report created and developed by advisors for advisors
- Quick snapshot of at-risk students
- Correlated data from SIS
- Faculty have requested access
Stoplight (cont.)

Purpose

• Use during one-on-one sessions with students
• Use during slower point in the semester to help prioritize student outreach
Retention Mentors

Contact at-risk UVU students through email, phone, and/or personal visits.

- Accessibility
- Multicultural Office
- Women’s Success Center
- Academic Standards Office
- Early Alert
- Dev. Ed. Math
- First-Generation
- Stoplight
- Senior’s close to graduation
Retention Mentors (cont.)

- Weekly Training
  - Attendance expected
- Tracking student contacts
- Sharing lessons learned
- Experts on student and academic services available to students
- Monthly and semester reporting
Retention Mentors (cont.)

- Hourly part-time employees
- Average pay $9.00 to $11.25 per hour
- 20 to 28 hours per week
- Preference given to Jr/Sr level UVU students
Freshman Advocates

- Began as a service project for Phi Theta Kappa
- Peer Mentor Program
- Formal Training – 2 credit course
- Mentors transition from Orientation Leaders to Freshman Advocates
- Goal to help freshmen navigate from orientation through first year
- Goal to provide service for all freshmen
Changing a Campus Culture

- Executive Support
- Campus Collaboration
- Student Success Series & Training
- Marketing Campaign
Executive Support

Executive Oversight Committee
President, VPAA, AVPAA, VPSA, AVPSA, VPBudget

Steering Committee
University College Dean, AVPSA,
Director First-Year Exp. & Student Retention
Campus Collaboration

Student Success Retention Committee (SSRC)

- First Year Experience (FYE)
- Student Retention Information Tracking System (SRITS)
- Underserved Populations (UP)
- Faculty Connections & Academic Experience (FC&AE)

- Parent Task Force
- Learning Communities Task Force
- Freshman Reading Program
Student Success Series & Training

- Webinars, luncheons, presentations
- Peer led faculty discussions
- New Faculty Orientation
- Faculty Convocation
- Advisor Conference
- Staff Convocation
Marketing Campaign

Retention is everyone’s job!
YOU MAKE ALL THE DIFFERENCE.

As a faculty member at Utah Valley University, you are a critical component of "I CHOOSE to RETAIN," an aggressive retention initiative underway at UVU. As the name suggests, you have a choice in whether or not you participate in the suggested retention activities that can so dramatically impact student success.

Research shows that far above any other college experience variable, faculty wield tremendous influence in a student's decision to stay in school. To support and strengthen you in this role, our office provides you with a variety of tools. We strongly encourage you to utilize them and hope that you also will "choose to retain!"

Retention is everyone's job:

I CHOOSE TO RETAIN.

Retention Tools for Faculty
Enter the Toolbox

Recommendations for Faculty
Developed by Faculty

www.uvu.edu/retention/
Marketing Campaign (cont.)

- Brochures
- Postcards
- Posters & Digital Signage
- Email Campaigns
- Websites
- Departmental Presentations
3-Part Strategy

- Comprehensive First-Year Experience
- Early Intervention & Outreach
- Culture Changing Campus Campaign
UVU Retention Rates
Percentage of first-time, full-time, bachelor degree seeking students retained the following year.

- 2004: 47%
- 2005: 58%
- 2006: 54%
- 2007: 52%
- 2008: 64%
- 2009: 65%
- 2010: 62%
Retention Rate Peer Average Comparison
First-time, Full-time, Bachelor Degree Seeking
UVU in Green, Peer Average in Blue

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<th>Year</th>
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<th>Peer Average</th>
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</tbody>
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Lessons Learned

Data

- Dashboard: www.uvu.edu/retention

Complete Student Profile

Funding

Employee Buy-in

Student participation

- Students don’t do optional
WE HELP YOU HELP THEM.

Advisors are busy. We get that. We also know that you care about your students...a lot.

Our retention tools make it easier for you to quickly and intentionally reach out to your at-risk students before their individual triggers adversely affect their academic performance and persistence.

We hope you’ll utilize these tools and be a supportive voice of “I CHOOSE TO RETAIN,” a retention initiative that focuses on the ways we can all promote and support student success at UVU. After all, retention is everyone’s job!

www.uvu.edu/retention/