



# Data are the Difference

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Improving Retention  
with only \$70,000.00



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## Presenters

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# Washburn University

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- A 150 year old, public open-admissions municipally supported institution in Topeka, Kansas
- Topeka is the capital city of Kansas, approximately 1-hour west of Kansas City
- Campus is about 25 minutes west of the University of Kansas and 50 minutes east of Kansas State University
- Student headcount of approximately 6,900 students
- Approximately 50% First-Generation
- Rarely the first-choice school for the majority of its student population; other than the children of alumni



# Foresight 2020

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The Kansas Board of Regents (KBOR) in September 2010, laid out its long-term goals for higher education in Kansas. Updated in 2012, and revised in 2015, Foresight 2020 includes among its “Aspirations” the following deceptively simple goal:

Achieve a ten percentage point increase in retention and graduation rates by 2020



# Forward 150 and Vision 2022

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While a public institution, Washburn University is only nominally part of the KBOR administration of postsecondary education in Kansas because of its municipal charter and financial support.

Washburn did, nevertheless, incorporate the KBOR aspirational Retention and Graduation goals into its two most recent strategic planning documents: Forward 150 and Vision 2022.

Immediately, the obvious question for Washburn was how to raise its Retention and On-Time Graduation rates while maintaining a historic commitment to open admissions?



# Center for Student Success and Retention

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Created as a unit within the University Libraries in Fall 2011, the Center for Student Success and Retention (the CSSR) was charged with re-orientating the institutional culture from one that treasured the mission of open access to one that equally prized student success.

Originally the CSSR was little more than Academic Advising and a Faculty/University commitment to creating a required 3-credit hour First-Year Experience Seminar rooted in a new University Student Learning Outcome—Information Literacy



# **\$70K = \$3.1M**

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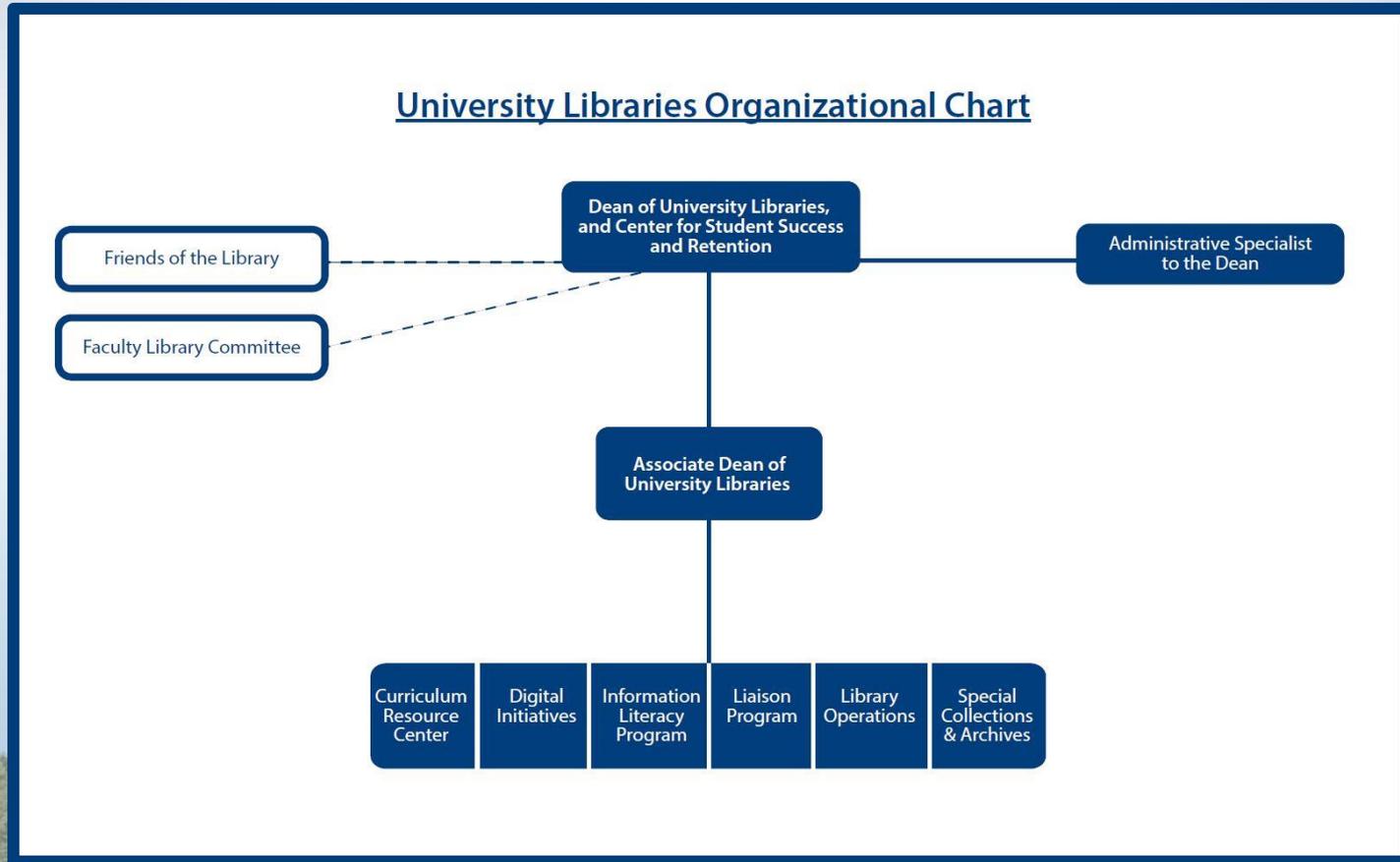
Since the creation of the CSSR in Fall 2011, Washburn University's total new investment in it amounts to exactly \$70,000

In FY2016, this University investment saw an increased first-to-second year retention rate (F14 to F15) of 6.2% and an ROI of 443% (\$3.1M)



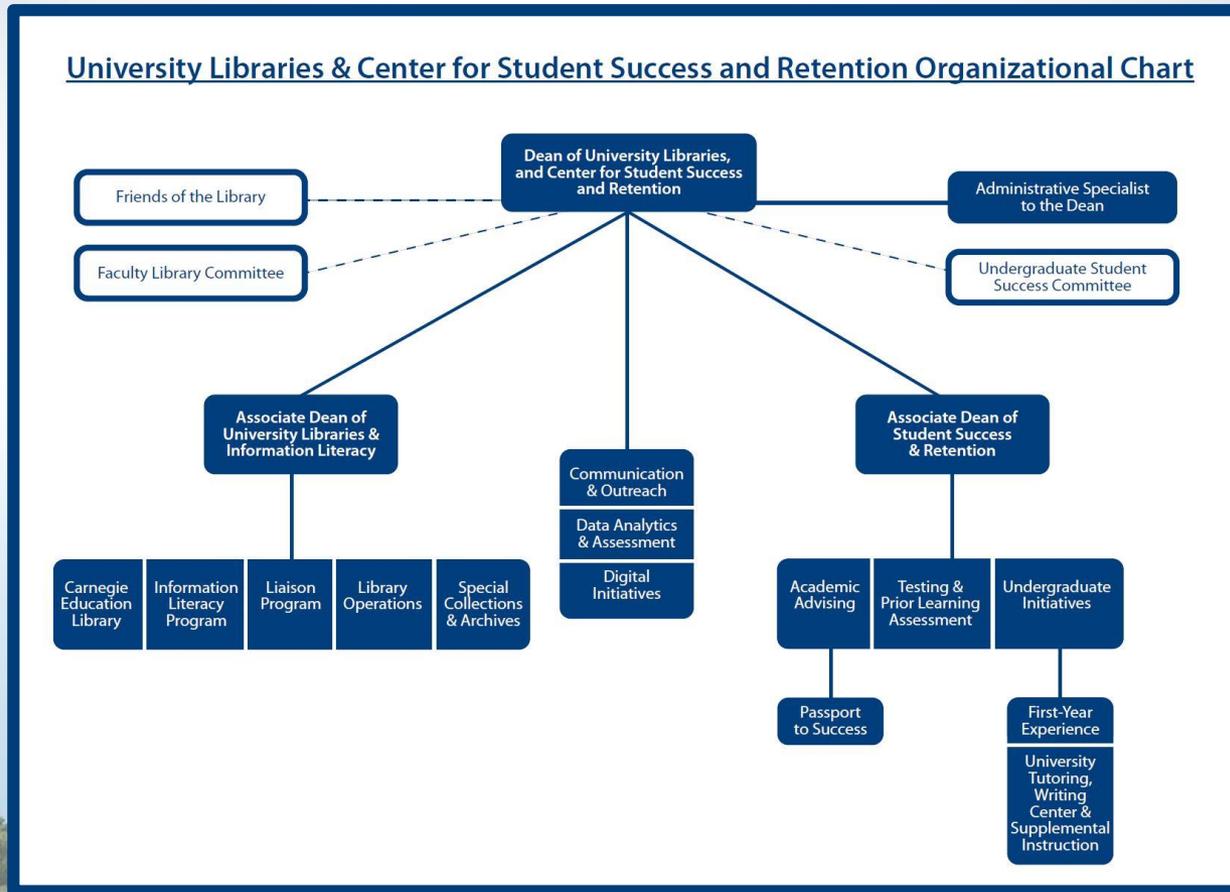
# Building a Success Organization with \$70K

The organizational chart of the University Libraries and the CSSR has, however, grown increasingly sophisticated



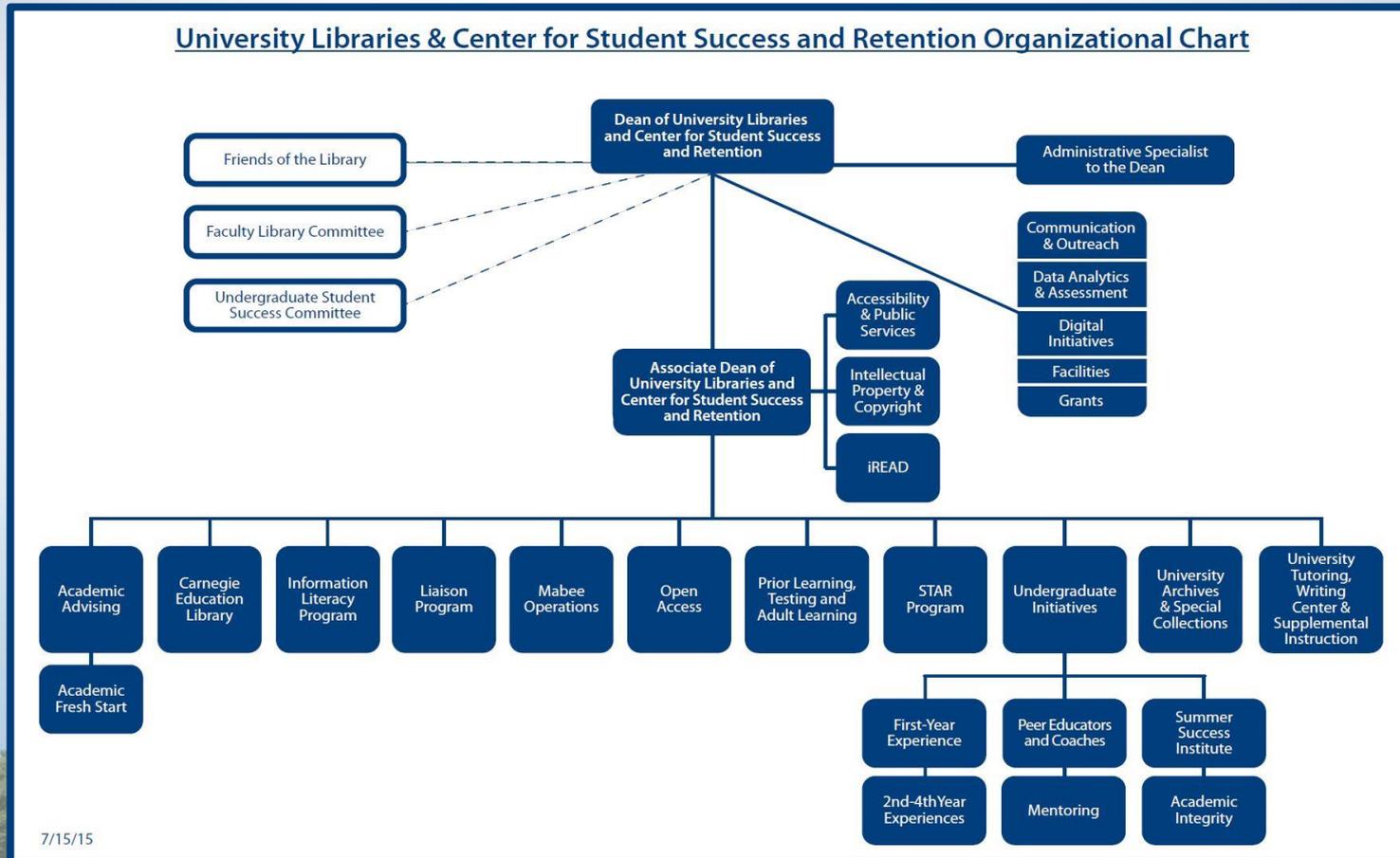
# Building a Success Organization with \$70K

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7/15/15

# Unit Level Analytics

- Administer skills and adjustment instrument
- FYS/Academic Advising curriculum supporting University student learning outcomes
- Course completion information
- In-Unit research and information entity

## Student Performance

Recommended	Intensive	Demanding
AN112: Cultural Anthropology	AR102: Survey of Art History II	AN116: Physical Anthropology
AR103: Intro to Art	BI150: Evolution	BI100: Intro to Biology
BU100: Intro to Business*	BI203: Human Impact on the Environ	BI102: Gen Cell Biology
CM101: Computer Competency	CH103: Intro to Forensic Chemistry	BI202: Biology of Behavior
CN150: Public Speaking	CJ100: Crime and Justice in America*	EN100: Developmental English
EC100: Intro to Economics	CN101: Principles of Human Comm	GG103: World Regional Geography
HI112: History of the US II	EN101: Freshman Composition	MA103: Basic Algebra
MM100: Intro to Mass Media	GG101: Intro to Geography	MA104: Intermediate Algebra
MU104: Movies & Music	HI101: Changing World History	MA116: College Algebra
PO106: Government of the US	HI111: History of the US I	PH104: Freshman Logic
PS120: Meteorology	MA112: Essentials of Math	PH115: Philosophy of Love and Sex
SO100: Intro to Sociology	MU100: Enjoyment of Music	RG101: Intro to Religion
SO101: American Social Problems	PY100: Basics of Psychology	RG102: World Religion
TH202: Acting I	TH102: Intro to Theater	

\* course does not fulfill general education

# Unit Level & Institutional Analytics

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## A Partnership Focused Upon Student Success

- IR staffing adjustments at the perfect time
- IR perception of data “ownership”
- Predictive Stuff Team
  
- IR is part of student success and the FYS
- Relationships get information



# Data Used Well = Student Success

First-Time Full-Time Retention



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QUESTIONS?

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