

COORDINATING RETENTION EFFORTS



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Office of Retention Services

February 2000

College administration created a new position in charge of student retention efforts.

“The Office of Retention Services is primarily an administrative service unit which provides information, coordination, and support to activities identified and associated with student retention through a program of assessment, collaboration, and coordination with the entire campus community.”

A retention position can focus on retention issues across departmental lines and attempt to resolve them, involving the entire campus community.

Office of Retention Services

All Community Colleges face similar problems in the areas of student retention and persistence.

- Why don't students persist, and who are they?
- Why don't students succeed, and who are they?
- Why do students who can succeed decide to leave?
- Why don't students use the services available?

Retention Research

- A) Profile of Persisters vs. Non-Persisters**
- B) Telephone Survey of Applicants Who Did Not Register**
- C) Mail Survey of Fall-to-Spring Non-Persisters**

Retention Research

A) Profile of Persisters vs. Non-Persisters

GCC students who persist:

- have GPAs higher than the bottom 1/3
- attempt and complete more units
- were not on probation at the end of fall
- had an English or Math placement on record
- took any English, ESL, or Math class

Retention Research

A) Profile of Persisters vs. Non-Persisters

GCC students who persist:

- are continuing or new students (not returning)
- are more likely to be female
- are not undecided on their educational goal
- have a non-vocational educational goal

Retention Research

B) Telephone Survey of Applicants Who Did Not Register

“Why did you decide not to register for classes?”

- Telephone survey of students who filed applications but did not register for classes
- 169 students contacted

Retention Research

B) Telephone Survey of Applicants Who Did Not Register

Primary Reasons for Not Registering:

	<u>% Primary Reasons</u>
Classes full	20%
Job hours conflicted with class times	15%
“Other” reasons	10%
Other scheduling problems	8%

Retention Research

C) Mail Survey of Fall-to-Spring Non-Persisters

“Which of the following were reasons you decided not to enroll at Glendale College in Spring 2000?”

- 4,809 surveys mailed
- 606 responses (13% response rate)

Retention Research

C) Mail Survey of Fall-to-Spring Non-Persisters

	<u>% of Responses</u>
Job hours conflicted with class times	29%
Parking too difficult	24%
Could not take classes at offered times	18%
Family changes	14%
Classes full	9%

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Student Responses to Mailed Survey (Qualitative)

- Thanks for caring
- Willingness to return to college
- Need for further research on scheduling issues
- Need for personal outreach program

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Personalized outreach and interventions for existing students:

- Orientation reminder calls
- Welcome and information calls to new students
- Outreach calls to students who have dropped all their units
- Outreach letters to non-returning, first-time probation students

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Plans for future outreach and intervention:

- Tuition reminder calls
- “Early Alert” follow-up calls
- “SEP” invitation calls
- Non-returning student surveys (ongoing)

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Retention Newsletter

- Involve the entire campus
- Retention information and activities
- Faculty and staff profiles
- Student testimonials

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There is not a lot of magic to this. If we do the following, we can help our students reach their educational goals:

- Coordinate our retention efforts
- Show students that we value them
- Track our results