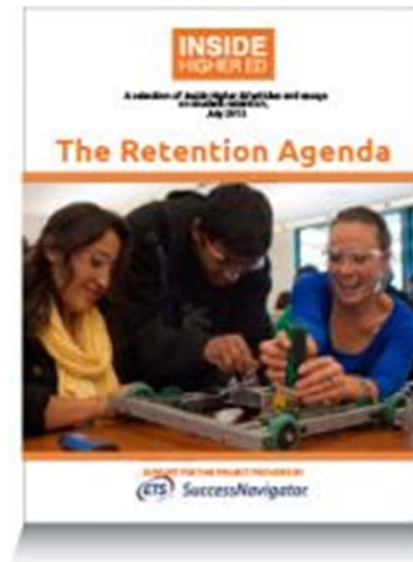


THE RETENTION AGENDA

An Inside Higher Ed webinar
Tuesday, July 23 at 2 p.m. Eastern

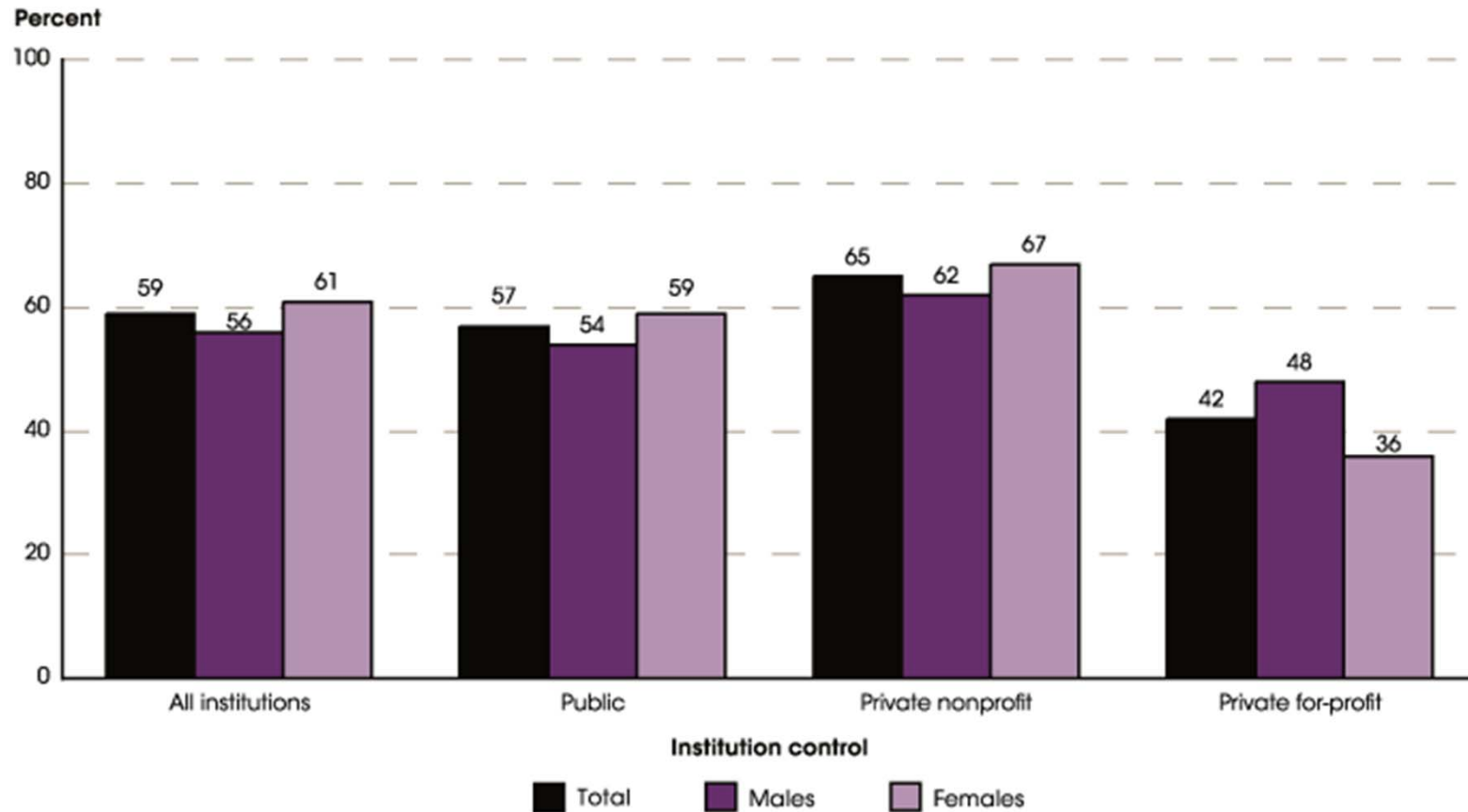


Presenters

- Scott Jaschik, editor of Inside Higher Ed
- Doug Lederman, editor of Inside Higher Ed

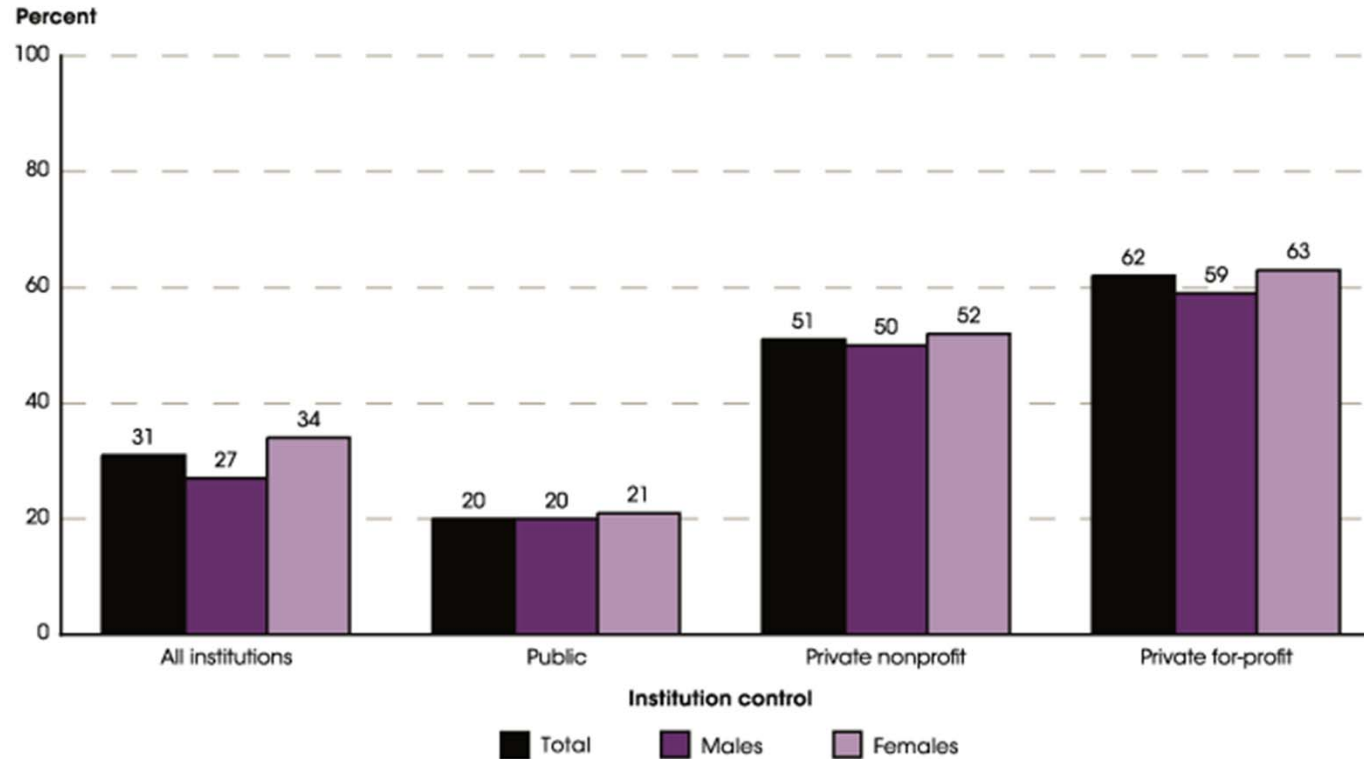
Current Graduation Rates – Bachelor's

Figure 1. Percentage of students seeking a bachelor's degree at 4-year degree-granting institutions who completed a bachelor's degree within 6 years, by control of institution and sex: Starting cohort year 2005



Current Graduate Rates – Associate

Figure 2. Percentage of students seeking a certificate or degree at 2-year degree-granting institutions who completed a credential within 150 percent of the normal time required to do so (for example, 3 years for a 2-year degree), by control of institution and sex: Starting cohort year 2008



Why Retention Has Always Matterred

- The idealistic reason (students matter and they don't enroll to drop out).
- The practical reason (colleges depend financially on enrollment, and keeping students is more efficient than relying on new students).



Why Retention Matters More Now - I

- National goals for increasing percentage of American adults with college degrees.
- Increased demand for places in college.



Why Retention Matters More Now – II

College leaders see retention as essential to their financial health.

Top five strategies for producing revenue, cited by CFOs in Inside Higher Ed survey of chief business officers:

- Retaining current students (92%)
- Increasing size of endowment (62%)
- Developing/expanding online programs (58%)
- Investing more in fund-raising activities (53%)
- Securing more corporate support (53%)

Community Colleges and Retention

- The numbers
- The role of remediation
- Questions about how to judge success

Not Just Community Colleges

- Flagship universities
- Minority students and retention gaps
- MOOCs

Ideas I – Placement

- Placement tests in theory
- Research questioning their effectiveness
- Florida's new law



Ideas II – Carrots and Sticks

- Appropriations and other financial rewards/punishments
- Reporting requirements
- Fears of colleges



Ideas III – Better Communication

- Existing students
- Potential students

Ideas IV – Redefining Graduation Rates

- The federal rate
- Other ways to measure
- What prospective students should know

Ideas V – Learning Communities

- The concept
- Some of the findings and analysis



Ideas VI – Create New Institutions

- CUNY's new community college
- The idea of limiting choice



Ideas VII – Pushing Students Through

- U. of Texas
- California community colleges
- The impact of students who stay too long

Ideas VIII – Technology

- Early warning systems
- Closer tracking of student performance
- Adaptive learning
- Academic advising

Ideas IX – Academic Redshirting

- How it works
- Results so far



Ideas X – Higher Ed Disruptions

- MOOCs
- Badges
- Prior Learning Assessment

With thanks for supporting this project



Questions?

- Q&A
- Feel free to send ideas for future coverage to:
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doug.lederman@insidehighered.com