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## THE QUESTIONNAIRE

### SPENDING ON STUDENT RETENTION

1. How much did the college spend on consulting services in the past year to aid in student retention (excluding spending on conferences)?
2. How much do you expect the college to spend on consulting services in the next year to aid in student retention (excluding spending on conferences)?
3. Approximately how much did the college spend in the past year on conferences, webcasts, research reports, and other specialized publications about student retention?
4. Does the college have a dean or other high-level administrator whose primary responsibility is to maintain or increase student retention?
5. What was the college's fall-to-fall retention rate for first-year students from Fall 2010 to Fall 2011?
6. What was the college's fall-to-fall retention rate for part-time students from Fall 2010 to Fall 2011?
7. For the last year such data is available, what percentage of students who start at the college as fall term freshmen graduate the college?
8. Does the college track retention rates by any of the following variables?
  - A. Declared academic major
  - B. Grade point average or SAT score
  - C. Gender
  - D. Race or ethnicity
  - E. Transferees into the college
9. If you have had particular success in increasing retention rates for any specific group defined by any criteria—race, SAT level, academic major, geographic origin, etc.—explain how you achieved this success.

### PERCEPTION OF CRITICAL FACTORS IN RETENTION

10. How would you rate the impact of the following on student retention?
  - A. Terms of student financial assistance
  - B. Severity in grading
  - C. Access to tutoring services
  - D. Access to academic and/or psychological counseling services

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- E. General economic conditions
- F. Involvement in extracurricular activities
- G. Quality of residence halls and food service

### EXIT INTERVIEWS

11. Approximately what percentage of students who transfer from or drop out of the college are interviewed by college management to find out their feelings about the college?
12. Approximately what percentage of students who graduate the college are interviewed by college management to find out their feelings about the college?
13. How important have exit interviews with departing non-graduating students been in developing and implementing your retention strategy?
14. How important have exit interviews with graduating students been in developing and implementing your retention strategy?

### MAXIMIZING STUDENT PARTICIPATION IN COLLEGE LIFE

15. Does the college maintain any records that enable it to pinpoint students who are not engaged in any or very few extracurricular activities?

### INFORMATION LITERACY

16. Which statement best describes your college's information literacy policy?
  - A. No specific information or computer literacy requirement
  - B. Teaches information/computer literacy within the framework of the basic English Writing course or other basic course
  - C. Requires a one or two credit information/computer literacy course for graduation
  - D. Requires one or more three credit information/computer literacy course for graduation

### STUDENT SERVICES

17. Does the college offer childcare services for students with children?
18. Approximately what percentage of students found part-time employment through the college career services office in the past school year?
19. How important are the following student services for success in retention?
  - A. Financial aid services

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- B. Career services
- C. Academic advising
- D. Learning/tutoring services
- E. Peer mentoring
- F. Childcare services
- G. Information technology

### IDENTIFYING THE HIGH-RISK STUDENT

20. Does the college identify high-risk students and then intervene at certain thresholds (such as number of classes or assignments missed or low grade point averages)?
21. Which phrase best describes your view of your college's efforts to reach out and help students at high risk for dropping out?
- A. We don't do enough and are not really very good at what we do
  - B. We don't do enough and our present efforts are passable at best
  - C. We make a fairly considerable effort and do as well as most
  - D. We make a great effort but without great results
  - E. We make a great effort and we have very good results

### TUTORING

22. How much did the college spend in the past year on tutoring for all students?
23. How much will the college spend in the next year on tutoring for all students?
24. Which phrase best describes your attitude toward the impact the college tutoring program has had on student retention?
- A. I don't think that tutoring can have a big impact on retention
  - B. We need to hire more tutors, train them better, or both
  - C. We have a good tutoring program that has helped us maintain or increase our retention levels
  - D. Our tutoring program is excellent and is a key factor in our maintenance of a higher than expected retention level
25. Which phrase best describes your college's tutoring efforts?
- A. We don't really have a formal policy of any kind
  - B. Most tutoring is decentralized and handled by specific academic departments or administrative agencies
  - C. Most tutoring is handled through requests to a centralized college agency

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26. How would you categorize most of your tutors?
- A. Students
  - B. Teaching assistants or advance graduate students receiving pay
  - C. Specialized professional tutors
  - D. Adjunct or full-time faculty
  - E. All of the above
27. Do students pay for tutoring provided by the college?
- A. Do not pay
  - B. Pay some of the cost
  - C. Pay all of the cost
28. Which statement best describes the college's attitude toward tutoring requests that come within the final three weeks of a semester?
- A. We don't really provide tutors
  - B. We have a firm cut-off date and don't take tutoring requests at this time
  - C. We have a firm cut-off date though this is later than three weeks before the final regular class
  - D. We don't have a tutoring cut-off date but realistically it is more difficult to meet requests this late in the semester
  - E. We don't have a tutoring cut-off date and are able to serve students just as well at this time as at other times in the semester
29. What is the average salary of the college's student tutors?

### STUDENT ADVISING AND COUNSELING

30. Does the college have student advisory centers located in the residence halls?
31. To the best of your knowledge, has the college ever hired a consultant to review the college's academic advising services?
32. What is the total annual budget—including spending for salaries—of the college's academic advising unit?

### FINANCIAL AID

33. How would you describe the generosity of the college's financial aid over the past two years?
- A. It has become much less generous
  - B. It has become somewhat less generous
  - C. It has remained about the same in real terms

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- D. It has become somewhat more generous
  - E. It has become much more generous
34. What is your personal feeling about tuition levels and the financial situations of your students?
- A. It has become more and more difficult for our students to pay for college
  - B. The overall financial burden on our students has not changed much in recent years
  - C. Our aid programs and a strong economy have actually reduced the financial burden on our students in recent years
35. What is your personal feeling on retaining/enhancing the quality of student the college attracts while maintaining/increasing enrollment over the next few years?
- A. We should lower tuition and/or increase financial aid
  - B. We should not make any serious changes
  - C. We can increase tuition while still attracting the same quality and number of students

### TRAINING A RETENTION-MINDED STAFF

36. If your college has had some success in training the college staff and instructors in retention issues, briefly explain what you have done so that your peers might benefit from using similar strategies.

### STRATEGIES FOR SPECIAL POPULATIONS

37. Approximately what percentage of the students attending your college were born abroad (including foreign students and immigrants)?
38. Approximately what percentage of the students that started as freshmen or transferees into the college in the past year need special help or assistance in reading, writing, or speaking the English language in order to have a good chance at being effective college students?
39. Please describe the best tools, policies, or methods you have found that ease the experience of immigrant or foreign students and increase the college's retention of this population.

### RETENTION RATE TRENDS

40. In the past two years, what has been the change in the college's retention rate for first-year students entering the second year?
- A. It has remained about the same

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- B. It has increased
  - C. It has decreased
41. Approximately what percentage of students who drop out do you believe do so primarily for economic reasons?
42. Over the next few years, what is your best honest estimate concerning the college's retention rates?
- A. Our retention rates will probably decline
  - B. Our retention rates will probably stay about the same
  - C. Our retention rates will probably increase

### RETENTION IN DISTANCE LEARNING AND ADULT EDUCATION

43. If your college has an adult education program, how would you rate its retention rates relative to those of your main college programs?
44. If your college has a distance education program, how would you rate its retention rates relative to those of your main college programs?
45. If your college has an overseas campus, how would you rate its retention rates relative to those of your main college programs?
46. If you have taken any special measures to increase retention in distance learning or adult education programs, please share some of your insights.

## SURVEY PARTICIPANTS

Azusa Pacific University  
Bethany College (Kansas)  
Biola University  
Brandman University  
California Maritime Academy  
Canadian College of Naturopathic Medicine  
Carleton University  
Cazenovia College  
Coastal Carolina University  
Colby Community College  
Community College of Rhode Island  
Concordia University Texas  
Delta College  
Drury University  
Emmanuel College  
Endicott College  
Evergreen Valley College  
Fielding Graduate University  
Gannon University  
Georgia Gwinnett College  
Graceland University  
Green River Community College  
H. Lavity Stoutt Community College  
Harvey Mudd College  
Heidelberg University  
Iowa State University  
Ivy Tech Community College-Bloomington  
John Brown University  
Lamar University  
Le Moyne College  
Lindsey Wilson College  
Metropolitan Community College-Penn Valley  
Mount St. Mary's College  
Northeastern State University  
Northern Illinois University  
Pikes Peak Community College  
Point Park University  
Point University  
Reading Area Community College  
Roanoke College  
Rocky Mountain College of Art + Design  
Rose-Hulman Institute of Technology  
St. Bonaventure University



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St. Cloud Technical & Community College  
Stevenson University  
Temple College  
Texas Southern University  
Texas Woman's University  
Thomas More College  
University of Alaska Fairbanks  
University of Arkansas  
University of Cincinnati-Blue Ash College  
University of Georgia  
University of Guelph  
University of Idaho  
University of Science & Arts of Oklahoma  
University of the Arts  
University of Wisconsin-Superior  
Villa Maria College  
Washington & Jefferson College  
West Virginia Junior College-Morgantown  
Westminster College (Missouri)  
Wilson College  
Wyoming Catholic College

## CHARACTERISTICS OF THE SAMPLE

Overall sample size: 64

### By Public or Private College Status

Public	31
Private	33

### By Type of College

Community college	14
4-year or MA-granting college	36
PhD-granting college or research university	14

### By Enrollment Category

0-1,499 students	19
1,500-4,999	21
5,000-9,999	12
10,000 or more	12