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Survey Participants

Agnes Scott College
Ancilla College
Anna Maria College
Auburn University at Montgomery
Cazenovia College
Central Carolina Community College
Charter Oak State College
Chestnut Hill College
The College at Brockport
Concordia University College of Alberta
Coppin State University
Corban University
Delaware College of Art and Design
Dine College
Dominican University
D'Youville College
Eastern Illinois University
Eastern University
Eckerd College
Georgia State University
Globe University
Hannibal-LaGrange University
Lyndon State College
Mohawk Valley Community College
North Dakota State University
Northern Arizona University
Nyack College
Oakwood University
Ohio Dominican University
Philander Smith College
Point Park University
Randolph College
The Richard Stockton College of New Jersey
Saginaw Valley State University
Saint Mary-of-the-Woods College
Sarah Lawrence College
Seton Hall University
St. Norbert College
SUNY Oneonta
Texas Southern University
Trinity College of Florida
University of Delaware

University of Memphis
University of Pittsburgh at Bradford
University of South Alabama
University of Southern Indiana
University of West Florida
The Women's College
Youngstown State University

The Questionnaire

1. Please provide the following contact information:
    a. Name:
    b. Organization:
    c. Email:
    d. Work title:

2. Your college is:
    a. A public college
    b. A private college

3. The full-time equivalent enrollment of your college is approximately:

4. Your college is primarily:
    a. Carnegie Class Community College
    b. Carnegie Class 4-year or MA degree-granting institution
    c. Carnegie Class PhD-granting institution
    d. Carnegie Class level 1 or level 2 Research University

5. The approximate annual tuition (the sticker price prior to any aid or deductions) cost for attending your college is:

6. How much did the college spend on consulting services to aid in student retention in the past year (excluding spending on conferences)?

7. How much do you expect that the college will spend on consulting services to aid in student retention in the next year (excluding spending on conferences)?

8. Approximately how much did the college spend on conferences, webcasts, research reports and other specialized publications about student retention in the past year?

9. Does the college have a dean or other high level administrator whose primary responsibility is to maintain or increase student retention?
    a. Yes
    b. No

10. What was the school's fall to fall retention rate for first-year students in the fall 2011 to fall 2012 school year?

11. What was the college's fall to fall retention rate for part-time students from fall 2011 to fall 2012?

12. What was the retention rate for the following specific kinds of students:
    a. Graduate students
    b. Law school students
    c. Distance learning/hybrid learning students
    d. Foreign students
    e. Adult student over the age of 30

13. For the last year for which data is available, what percentage of students who start at the college as a fall term freshman graduate from the college?

14. Does the college track retention rates by any of the following variables: (check all that apply)
    a. By declared academic major
    b. By GPA or SAT level
    c. By gender
    d. By race or ethnicity
    e. By economic status of the student
    f. By distance learning component in education
    g. For transferees into the college

15. 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, or any other criteria – explain how you achieved success.

16. Using a scale of 1 to 4, rank the impact of the following on student retention: (1 = does not have much of an impact, 2 = has some impact, 3 = has a significant impact, 4 = has a dramatic impact)
    a. Terms of student financial assistance
    b. Severity in grading
    c. Access to tutoring services
    d. Changes in the academic reputation of the college
    e. Access to academic and/or psychological counselling services
    f. General economic conditions
    g. Involvement in extra-curricular activities
    h. Quality of residence halls and food service

17. Approximately what percentage of students who decide to transfer or drop out of the college prior to graduation are interviewed by college management to find out their feeling about their experience at the college?

18. Approximately what percentage of students who graduate the college arte interviewed by college management to find out their feelings about their experience at the college?

19. How important have exit interviews been in developing and implementing your retention strategy?
    a. Exit interview for departing students who did not graduate
    b. Exit interview with graduating students

20. Does the college maintain any records that enable it to pinpoint students who are not engaged in any or few extra-curricular activities?
    a. Yes
    b. No

21. Your college's information literacy policy is best approximated by which statement:
    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 literacy or computer literacy course for graduation
    d. Requires one or more three credit information literacy or computer literacy course for graduation

22. Does the college offer child care services for students with children?
    a. Yes
    b. No

23. How important do you consider part time employment for students and the provision of quality internships to be as a factor in student retention and have you made efforts to evaluate or improve these services at your college?

24. On a scale of 1 to 5, with '1' as very important and '5' as unimportant, how critical are the following services for success in student retention:
    a. Office of Financial Aid
    b. Career Services
    c. Academic advising
    d. Learning services/tutoring services
    e. Peer mentoring
    f. Child care services
    g. Information Technology

25. Does the college identify high-risk students and then intervene at certain thresh-holds such as high number of classes or assignments missed or low GPAs?
    a. Yes
    b. No

26. Which phrase best describes your view of your college's efforts to reach out to 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.

27. How has your college in recent years developed or revamped its efforts to identify and reach students at risk of transferring or dropping out?

28. How much did the college spend on tutoring for all students in the past year?

29. How much will the college spend next year on tutoring all students?

30. Which phrase best describes your attitude towards the impact that the college tutoring program has 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 to 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.

31. Most tutors are:
    a. Other students
    b. TAs or graduate students receiving pay
    c. Specialized professional tutors
    d. Adjunct or full-time faculty
    e. All of the above

32. What is the average per hour salary of the college's student tutors?
    a. They are unpaid.
    b. Less than $8 an hour
    c. $8 to $10 an hour
    d. $11 to $14 an hour
    e. $15 to $20 an hour
    f. More than $20 an hour

33. Does the college have student advisory centers located in residence halls?
    a. Yes
    b. No

34. To the best of your knowledge, has the college ever hired a consultant to review or advise on the college's academic advising services?
    a. Yes
    b. No

35. What is the total annual budget, including spending for salaries, of the college's academic advising unit?

36. Over the past two years the college's financial aid has:
    a. Become much less generous
    b. Become somewhat less generous
    c. Remained about the same in real terms
    d. Become somewhat more generous
    e. Become much more generous

37. My personal feeling about tuition levels and the financial situation of our student body is that:
    a. It has become more and more difficult for our students to par for college.
    b. The overall financial burden of 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.

38. My personal feeling is that over the next few years if we want to retain or enhance the quality of the student that we attract and maintain or increase enrollment we will have to:
    a. Lower tuition, increase financial aid, or both.
    b. Not make any serious changes in this way.
    c. We can increase tuition and still attract the same quality and number of students.

39. 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.

40. Approximately what percentage of the students attending your college were born abroad (including foreign students as well as immigrants)?

41. Approximately what percentage of the students that started as freshman or transferees into your college in the past year would you say need special help or assistance in reading, writing, or pronouncing the English language in order to have a good chance at being effective college students?

42. Please describes the best tools, policies or methods that you have found to ease the experience of immigrant or foreign students and increase the college's retention of this population:

43. The college's retention rate for first-year students entering the second year has:
    a. Remained about the same in the past two years
    b. Increased in the past two years
    c. Decreased in the past two years

44. About what percentage of students who drop out do you believe do so primarily for economic reasons?

45. Over the next few years your best honest estimate is that:
    a. Our retention rates will probably decline
    b. Our retention rates will probably stay about the same
    c. Our retention rates will increase

46. If your college has any of the following types of programs rank their retention rates relative to your main college program:
    a. Adult education
    b. Distance education

47. If you have taken any special measures to increase retention in distance learning or adult education programs, share with us some of your insights below: