

# RETENTION & STUDENT SUCCESS REVIEW



Effective retention is central to strategic enrollment management. Your ability to promote student success, persistence and graduation

speaks volumes about the quality of your institution's educational experience. As your retention rate improves, so does your recruitment of new students.

The **Retention and Student Success Review** is intended to be a comprehensive look at how the college or university approaches student success. Leadership understands that successful recruiting is undermined if it becomes something of a revolving door. This requires conducting a detailed analysis of institutional data, interviews with key stakeholders, and acquiring other information to get at the core retention issues on your campus.

## What does a consultation look like?

After an initial consultation about the goals and scope of work, AACRAO Consulting begins a discovery phase where we review college or university data and existing retention reports to achieve an understanding on persistence toward graduation: four-, five- and six-year graduation rates; first-to-second-year retention rates; second-to-third-year retention rates; and third-to fourth-year retention rates. Information is gathered about the profile of students, including transfer students and students on financial aid. The discovery phase includes a review of life experience courses, orientation and supplemental programs such as tutoring and supplemental instruction, and if students are taking advantage of those programs. For infrastructure that supports student success, questions asked include: Is it part of a comprehensive strategic enrollment management operation? Which offices or units are part of the concentration on student success?

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After the discovery phase, a campus visit is scheduled. Time on site varies and is devoted to meetings and interviews with senior leadership, executive middle management and office staff as well as students to determine barriers experienced and the school's response. National metrics are also applied to assess your school's student satisfaction rates against other similar institutions.

Depending on the scope of work, AACRAO Consulting provides observations and recommendations to you. One approach is an audit of the effectiveness of student success and recommendations of how you can improve support you are providing students. The other report is a **Strategic Enrollment Management** readiness report, which provides an in-depth understanding in what actions are necessary to support a strategic plan for student success and retention.

### Who contracts with AACRAO Consulting for a Student Success and Retention Review?

- Institutions whose retention and graduation rates are in question or where pressure exists to raise student success results
- Healthy institutions that seek an objective review of their work to ensure that they remain healthy and utilize the best possible methods to achieve results
- Institutional personnel charged with achieving student success, including:
  - u President
  - u Provost
  - u Student Affairs Vice President
  - u Enrollment Management
  - u Chief Enrollment Officer
  - u Vice President for Enrollment Management

### What is the intended outcome?

AACRAO Consulting helps you become more strategic and integrated in its approach in student success. We provide you with a better understanding about where you should focus your resources. For example, academic units may each be participating in some aspect of academic success activities, but they often do not work together to support students. We provide a roadmap to create a more strategic framework toward retention that works within your unique institutional culture.