Utilizing Technologies for Retention

Fort Hays State University

Brett Bruner, Director of Persistence & Retention
Eric Wilson, Graduate Assistant for Persistence & Retention
Alyssa Mustard, Graduate Assistant for Family & Transfer Engagement
Overview of Session

• Learning Outcomes
• Define retention
• Tinto’s Theory of Student Retention
• ACCESS to Success – Student Success Plan
• Tiger[Link] First 40 Days at Fort Hays Curriculum
• TigerIQ
• ENGAGE College
• Family Engagement Initiatives
• Completely Withdrawn Student Survey
NODA defines RETENTION as student progression through higher education, focusing primarily on student persistence (i.e., term to term) through the beginning of the second year at the same institution, with the goal being graduation from that institution and/or achievement of personal educational objectives. NODA believes that retention is one outcome/measure/byproduct of successful student transition, which can be facilitated by effective orientation programs and other academic and social integration processes.
Tinto’s Theory of Student Retention

• At-college factors
  – When students engage in greater degrees of academic and social integration, students are more likely to persist to graduation
  – Connect students with faculty
  – Connect students with academic advisors
  – When students engage in co-curricular activities and volunteer they do better than those students that do not get involved in out-of-class activities

Peer-to-Peer Leadership: *Transforming Student Culture* (Metz, Cuseo, Thompson, 2013)
Learning Outcomes

• Combine a variety of technologies to improve retention
• Guide students with the use of efficient technologies
• Assist students in acclimating to their new surroundings (campus)
• Create communication among departments to improve students’ experience
Overview of FHSU

• Public
• Located in Hays, KS off of Hwy-70 between Kansas City and Denver
• Enrollment: 13,000 students
  – On-Campus Students: 5,000
    • 950 First-year students
    • 450 Transfer students
    • 150 International students
  – Virtual Students: 5,500
ACCESS to Success – Student Success Plan

– Partners: Academic Advising & Career Exploration Center
  Computing & Technology Center
  Office of Residential Life

– Response to K.S.A. 76-717 requiring state university to “adopt an individual plan of success”

– 5 central themes
  1. Advising
  2. Connections
  3. Circle of support
  4. Education
  5. Sense of Self
ACCESS to Success – Student Success Plan

– Introduced at Tiger STRIPES: Pre-enrollment

– Signature of active participation by 1st day of classes

– Reflection questions woven into the Freshman Seminar course

– Partnership with Residential Life
  • Programming reflective of ACCESS Plans
  • Common terminology usage
ACCESS to Success – Student Success Plan

College is a big deal. Four years of time; countless hours in class and studying; dollars spent on tuition, books, and housing. It is possible for all students to succeed at Fort Hays State University, particularly when you take advantage of the resources available to you. Get ahead by creating a plan to give yourself ACCESS to Success: Advising, Connections, Circle of Support, Education, and Sense of Self.

ADVISING: Every FHSU student has been assigned an academic advisor (two if you are a double-major). An advisor is a faculty member or trained professional with whom you have the opportunity to meet and talk one-on-one about your academic program and your career/life goals – but you need to take the initiative.

- Your advisor will be assigned to you by September 1 (fall) or February 1 (spring). Learn your advisor’s name and contact information. This can be found in TigerTracks (right hand corner at www.fhsu.edu) or Online Services.
- Your advisor(s) will inform you of his or her office hours for each semester.
  - My advisor’s name is ____________________________
  - Office location is ____________________________

- Meet with your academic advisor(s) during the first three weeks of the semester to review this plan.
  - Students should schedule their appointment. I have scheduled it for (date, time, location):
    - FALL: ____________________________
    - SPRING: ____________________________
- Meet with your academic advisor(s) to review and discuss your courses and mid-term grades (October and March). Ask your advisor(s) about expectations; requirements you need to complete your degree; information about add/drop procedures and deadlines; questions about “what can I do with a major in...?” (www.fhsu.edu/aace) Schedule an appointment for the next semester’s enrollment.
  - Students should schedule their appointment. I have scheduled it for (date, time, location):
    - FALL: ____________________________
    - SPRING: ____________________________
- What other questions do you have?

CONNECTIONS: You have the opportunity to make a difference, gain valuable experience, meet interesting people and participate in activities that have a lasting impact on campus. There are many opportunities to get connected and involved, in a student organization, a study group, or in conducting research.

- Learn more about co-curricular opportunities: Center for Student Involvement, 014 Memorial Union; Center for Civic Leadership, 201 Custer Hall; Intramurals and Recreation, 128 Cunningham Hall; Undergraduate Research Experience: ure@fhsu.edu
- Make sure to connect on TigerLink to create your co-curricular transcript and find out what opportunities are available! http://tigerlink.fhsu.edu/
  - I want to get involved in these opportunities:

EDUCATION: Why are you at FHSU? To get an education! For each course in which you are enrolled:

- Make sure to finalize your schedule (make payment!) in TigerEnroll. This can be found in TigerTracks (right hand corner at www.fhsu.edu), under Online Services, then TigerEnroll.
- Buy the required course materials.
- Print your syllabus; write all due dates in your personal planner/calender/organizer.
- Go to class every day—make it a point to meet each professor.
- Read assigned materials before class; complete all assignments on time.
- Review assigned materials after class; take notes as you read.
- Participate in class discussions—raise your hand!
- Don’t cut corners—don’t cheat or plagiarize.
  - Know how you’re doing in your classes. Check Blackboard, and use the GPA calculator at: http://www.fhsu.edu/registrar/gpa-calculator/
    - My GPA goal for the fall semester is: ____________________________
    - My GPA goal for the spring semester is: ____________________________

- Activate your Careers for Tigers account (http://www.fhsu.edu/career/cft/). Build your resume throughout your time at FHSU.
- Attend the Majors & Graduate Programs Fair on October 23 from 11:30 a.m.-3:30 p.m. in the Memorial Union Fort Hays Ballroom to learn about majors, minors, certificates, graduate programs & research opportunities (http://www.fhsu.edu/aace/majors-and-graduate-programs-fair/)

SENSE OF SELF: College may be the first time you’ve ever been on your own. It’s a chance to learn how to survive and thrive as an individual. Sometimes you may need help—help that’s okay!

- A healthy body helps maintain a healthy mind! Check out the Wellness Center and the free fitness classes, located in Cunningham Hall (http://www.fhsu.edu/tigerwellness/).
- Learn how to manage your finances and become financially literate. Find out more about loans and scholarships through Financial Assistance (202 Picken Hall); and if you work (no more than 20 hours/week!), check Job X for on-campus employment: http://www.fhsu.edu/student/Student-Employment/
- Expand your horizons by attending a cultural event, a campus activity, or a hall program. I would like to learn something new about myself by:

  - Major question? Visit the Academic Advising and Career Exploration Center (AACE) in 311 Picken Hall.
  - When I am feeling overwhelmed by everything going on, I will manage my obligations by:

CIRCLE OF SUPPORT: In addition to the support provided by friends and family, FHSU offers a variety of services designed to provide support and increase your skill set. Each of these services are FREE to students!

- It’s okay to need help! Utilize the FHSU Writing Center (20 Forsyth Library) for help writing papers or get free tutoring (http://www.fhsu.edu/kelleycenter/asp/Free-Tutoring/) for general education courses through Academic Success Programs (111 Picken Hall; (785) 628-4401).
- Learn more about campus, test-taking, stress and time management, and finding a major through the T.I.G.E.R.S. Series Workshops (http://www.fhsu.edu/kelleycenter/Workshop-Schedule/).
- Have a question? Just don’t get it? Meet with your instructors anytime you begin having problems during the semester. Office hours are posted on instructors’ doors and on your syllabus.
- When I am struggling in a class, I will get help by: ____________________________
– Vendor – Campus Labs
  • Collegiate Link
– Introduction at Tiger Impact New Student Orientation

– Challenge students to attend at least six events throughout the first six weeks of classes

– Attendance is recorded and displayed on a co-curricular transcript
Six Tracks students can complete by attending over 150 events

- Academic & Cultural
- Hallmark
- Leadership
- Personal Development & Community Building
- Social

Partnerships

- Center for Student Involvement
- Academic Departments
- UNIV 101 Instructors
- Fraternity & Sorority Life
- Various organizations on campus
Participation

• 1997 students
  – 115 completed all requirements of First 40 Days
  – 690 completed 50% or more of requirements
First Forty Days - Curriculums
TigerIQ

- Online early alert warning & intervention system
- Vendor = Starfish Solutions
- Oldest running program with initial primary focus towards first year students
  - Integration into the Freshman Seminar Course
  - System now includes all undergraduate and graduate students, on-campus and virtual
- Referrers:
  - Faculty
  - Academic Advisors
  - Residential Life staff
  - Division of Student Affairs staff
TigerIQ

- Identify which students are at risk
- Connect students to their success network
- Simplify case management and tracking
- Optimize program delivery through better data
- Progress Surveys
TigerIQ

- Student Success Network
Primary flags raised:
- General Concern
- In Danger of Failing
- Attendance Concern
- Low Participation
- Low Quiz/Test Scores

Primary kudos provided:
- Keep Up the Good Work
- Outstanding Academic Performance
- Showing Improvement
TigerIQ

– 2013 Early Alert Activity
  • 637 flags raised
  • 44 Kudos

– 2014 Early Alert Activity
  • 186 Manually raised flags
  • 769 flags raised through Progress Survey (Week 4)
  • 291 flags raised by system (virtual)
ENGAGE College

- Vendor = ACT

- Administered during Weeks 3-6 of UNIV101

- Student self-perceptions of behavioral & attitudinal characteristics of academic success & retention

- Individual student meetings with UNIV 101 instructor

- Resource mapping scales to campus offices
Figure 1. Average ENGAGE Percentile Scores for Your Institution and the National Sample

- Academic Discipline
- Academic Self-Confidence
- Commitment to College
- Communication Skills
- General Determination
- Goal Striving
- Social Activity
- Social Connection
- Steadiness
- Study Skills
- Academic Success Index
- Retention Index

Note. ENGAGE percentile scores range from 1 to 99. Results compared to other 4-year institutions.
Family Engagement Initiatives

– Parent E-Newsletter
  • Currently over 350 parents

– Parent alerts about concerns of student

– Webinar Series focused on six major themes
  • Transitioning to Fort Hays (Residential Life)
  • Student Involvement (Center For Student Involvement)
  • Mental Health and Academic Tutoring (Kelly Center)
  • Financial Aid Assistance (Financial Aid Office)
  • Job and Internship Searching (Career Services)
Completely Withdrawn Student Survey

- Students that withdraw from all of their courses mid-semester are sent a survey focused on trying to understand their situation in why they withdrew.
  - Spring 2014 – 53 respondents
  - Fall 2014 – 48 respondents to date
Moving Forward!

- Tigers In A New Territory Facebook Page
- Social Media Specialist - @UatFHSU
- Fhsu.edu mobile interface
Utilizing Technologies for Retention

Fort Hays State University

Brett Bruner, blbruner@fhsu.edu
Eric Wilson, ejwilson5@fhsu.edu
Alyssa Mustard, admustard@fhsu.edu
Please complete an evaluation of this session in Guidebook by clicking the link after the session description.