Using Engagement Data to Improve First to Second Year Persistence

NASPA-FL Drive-In Conference

11/30/18
Introductions

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Lynn University

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Lynn University

• Private
• 3,010 students
  – 2,204 undergraduate
  – 746 graduate
  – 60 doctoral
• Buckets of Students
• Fall 2017 – 3.03 GPA from High School
Learning Outcomes

• Participants will apply the current research on the connection between student engagement and first-year persistence to Lynn University’s case study.

• Participants will evaluate the efficacy of their programmatic approach on first-year persistence.

• Participants will evaluate how similar methods of improvement could be used on their campus.
Findings
Research supports that over 50% of students who leave college will do so within the first six weeks of their college experience (Levitz & Noel, 1989).
Effectively track Student Involvement Data
Understand the long-term impact of programs
Better allocate funds/resources to effective programs
Campus-wide buy-in is critical, because “As we get more offices on-board, we’ll be able to understand the holistic student experience more thoroughly.”
100% of students who transferred out of the institution in fall 2016 didn’t attend a single event.
“At-Risk”
At-Risk at Lynn

- GPA data
- Classroom attendance
- Tutoring Center Visits
- Number of Events attended
What else may be considered “at-risk”?
Collecting & Assessing Data
• Immediately began to track involvement
• Partnerships beyond our office
• Connected with our IR office
• Connected with our Retention Team
What we did to improve
• Shared our data with others!
  • Engagement data is also shared with Institutional Research
• Student Success Management System (Platform integration)
New Student Transitional Program

Multitier Competency Based Model
  Lynn Launch
  Welcome Weekend
  “First 40” Programming
Implementing the Competencies

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td><strong>August 27</strong></td>
<td>12-2 p.m., #First40, Self-Care Packages, 6 p.m., Meet Your Summer Texter **</td>
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<tr>
<td><strong>August 28</strong></td>
<td>11:30 a.m.-1:30 p.m., Information TechnoLYNN@y: Canvas, OneDrive, Office365</td>
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<td><strong>August 29</strong></td>
<td>10 a.m.-2 p.m., Career Connections Open House, 5-7 p.m., RedFest ** **</td>
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<td><strong>August 30</strong></td>
<td>12-1 p.m., Peace Prayer, 6:30-8:30 p.m., Trivia Knight Thursdays **</td>
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<td><strong>August 31</strong></td>
<td>3-5 p.m., Feminist Fridays, 7-10 p.m., Street Festival **</td>
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<td><strong>September 1</strong></td>
<td>1-4 p.m., CSI Pool Party, SMART Goal Splash **</td>
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**The First 40**

**For event locations, please download the Lynn Events app.**

**LYNNE UNIVERSITY**

**LYNN UNIVERSITY**

3/11/2019 19

lynn.edu
First 40

• Covers the first 6 weeks of class
• 4 foundational areas:
  – Academic and Social Success:
    • development of skills, habits, and abilities to engage in critical thought to foster one’s own way of knowing,
  – University Navigation:
    • adhering to the standards of University policies and procedures and understanding resources and campus culture,
  – Campus Connections:
    • Forging strong and meaningful relationships with faculty, staff, and peers, and lastly,
  – Global Citizenship:
    • Promoting exploration, understanding, and growth through intercultural dialogue, personal challenge, and self-reflection
First 40

- Mix of recommended and mandatory
- Marketing (Lynn Events App, Print Materials)
- Strategic Partnerships
  - Library
  - Information Technology
  - Retention
  - Student Financial Services
  - Student Affairs
  - Title IX
  - Study Abroad
  - Parents/Families
Academic Affairs

Fall 2017: Canvas Welcome Weekend Course
Fall 2018: Lynn 101 (FYE)
Results
<table>
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<tr>
<th>Original cohort year</th>
<th>Original cohort count</th>
<th>First-year retention rate</th>
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<tbody>
<tr>
<td>2015 Cohort</td>
<td>514</td>
<td>68.10%</td>
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<tr>
<td>2016 Cohort</td>
<td>559</td>
<td>69.50%</td>
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<tr>
<td>2017 Cohort</td>
<td>625</td>
<td>71.50%</td>
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Effective Partnerships

• Cross campus collaboration
• Retention is all of our jobs became the norm
• Culture Shift
What’s Next
Continuing our shift in culture

Retention is everyone’s job.
Assessment of Learning Outcomes.
Developing a co-curricular model tied to competencies
What can you do on your campus?
Now, it’s your turn!

1. Identifying your baseline
2. Where are the gaps, and what tools do you need to bridge those?
3. Working with stakeholders to develop and implement plans
Questions?

Thank you for attending!