



# 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

- 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).

# What I was looking to do:

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

# Retention Office

- 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



Baxter Magolda's Theory of Self Authorship (1997,1999) and Astin and Astin's Social Change Model (1996)

# Implementing the Competencies

August/September 2018

**LYNN UNIVERSITY** **The First 40**

For event locations, please download the Lynn Events app  
 \*\*Designates Required Program for First Year students

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>2 7 p.m. Sip &amp; Paint: Create Your Own Canvas ●</p> <p>9 10:30 a.m.-12 p.m. The R.A. Challenge ●●</p> <p>16 10 a.m. Paddle Boarding ●</p> <p>4-6 p.m. SAB Exotic Animal Interaction ●</p>	<p>August 27 12-2 p.m. #First40, Self-Care Packages ●</p> <p>6 p.m. Meet Your Summer Texter ●</p> <p>3 SAB Labor Day Getaways: 2-5 p.m. Galaxy Skateway ●</p> <p>7-10 p.m. Movie Trip ●</p> <p>10 11 a.m.-1 p.m. #First40, Leadership 101 ●</p> <p>6-7:30 p.m. Diversity and Desserts ●</p> <p>17 11 a.m.-1 p.m. The Change Initiative: Constitution Day ●</p> <p>4-6 p.m. Hispanic Heritage Month Event ●●</p> <p>7 p.m. Can I Kiss You? ●●</p>	<p>28 11:30 a.m.-1:30 p.m. Information TechnoLYNNgy: Canvas, OneDrive, Office365 ●●</p> <p>6:30 p.m. I Amaze Me: Building Self-Esteem ●</p> <p>4 1-3 p.m. #First40, Laundry 101 ●</p> <p>6 p.m. Staying Safe on Campus ●</p> <p>7 p.m. Fraternity and Sorority Info Night ●●</p> <p>11 11:30 a.m.-1:30 p.m. Information TechnoLYNNgy: Useful iPad Apps ●</p> <p>5-7 p.m. Extremely Loud &amp; Incredibly Close screening and dialogue ●</p> <p>18 10 a.m.-1 p.m. #First40, Creating Your Digital Brand ●</p> <p>11 a.m.-1 p.m. The Change Initiative: Golden Key Spark a Change: Hygiene Kits ●●</p> <p>**7:00 p.m. Lifeline: No One Can Play Your Part ●</p> <p>8-9 p.m. The Change Initiative: Beyond Lynn: Service Immersion Experience Interest Meeting ●</p>	<p>29 10 a.m.-2 p.m. Career Connections Open House ●●●</p> <p>5-7 p.m. RecFest ●●</p> <p>5 11:30 a.m.-1:30 p.m. Information TechnoLYNNgy: Canvas, OneDrive, Office365 ●</p> <p>Departing 5 p.m. Marlins v. Phillies Game ●</p> <p>12 11 a.m.-1 p.m. Wellness Wednesdays ●●</p> <p>3 p.m. Library Book Club ●</p> <p>7-8 p.m. Conflict Resolution Bingo ●</p> <p>19 11:30 a.m.-1:30 p.m. Information TechnoLYNNgy: Useful iPad Apps ●</p> <p>11 a.m.-1 p.m. The Change Initiative: Social Change Fair ●●</p> <p>3:30 p.m. Craftsmen at the Library ●</p> <p>6 p.m. Women's Soccer Will Power Knight ●●</p>	<p>30 12-1 p.m. Peace Prayer ●</p> <p>6:30-8:30 p.m. Trivia Knight Thursdays ●</p> <p>6 11 a.m.-1 p.m. Involvement Fair ●●</p> <p>**6:30 p.m. EPIC Adventures: Elevate Your Confidence for Success ●●</p> <p>13 3:30-5:00 p.m. Therapy Dog Thursday ●</p> <p>5:30 p.m. The Art of Conversation ●</p> <p>7 p.m. I Am Jazz: ●</p> <p>20 11 a.m.-5 p.m. Decorate Your Space: CSI Poster Sale ●</p> <p>12 p.m. The Change Initiative: Huracán María: A Year Later ●</p> <p>6:30-8:30 p.m. The Change Initiative: Trivia Knight Thursdays ●</p>	<p>31 3-5 p.m. Feminist Fridays ●</p> <p>7-10 p.m. Street Festival ●●</p> <p>7 1-4 p.m. Free HIV Testing ●</p> <p>3-5 p.m. Feminist Fridays ●</p> <p>14 3-5 p.m. Feminist Fridays ●</p> <p>7 p.m. Trap Karaoke ●</p> <p>21 11 a.m.-5 p.m. Decorate Your Space: CSI Poster Sale ●</p> <p>1-5 p.m. The Change Initiative: First Year Day of Service ●●</p> <p>3-5 p.m. Feminist Fridays ●</p> <p>7 p.m. Sex Ed Boot Camp ●</p>	<p>September 1 1-4 p.m. CSI Pool Party: SMART Goal Splash ●</p> <p>8 7 p.m. SAB Interactive Latin Dance Party ●</p> <p>15</p> <p>22 6 p.m. Men's Soccer v. Embry Riddle Tailgate ●</p>

# 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

Original cohort year	Original cohort count	First-year retention rate
2015 Cohort	514	68.10%
2016 Cohort	559	69.50%
2017 Cohort	625	71.50%



# 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!