



*Annual Conference*

MARCH 9-13, 2019 ★ LOS ANGELES, CA

# Using Engagement Data to Improve First to Second Year Persistence

Monday, March 11, 2019 | 8:00 AM – 8:50 AM

308 AB - LA Convention Center

Dr. Anthony Altieri, Vice President of Student Affairs, Lynn University

Dr. Theresa Gallo, Associate Dean of Students, Lynn University

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# Introductions



Dr. Anthony Altieri  
Vice President of Student Affairs  
Lynn University

@DoctorAltieri



Dr. Theresa Gallo  
Associate Dean of Students  
Lynn University

@DrTheresaGallo

# Lynn University

- Private
- 3,010 students
  - 2,204 undergraduate
  - 746 graduate
  - 60 doctoral
- Student Population groupings
- 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

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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.”

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100% of students who transferred out of the institution in fall 2016 didn't attend a single event.

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“At-Risk”

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# At-Risk at Lynn

- GPA data
- Classroom attendance
- Tutoring Center Visits
- Number of Events attended

# Collecting & Assessing Data

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- Immediately began to track involvement
- Partnerships beyond our office
- Connected with our IR office
- Connected with our Retention Team

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# What we did to improve

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# 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

- Multi-tier Competency Based Model
  - Lynn Launch
  - Welcome Weekend
  - “First 40” Programming



Will Power



Self-Esteem



Accountability



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

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# Implementing the Competencies

LYNN UNIVERSITY The First 40

August/September 2018

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

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

# 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

# Collaborations with Academic Affairs

- Fall 2017: Canvas Welcome Weekend Course
- Fall 2018: Lynn 101 (FYE)

# Results

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

# Effective Partnerships

- Cross campus collaboration
- Retention is all of our jobs became the norm
- Culture Shift

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# What's Next

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# 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?

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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?

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Thank you!



See you next year in Austin, Texas!

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