



*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

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# 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

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