Using a Survey Tool to Help Manage Retention

CAHEA 2016 Conference
Dr. Lisa Stewart
Learn the purpose of using a survey to help manage retention
Review the outcomes from an institution using this retention initiative
Gain an understanding of the additional benefits of this type of retention initiative
Obtain example of survey questions
Retention is defined as “the ability of an institution to retain a student from admission through graduation” (Seidman, 2005b, p.14).
Alan Seidman’s Retention Formula

RET = E ID + (E + I + C) IV

RETENTION = EARLY IDENTIFICATION + (EARLY + INTENSIVE + CONTINUOUS) INTERVENTION (2005b)
BRIDGING THE GAP BETWEEN ENROLLMENT AND GRADUATION: AN EXPLORATORY STUDY OF RETENTION PRACTICES FOR NONTRADITIONAL UNDERGRADUATE STUDENTS ATTENDING FAITH-BASED INSTITUTIONS
The purpose of the study was to (a) explore and identify the retention practices for nontraditional students attending faith-based institutions (b) to describe the retention practices from the perspective of the retention managers, and (c) to gain an understanding if the retention practices have impacted retention at their institution.
Retention Initiatives from Research

- **Advising** - Student Success/Student Coaching
- **Learning communities** - Focus Student Success
- **Early alert and student intervention** - Retention focus
- **Academic support services** – Student services
- **Orientation** – Student Success Prep
Do your institutions use any of these initiatives, if so which ones, and how successful have they been?

- Advising
- Learning communities
- Early alert and student intervention
- Academic support services
- Orientation
Two Concerns

1. Has it become necessary for faith-based institutions to develop an intervention plan for the nontraditional population with hopes of increasing their overall retention, and

2. Will these types of programs and initiatives be successful with retention of under-graduate students who attend faith-based institutions.
Early alert programs and interventions allow institutions to identify students heading down a negative path sooner and provide intervention!
Can retention initiatives used to help retain traditional students be used to help retain adult/non-traditional students?
Online surveys are a great way to engage your students and get feedback from them.

- Quick and easy to set-up
- Export the data to Excel spreadsheet for analyzing
Semester Planning Survey
Semester Planning Survey Purpose

- To improve *semester-to-semester* student retention through *intentional, collaborative efforts* (SP-Pillar 1)
- Meet one of the student success services *goals* to provide better support services
- Used as an *early alert* process to perform targeted student contacts and provide student intervention
Key Factors from Seidmans Formula

- Early Identification
- Intensive
- Continuous
- Intervention

- Use as an Early Alert Tool
- Intentional and Collaborative Approach
- Semester-to-Semester
- Identify at-Risk Students and Provide Intervention
Steps to Launch Survey

1. Identify survey tool
2. Develop survey questions
3. Notify students about survey
Survey Tools

- Survey Monkey (Free)
- Type Form (Free)
- Google Form (Free)
- Others
College of Biblical Studies uses QUALTRICS
Easiest to use online survey platform, with over 250 templates to choose from.

Start Your First Survey

The Ridiculously Powerful Insight Platform
1. Have you registered for classes for the summer 2016 semester?

- Yes
- No
2. Are you planning to return and register for classes at CBS for the summer 2016 semester?

- **Definitely Returning**, no assistance needed
- **Probably Returning**, registration assistance needed
- **Undecided**, I need to speak with my academic advisor
- **Probably not** registering for the summer
- **Definitely not** registering for the summer, I need to be contacted by my academic advisor regarding next steps
- I'm graduating this semester
3a. Please share with us the type of registration assistance you need:

- Need to change my academic major
- Finances, for example, I have a hold on my account
- Academic Challenges, for example, I have questions about my progress
- Help with prioritizing time, for example, I have some personal issues preventing me from being able to register
- Other (Please Specify): ____________________
3b. If the issue(s) chosen above were resolved, would you register for the summer term?

- Yes
- No
4. Please take a moment to share the reason(s) for you choosing to not register for the summer term:
Click button below to finish this survey.

Thank you for taking time to complete this survey! Your academic advisor will be in contact with you soon to help you achieve academic success and fulfill God's call for you here at CBS.

Please let the Office of the Registrar know if you have any questions regarding registration or your academic progress: registrar@cbshouston.edu.
Subject: CBS- Summer Semester Planning Survey

Dear ________________.

We hope you are enjoying your spring semester. Summer 2016 classes begin on Monday, May 2, 2016 and we would like to partner with you in planning for the summer semester. Please take a few moments and complete this important survey about your plans and needs for the summer semester. Thank you again for choosing College of Biblical Studies!

To participate, please click on the link below:

(insert link)

Your response will help us prepare for a productive summer semester. Thank you in advance for your participation!

Sincerely,

Chad Kniffen, MBA
Registrar
College of Biblical Studies- Houston

Want to register for CBS summer classes now? Go to: __________ (insert link)

We encourage all current CBS students to participate and continue your subscription to this survey. However, if you choose to unsubscribe, please click on the link below to be removed from the email list:

(insert link)
Data is analyzed and distributed to enrollment services support staff and advisors
Question #1

Have you registered for classes for the summer 2016 semester?

Results

47 responses out of 71

- Yes – 38
- No - 8

A little over 50% responded
### Question # 2

Are you planning to return and register for classes at CBS for the summer 2016 semester?

Only those who answered “No” to Q1

<table>
<thead>
<tr>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely Returning - 4</td>
</tr>
<tr>
<td>Probably Returning - 2</td>
</tr>
<tr>
<td>Undecided - 1</td>
</tr>
<tr>
<td>Graduating - 1</td>
</tr>
</tbody>
</table>
Question # 3a

Please share with us the type of registration assistance you need.

Only those who answered Probably Returning & Undecided to Q2

<table>
<thead>
<tr>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold on my account- 1</td>
</tr>
<tr>
<td>Prioritizing time- 1</td>
</tr>
<tr>
<td>Other-Need an updated degree plan - 1</td>
</tr>
</tbody>
</table>
Question # 3b

If the issue(s) chosen above were resolved, would you register for the summer term?

Only those who answered Q3a

Results

Yes-3
<table>
<thead>
<tr>
<th>Question # 4</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please take a moment to share the reason(s) for you choosing to not register for the summer term.</td>
<td>No one was directed to this question, because they indicated they had registered, plan to register, or would register after issues were resolved.</td>
</tr>
</tbody>
</table>
**Advisors**
- Probably Returning
- Registration assistance needed
- Undecided
  - I need to speak with my academic advisor

**Student Success**
- Probably not registering for the summer
- Definitely not registering for the summer, I need to be contacted by my academic advisor regarding next steps

**Enrollment Support Staff**
- Definitely Returning
- No registration needed
- I'm graduating this semester
Advisors
Need to change my academic major
Other academic issues identified under other updated degree plan

Student Success
Academic Challenges
Help with prioritizing time
Personal issues preventing me from being able to register

Enrollment Support Staff
Finances, for example, I have a hold on my account
Other non-academic issues identified under other
Benefits of this type of Retention Initiative

- Identify the number of students who plan to register for the upcoming semester
- Identify at-risk students who need academic assistance/intervention
- Identify students who need financial assistance, provide assistance
- Identify students with other challenges and provide recommendation for assistance
Preparing for Fall Semester Planning Survey

ready. set. go!
Many institutions use a form of predictive modeling to help predict the number of returning students semester-to-semester. How do your institution manage retention of current students semester-to-semester?
Predictive modeling is a process used in predictive analytics to create a statistical model of future behavior. Predictive analytics is the area of data mining concerned with forecasting probabilities and trends.
Questions
According to Seidman (2005), “We have an obligation to students who have an expectation to achieve success”.

When students are satisfied and their educational needs are met, they are more likely to persist and graduate.
thank you!