

BREWTON-PARKER COLLEGE

OFFICE OF RETENTION SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

PURPOSE

The Office of Retention assists the Division of Enrollment Services in its mission of nurturing and developing the whole student in a caring, Christian environment by participating in enrollment management efforts.

OBJECTIVE 1

The Office of Retention will assist the College in its goal of improving enrollment by improving and leading aggressive student retention processes.

ACTION PLAN

Assist the College in reaching its overall enrollment goals by retaining students according to the following schedule:

Fall 2003

Fall-Fall Retention 56.5% Spring/Summer-Fall Retention 51%

Fall 2004

Fall-Fall Retention 58% Spring/Summer-Fall Retention 51%

Fall 2005

Fall-Fall Retention 58.5% Spring/Summer-Fall Retention 51%

Fall 2006

Fall-Fall Retention 59.5% Spring/Summer-Fall Retention 52%

Fall 2007

Fall-Fall Retention 60.5% Spring/Summer-Fall Retention 52%

Fall 2008

Fall-Fall Retention 61% Spring/Summer-Fall Retention 52%

In order to reach these retention goals and to facilitate the overall enrollment growth of the College, the Office of Retention will:

- Expand academic support services by improving the learning lab and enlarging the tutoring program
- Enhance the freshmen year experience of students by improving Orientation, providing additional resources for campus life, and funding a stipend for freshmen faculty advisors

- Initiate and develop a recruit-back program for External Program students

ASSESSMENT

The number of students utilizing the learning lab will be recorded, and the number of students accessing the tutoring program as recipients and/or tutors will be logged. Student evaluations and participation logs for Orientation will be kept, and a record of expenditures for campus life and faculty advisors will be recorded. Logs of the recruit-back program for External Program students will be maintained.

RESPONSIBILITY

Director of Retention and Vice President for Enrollment Services

TIME

Annually

RESOURCES

Time and annually budgeted funds, plus \$25,000 for retention efforts each year from strategic funds

RELATED TO

Institution Goal No. 3

BREWTON-PARKER COLLEGE

OFFICE OF RETENTION SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

The Office of Retention will assist the College in its goal of improving enrollment by improving and leading aggressive student retention processes.

RESULTS

During the 2002-03 academic year, 76 students enrolled in 10 math and English learning assistance classes utilized the learning lab. One hundred fifty eight (158) tutoring sessions were held involving 19 courses.

Orientation was held Friday, August 16, 2002 – Monday, August 19, 2002 for 171 incoming students. Based on attendance records and evaluations, average daily participation and the highest and lowest attended events for each day of the Orientation are as follows:

Day	Average Attendance	Highest Attended Event	Lowest Attended Event
Friday, Aug. 16	53	Eat with Your Group, 53	President's Reception, 37
Saturday, Aug. 17	59	Conduct Code, 67	Play-time, 46
Sunday, Aug. 18	42	Worship and brunch, 53	Organizational Fair, 38
Monday, Aug. 19	57	Talent Show, 58	Block Party, 56

Overall, participant evaluations indicated an average satisfaction score of 4.01 of a 5-point scale, with 5 being the highest rating. Highest and lowest ranked activities for each day included:

Friday, August 16:

Highest: outdoor movie, 4.71; lowest: Music on the Lawn, 3.53

Saturday, August 17:

Highest: group games, 4.42; lowest: Financial Aid Information session, 3.21

Sunday, August 18:

Highest: worship and brunch, 4.49; lowest: Question and Answer with Orientation Leaders, 3.63

Monday, August, 19:

Highest: Talent show, 4.57; lowest: Block Party, 3.98

Expenditures for campus life and faculty advisors for the 2002-03 academic were \$1999.48. These expenses were used for Freshman Seminar out of class activities designed to promote a sense of community among students, faculty, and staff participating in the program.

Six staff members conducted a recruit back program for External Programs students from April 21-May 9, 2003, to encourage enrollment for Summer and Fall Semesters. Two hundred fifty two unregistered students were called. The results of these efforts were:

Planning to return but have not begun registration: 76
 In process of on-line registration: 13
 Attempted to contact but received no response (i.e., left message): 107
 Undecided: 7
 Not returning: 8
 Unable to contact: 41

RESPONSE

In an effort to increase the tutoring program usage, additional tutoring sessions at McAllister Hall were begun during March 2003. The implementation of additional venues for tutoring sessions will be studied.

In order to increase participation and improve student satisfaction with the Orientation program, the Orientation Task Force is studying several options, including eliminating some low-ranked programs, adding some new program sessions, and scheduling some events at different times to encourage participation.

On April 23, 2003, the Strategic Planning Committee approved additional funds to offer out of class activities for the Freshman Seminar program.

In order to improve the External Programs recruit back initiative, the following areas in need of improvement were identified:

- Expanding the number of staff members calling students
- Rewriting and reformatting the call response form to clarify student intentions.
- Beginning the calls sooner after registration begins.

Lastly, due to the desire by the College to increase the number of new and returning students and to build a more strategic connection between various Units a realignment of selected enrollment offices will occur with the employment of a Dean of Enrollment Management. This position will coordinate and supervise the offices of Admissions, Financial Aid, Retention, Enrollment Support Services, and Registrar.

BREWTON-PARKER COLLEGE

OFFICE OF RETENTION SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

OBJECTIVE 1

The Office of Retention will assist the College in its goal of improving enrollment by improving and leading aggressive student retention processes.

RESULTS

- Reviewing the current action plan indicates a desired overall goal for Fall 2003 of retaining 56.5% from Fall – Fall and 51% from Spring/Summer – Fall. The actual overall Fall – Fall retention rate was 50.25%; down from the desired goal. The overall Spring/Summer – Fall retention rate was 64.68%; much higher than the desired outcome of 51%.
- Fall 2003 Orientation was held on August 15-18, 2003 for 218 new students. The orientation schedule was modified based on fall 2002 participant evaluation information. Because of several staff changes, participate evaluation data was lost this past year. New data will be collected during the fall 2004 Orientation program.
- Academic support services were improved by adding additional tutoring times in selective residence halls including McAllister Hall.
- A total of 19 faculty and staff helped to recruit student back to the College during the Fall 2003 to Spring 2004 Recruitback initiative for External programs. This constitutes an increase of 14 new people who assisted in the project.
- Calls to current students recruiting them back to campus the next semester started one week after registration opened up for the next semester. In addition to the calls, an incentive was given to all current students to register for the next semester. If the student registered in a certain period of time a \$50 or \$100 dollar credit to their account would be given.

RESPONSE

- Because of several staff and faculty changes, the hiring of a new Dean of Enrollment Management, and not meeting previously prescribed goals a new action plan for retention will be created this year. The new plan will include reviewing potential modifications to promote *Student Success* through Orientation, the Freshman Year Experience Program, Learning Assistant Courses, Tutoring

Programs, New Student Recruitment Practices, Freshman Advising, Residential Life, and Recruitback.

- In addition, updated retention goals will be determined for several populations including Freshman to Sophomore (1st semester to 3rd semester), student athletes, and student taking Learning Assistance courses.

BREWTON-PARKER COLLEGE**OFFICE OF RETENTION
SIX-YEAR STRATEGIC PLAN
2002-03 THROUGH 2007-08****RESULTS & RESPONSES—2004-05****OBJECTIVE 1**

The Office of Retention will assist the College in its goal of improving enrollment by improving and leading aggressive student retention processes.

RESULTSMount Vernon First Time Student Retention by Major

Mount Vernon Major	New 2004	Retained 2005	%	New 2003	Retained 2004	%	New 2002	Retained 2003	%
Unknown	0	0	0.0%	0	0	0.0%	5	0	0.0%
Accounting Major	3	1	33.3%	0	0	0.0%	0	0	0.0%
Allied Health & Science Major	1	1	0.0%	0	0	0.0%	3	0	0.0%
Broadfield Social Science Education	0	0	0.0%	6	2	0.0%	6	4	66.7%
Broadfield Secondary Science Ed	3	1	33.3%	2	2	100.0%	3	1	33.3%
Biology Major	13	5	38.5%	12	4	33.3%	9	2	22.2%
Business Administration Major	0	0	0.0%	34	11	0.0%	24	9	37.5%
Christianity Majors	5	5	100.0%	13	9	69.2%	10	8	80.0%
Communication Majors	4	3	75.0%	3	2	66.7%	3	2	66.7%
Computer Info. Systems Major	0	0	0.0%	0	0	0.0%	1	0	0.0%
Early Childhood Major	31	19	61.3%	23	15	65.2%	21	19	90.5%
English Major	1	1	100.0%	2	2	100.0%	0	0	0.0%
English Education Major	0	0	0.0%	0	0	0.0%	2	1	50.0%
General Studies Major	2	1	50.0%	21	8	38.1%	1	0	0.0%
History Education Majors	1	1	100.0%	0	0	0.0%	0	0	0.0%
History Majors	5	3	60.0%	3	2	66.7%	3	0	0.0%
Information Systems Majors	5	3	60.0%	0	0	0.0%	0	0	0.0%
Joint enrollment	1	1	100.0%	0	0	0.0%	0	0	0.0%
Math Majors	1	1	100.0%	2	2	100.0%	1	0	0.0%
Math Education Majors	0	0	0.0%	0	0	0.0%	4	1	25.0%
Middle Grades Education Majors	8	3	37.5%	12	9	75.0%	10	7	70.0%
Management Majors	30	14	46.7%	0	0	0.0%	0	0	0.0%
Ministry Majors	4	2	50.0%	7	5	71.4%	6	2	33.3%
Music Education Major	10	9	90.0%	3	2	66.7%	1	1	100.0%
Music Major	2	2	100.0%	6	1	16.7%	9	5	55.6%
Non-Degree Major	1	0	0.0%	1	0	0.0%	0	0	0.0%
Political Science Major	4	1	25.0%	5	1	20.0%	5	1	20.0%
Pre-Nursing Major	2	0	0.0%	3	0	0.0%	0	0	0.0%
Psychology Major	4	3	75.0%	4	1	25.0%	12	7	58.3%

Secondary English Major	2	2	100.0%	0	0	0.0%	23	11	47.8%
Sports and Fitness Major	24	13	54.2%	18	7	38.9%	0	0	0.0%
Secondary Math Education Major'	3	1	33.3%	0	0	0.0%	0	0	0.0%
Sociology Major	4	1	25.0%	8	4	50.0%	1	0	0.0%
Social Science	0	0	0.0%	0	0	0.0%	1	0	0.0%
Spanish Majors	4	3	75.0%	0	0	0.0%	0	0	0.0%
Undeclared Major	59	22	37.3%	59	23	39.0%	51	18	35.3%
Totals	237	122	51.5%	247	112	45.3%	215	99	46.0%

External Program's First Time Student Retention by Major

External Programs	New	Retained	%	New	Retained	%	New	Retained	%
Major	2004	2005		2003	2004		2002	2003	
Unknown	3	0	0.0%	0	0	0.0%	53	1	1.9%
Accounting Major	2	2	100.0%	0	0	0.0%	0	0	0.0%
Allied Health & Science Major	1	1	100.0%	0	0	0.0%	0	0	0.0%
Broadfield Secondary Science Education	2	0	0.0%	0	0	0.0%	0	0	0.0%
Biology Major	1	0	0.0%	1	0	0.0%	0	0	0.0%
Business Administration	0	0	0.0%	20	9	45.0%	15	8	53.3%
Christianity Majors	3	1	33.3%	1	1	100.0%	0	0	0.0%
Communication Majors	0	0	0.0%	1	1	100.0%	0	0	0.0%
Early Childhood Major	27	17	63.0%	30	22	73.3%	36	27	75.0%
English Major	0	0	0.0%	0	0	0.0%	1	0	0.0%
General Business Major	5	3	60.0%	0	0	0.0%	0	0	0.0%
General Studies Major	2	1	50.0%	41	22	53.7%	3	1	33.3%
History Education Majors	0	0	0.0%	0	0	0.0%	0	0	0.0%
History Majors	1	0	0.0%	0	0	0.0%	0	0	0.0%
Human Services Majors	4	3	75.0%	3	0	0.0%	2	2	100.0%
Information Systems Majors	1	0	0.0%	0	0	0.0%	0	0	0.0%
Joint enrollment	0	0	0.0%	0	0	0.0%	0	0	0.0%
Math Majors	0	0	0.0%	0	0	0.0%	0	0	0.0%
Middle Grades Education Majors	2	1	50.0%	1	0	0.0%	3	2	66.7%
Management Majors	4	2	50.0%	0	0	0.0%	0	0	0.0%
Ministry Majors	1	1	100.0%	0	0	0.0%	1	1	100.0%
Music Education Major	1	0	0.0%	0	0	0.0%	0	0	0.0%
Music Major	0	0	0.0%	0	0	0.0%	0	0	0.0%
Non-Degree Major	0	0	0.0%	0	0	0.0%	0	0	0.0%
Political Science Major	0	0	0.0%	0	0	0.0%	0	0	0.0%
Pre-Nursing Major	3	1	33.3%	0	0	0.0%	0	0	0.0%
Psychology Major	11	6	54.5%	6	0	0.0%	4	2	50.0%
Secondary English Major	0	0	0.0%	0	0	0.0%	0	0	0.0%
Sports and Fitness Major	0	0	0.0%	0	0	0.0%	0	0	0.0%
Secondary Math Education Major'	0	0	0.0%	0	0	0.0%	0	0	0.0%
Sociology Major	1	0	0.0%	2	0	0.0%	2	2	100.0%
Spanish Majors	0	0	0.0%	0	0	0.0%	0	0	0.0%
Undeclared Major	20	2	10.0%	25	0	0.0%	69	15	21.7%
Totals	95	41	43.2%	131	55	42.0%	189	61	32.3%

Mount Vernon's First Time Student Retention by Learning Assistant Program

	2004	2005	%	2003	2004	%	2002	2003	%
LA 98	74	15	20.3%	43	8	19%	44	14	32%
LA 99	75	22	29.3%	53	15	28%	42	13	31%
Combined	111			87			75		

External Program's First Time Student Retention by Learning Assistance Program

	2004	2005	%	2003	2004	%	2002	2003	%
LA 98	74	15	20.3%	43	8	19%	44	14	32%
LA 99	75	22	29.3%	53	15	28%	42	13	31%
Combined	111			87			75		

- ✓ The retention rates for the Learning Assistant programs are below national averages. Current rates include 20.3 % from Fall '04 to Fall '05 for LA 98 (English) and 29.3% from Fall '04 to Fall '05 for LA 99 (Math).
- ✓ First year student retention rates increased for the Fall '04 / Fall '05 period (51.5%) with a 6.2% increase over the Fall '03 / Fall '04 year (45.3%).
- ✓ Reviewing the current action plan indicates a desired overall goal for Fall 2003 of retaining 56.5% from Fall – Fall and 51% from Spring/Summer – Fall. The actual overall Fall – Fall retention rate was 50.25%; down from the desired goal. The overall Spring/Summer – Fall retention rate was 64.68%; much higher than the desired outcome of 51%.
- ✓ Academic support services were improved by adding additional tutoring times in selective residence halls including McAllister Hall.
- ✓ A total of 24 faculty and staff helped to recruit student back to the College during the Fall 2004 to Spring 2005 Recruitback initiative for External programs. This constitutes an increase of 5 new people who assisted in the project.
- ✓ Calls to current students recruiting them back to campus the next semester started one week after early registration opened up for the next semester. In addition to the calls, an incentive was given to all current students to register for the next semester. If the student registered in a certain period of time a \$25 or \$50 dollar credit to their account would be given.

RESPONSES

- ✓ Based on the results of the First Time Student Retention by Learning Assistant Program for Mount Vernon an organizational change was made. The Dean of External Programs asked to leave his current position to head up the Learning Assistant programs. The desired outcome is to increase the Mount Vernon retention rates:

- 2005-06 ----- 25% (English) and 35% (Math)
 - 2006-07 ----- 35% (English) 45% (Math)
 - 2007-08 ----- 45% (English) 55% (Math)
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- ✓ Though the results of the First Time Student Retention by Major for the Mount Vernon campus improved from last year the overall desired retention rate is 65%. The College will strive for the following goals for First Year Student Retention rates:
 - 2005-06 ----- 55%
 - 2006-07 ----- 60%
 - 2007-08 ----- 65%
 - ✓ The Student Success Team will convene four times a year (two times each semester) to work on recommendations to improve the overall retention rates of First Time Students.
 - ✓ An analysis of the retention rates by sport program will be assessed this semester with desire to build a recruitment and retention program to ensure more new student athletes remain at the College.