Reframing & Refocusing Retention
A 4 P's Approach

Profile	★
Expand specialized pipeline and relationship building	4
o Storm Lake Scholars	2
o Iowa Edge	2
o West Liberty Mentoring Program	1
Diving more intentionally into the International Student Profile	1
Communicate the profile more widely with staff and faculty so we ALL know it	11
Partnerships	0
o targeted communities	3
o collaborations between multiple offices	6
Align scholarships selection with moving the profile – moving to a holistic review	3
Progress	★
Mandatory advising for ALL (currently most 1st year students do, some upper-class)	8
More defined 4 year plans/major (in progress) – can students find them?; how do we communicate more broadly?	1
World language requirements (CLAS vs other colleges) – is it a barrier to graduation? Connect to profile, communicate about expectations	8
ALEKS math placement, promote learning modules over summer before enrolling	5
"Fragmented" support resources, i.e. ARC + Math Lab + Writing Center > Click on our course on ISIS and connect directly to services	21
Same log-in portal for ICON, ISIS, etc.	12
Expand mid-term grades to all students (not just D,F)	4
Earlier feedback in courses, especially first-year general education courses	13
Process	★
Integration of processes with contact with ISIS and MAUI	0
o add/drops = having conversations with ease	0
Financial gaps and increase knowledge of total cost and student knowledge	5
First come first serve disadvantage a portion of students (e.g., Housing & Financial Aid)	12

AS&R
Academic Support & Retention

Process (Continued)	★
4 year graduation vs 4 years	1
o cost	0
o student readiness vs time to grad	0
o graduation planning; placement exams	0
Making processes more uniform across colleges and/or departments	11
o add/drop – where to go	0
o world languages	0
Communication of process	0
o sound bites vs wordy messages (reply to questions, text with Y or N?);	4
o new modes of communication, such as video	3
o feedback about barriers or successes from students and how impacts	2
Look at how DePaul handled communication	0
o teaching how to use email and institutional info	3
o adding short text messages instead of email	2
o enforcing subsets for mandatory advising	2
o peer mentors across the university	4
o before on campus – addressing questions such as contacting faculty	2
o making CT available to at-risk	3
Promise	★
What is our promise?	6
Who is making the promise?	1
How can we follow up with students at multiple stages?	0
o On Iowa! – 2nd to 3rd year	12
o entering/declaring a major	0
How can students learn about other opportunities beyond their initial promise?	0
Who are making our promise to?	2