

Re-Framing and Re-Focusing

Retention

at the University of Iowa



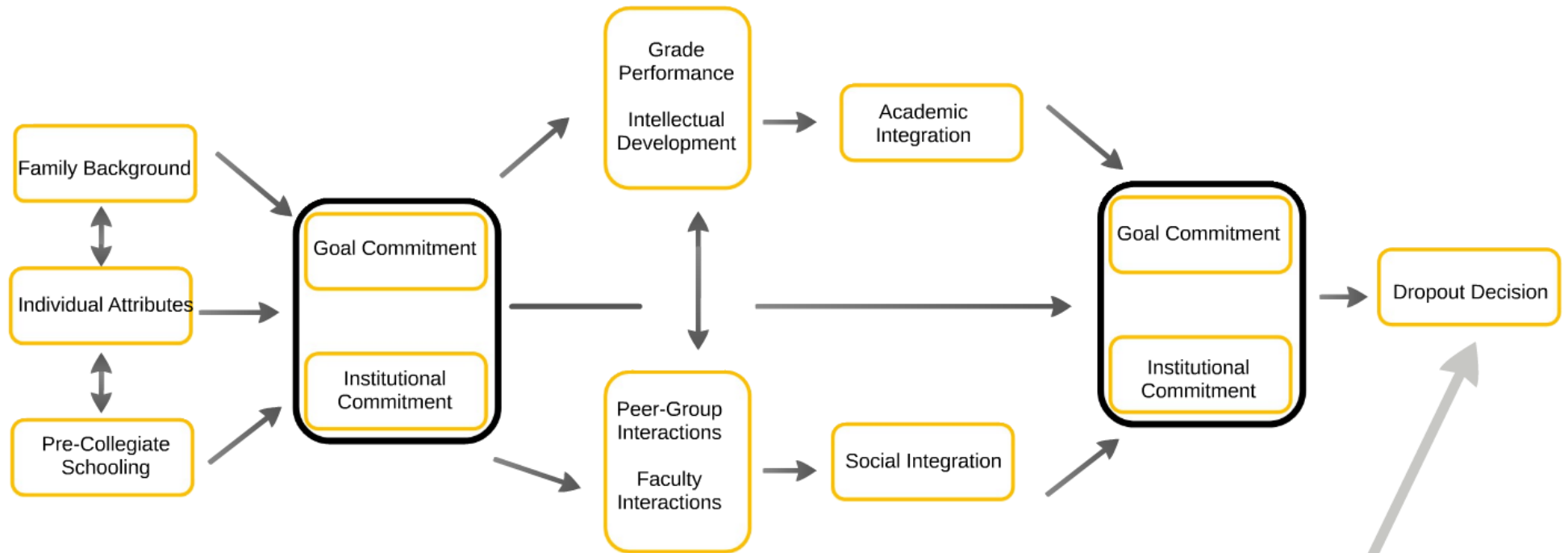
Re-Framing and Re-Focusing

Retention

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What is Retention?



Tinto states it is a decision

A 4 P's Approach to Retention

Profile

Who are our students and how do they change as they experience the university?



Progress

Are students able to make progress towards their degree and other personal measures of success?



Process

Are there institutional barriers to students succeeding?



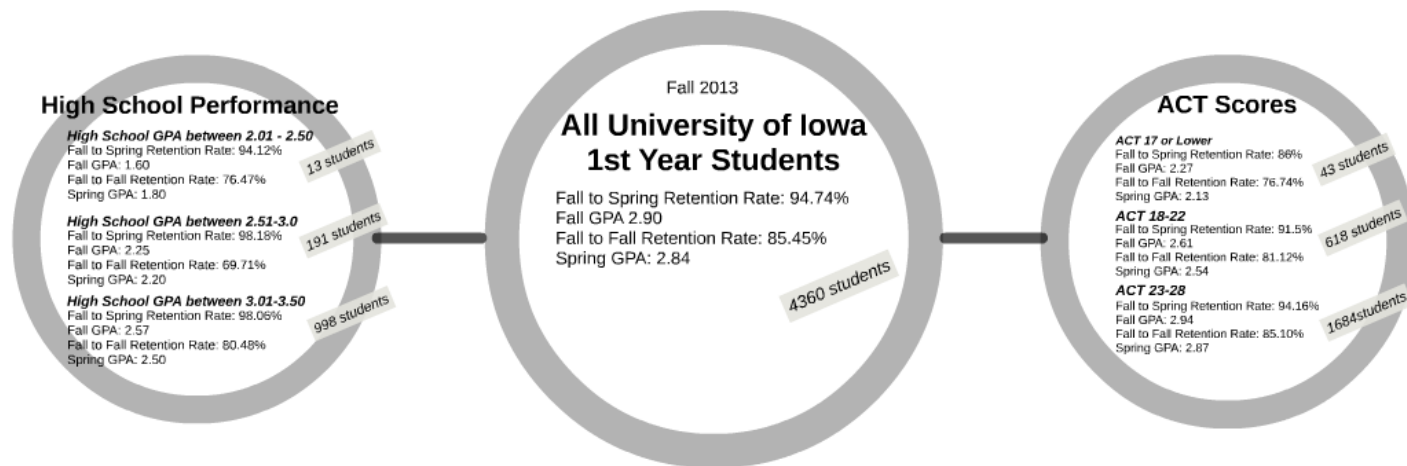
Promise

Are we meeting the expectations that we set or sell when recruiting & transitioning students to the university?



Profile

Who are our students and how do they change as they experience the university?



Fall 2013

All University of Iowa 1st Year Students

Fall to Spring Retention Rate: 94.74%

Fall GPA 2.90

Fall to Fall Retention Rate: 85.45%

Spring GPA: 2.84

4360 students

High School Performance

High School GPA between 2.01 - 2.50

Fall to Spring Retention Rate: 94.12%

Fall GPA: 1.60

Fall to Fall Retention Rate: 76.47%

Spring GPA: 1.80

13 students

High School GPA between 2.51-3.0

Fall to Spring Retention Rate: 98.18%

Fall GPA: 2.25

Fall to Fall Retention Rate: 69.71%

Spring GPA: 2.20

191 students

High School GPA between 3.01-3.50

Fall to Spring Retention Rate: 98.06%

Fall GPA: 2.57

Fall to Fall Retention Rate: 80.48%

Spring GPA: 2.50

998 students

ACT Scores

ACT 17 or Lower

Fall to Spring Retention Rate: 86%

Fall GPA: 2.27

Fall to Fall Retention Rate: 76.74%

Spring GPA: 2.13

43 students

ACT 18-22

Fall to Spring Retention Rate: 91.5%

Fall GPA: 2.61

Fall to Fall Retention Rate: 81.12%

Spring GPA: 2.54

618 students

ACT 23-28

Fall to Spring Retention Rate: 94.16%

Fall GPA: 2.94

Fall to Fall Retention Rate: 85.10%

Spring GPA: 2.87

1684 students

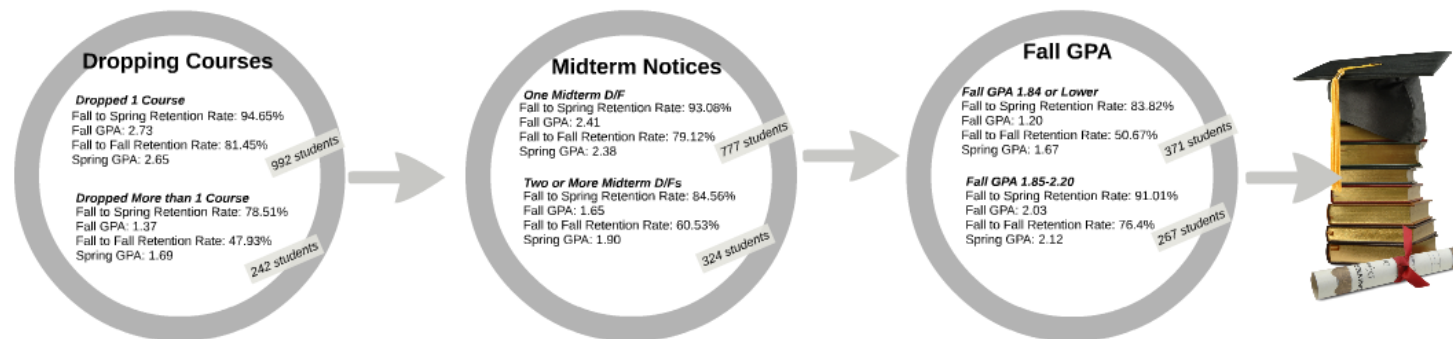
Profile

Who are our students and how do they change as they experience the university?



Progress

Are students able to make progress towards their degree and other personal measures of success?



Dropping Courses

Dropped 1 Course

Fall to Spring Retention Rate: 94.65%

Fall GPA: 2.73

Fall to Fall Retention Rate: 81.45%

Spring GPA: 2.65

992 students

Dropped More than 1 Course

Fall to Spring Retention Rate: 78.51%

Fall GPA: 1.37

Fall to Fall Retention Rate: 47.93%

Spring GPA: 1.69

242 students

Midterm Notices

One Midterm D/F

Fall to Spring Retention Rate: 93.08%

Fall GPA: 2.41

Fall to Fall Retention Rate: 79.12%

Spring GPA: 2.38

777 students

Two or More Midterm D/Fs

Fall to Spring Retention Rate: 84.56%

Fall GPA: 1.65

Fall to Fall Retention Rate: 60.53%

Spring GPA: 1.90

324 students

Fall GPA

Fall GPA 1.84 or Lower

Fall to Spring Retention Rate: 83.82%

Fall GPA: 1.20

Fall to Fall Retention Rate: 50.67%

Spring GPA: 1.67

371 students

Fall GPA 1.85-2.20

Fall to Spring Retention Rate: 91.01%

Fall GPA: 2.03

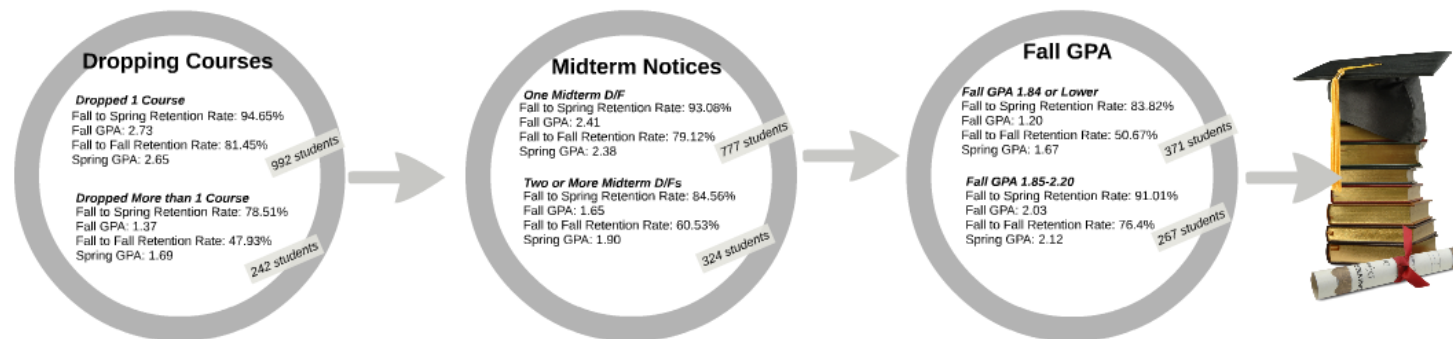
Fall to Fall Retention Rate: 76.4%

Spring GPA: 2.12

267 students

Progress

Are students able to make progress towards their degree and other personal measures of success?



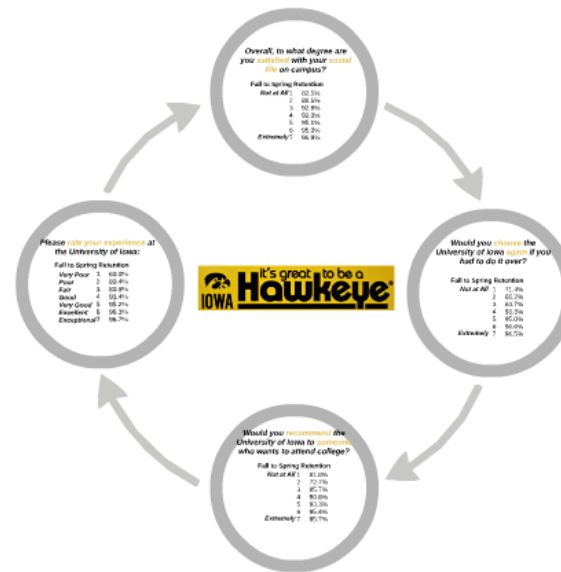
Process

Are there institutional barriers to students succeeding?



Promise

Are we meeting the expectations that we set or sell when recruiting & transitioning students to the university?



Overall, to what degree are you *satisfied* with your *social life* on campus?

Fall to Spring Retention

<i>Not at All</i> 1	82.5%
2	86.5%
3	92.9%
4	92.3%
5	95.1%
6	95.3%
<i>Extremely</i> 7	96.9%

**Would you *choose* the
University of Iowa *again* if you
had to do it over?**

Fall to Spring Retention

<i>Not at All</i>	1	71.4%
	2	66.2%
	3	80.7%
	4	93.3%
	5	95.0%
	6	96.6%
<i>Extremely</i>	7	96.5%

Would you *recommend* the University of Iowa to *someone* who wants to attend college?

Fall to Spring Retention

<i>Not at All</i>	1	81.8%
	2	72.7%
	3	85.7%
	4	90.8%
	5	93.3%
	6	95.4%
<i>Extremely</i>	7	95.7%

Please *rate your experience* at
the *University of Iowa*:

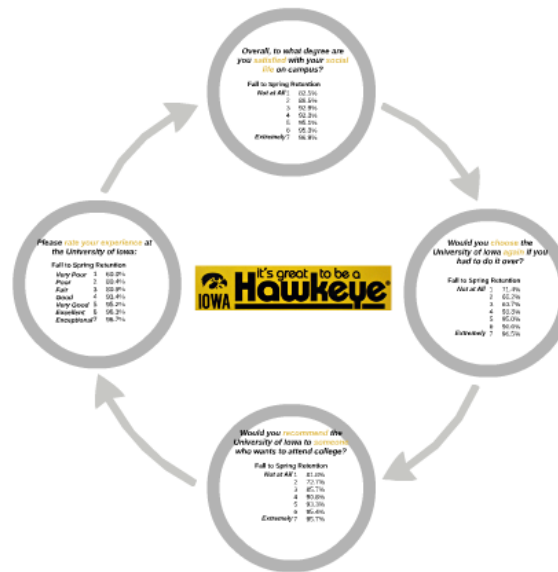
Fall to Spring Retention

<i>Very Poor</i>	1	60.0%
<i>Poor</i>	2	80.4%
<i>Fair</i>	3	80.9%
<i>Good</i>	4	93.4%
<i>Very Good</i>	5	95.2%
<i>Excellent</i>	6	96.3%
<i>Exceptional</i>	7	96.7%

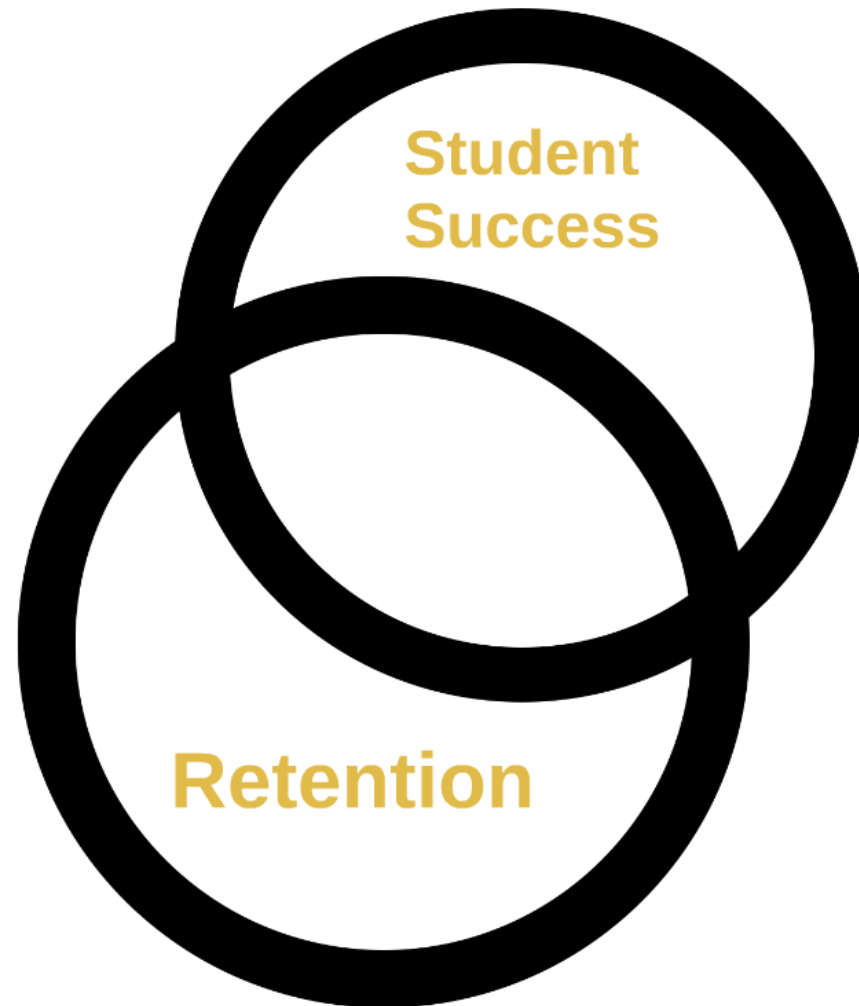


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Retention & Student Success



*Retention is what institutions do...
Success is what students do...*

1st

Decide which P's of the *4 P's Approach* you are most interested in exploring...

Then

In your group discuss strategies to re-frame retention efforts at the University of Iowa using your P...

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