

## **Retention & Persistence**

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**Overview:** The Retention & Persistence department is an innovative new department that analyzes data, supports retention initiatives, and supports students while they work toward academic success to continue in school until graduation.

### **Points of Pride: (2023 - 2024)**

- ❖ Continued to support students with an ad hoc early alert program, and we began EAB Navigate implementation.
- ❖ A little over 100 Students utilized Brainfuse for online tutoring each semester, utilizing over 500 sessions each semester.
- ❖ Campus ESP Parent Portal was implemented and went live for prospective parents in February at the Student Recognition Program. The integration for current family members is active. We currently have over 5000 family members in the portal.

### **Focus Areas for Retention & Student Success:**

- ❖ Improving the Early Tiger Alert program. Want to have early alerts and appointment scheduling for on-campus tutoring in EAB Navigate for Fall 2024.
- ❖ Continue to increase the number of students utilizing tutoring, Brainfuse resources, and academic success meetings.
- ❖ Increase the number of current student family members in the parent portal. We will discuss this in the parent session at Orientation and have postcards that will be included with the orientation folder materials
- ❖ Work with Institutional Effectiveness on a Retention and Persistence databook/dashboard. There is a significant opportunity with EAB Navigate and Edify to have additional retention dashboards in the future.
- ❖ Continue to support Hispanic College Institute (HCI) and multicultural recruitment at FHSU.

## By the Numbers: (data from 2023 - 2024)

- **Online Tutoring**

- Fall Semester 2023, 105 students scheduled 433 sessions utilizing 20528 minutes of online tutoring. 88% of students that logged into at least 1 tutoring session were retained to the next semester. 5% of the students graduated.
- Spring Semester 2024, 102 students scheduled 555 tutoring sessions utilizing 20807 minutes of online tutoring. Retention numbers will be calculated Fall 2024 after 20<sup>th</sup> day.

- **Early Tiger Alert**

- From the Fall 2023 semester, 200 students were flagged. We Retained 59% and graduated 1%. Students had a 49% response rate from ETA staff emails and phone calls.
- In Spring 2024, we had 191 flags. We will calculate the retention number for the flagged students after 20<sup>th</sup> day in the Fall 2024 semester. However, the response rate for students replying to the email and/or answering our phone calls increased to 52%
- During the Fall and Spring semester we had an increase in flagged students dropping courses. In the Fall 2023 semester, 23 students dropped classes. In the Spring 2024 semester, 21 students dropped classes. This is an increase over the last few years and it may be the increase in education to drop classes versus just stopping attending.
- The number of Flagged students is down considerably without an Early Tiger Alert system, and we are hoping to have EAB navigate implementation for phase 1 with Early Alerts in the system for Fall 2024.
  - Early Tiger Alert Data
    - Fall 2020 ETA Flags & Retention – Starfish
      - 1458 total (manual and progress survey) flags
        - 69% Retained/Graduated
        - 28% Not Retained
    - Fall 2021 ETA Flags & Retention – No System
      - 226 total (manual) Flags
        - 52% Retained
        - 45% Not Retained
    - Fall 2022 ETA Flags & Retention – Blackboard Analytics
      - 197 total (manual) Flags
        - 44% Retained
        - 52% Not Retained
    - Fall 2023 ETA Flags & Retention – No System
      - 200 total (manual) Flags
        - 59% Retained

- 41% Not Retained

- **Family Portal (Campus ESP)**

- Spring Semester 2024, 27,097 newsletter emails were sent with an average open rate of 90%. On June 6<sup>th</sup>, we have 5,973 users.