### Kristina M. Cragg, Ph.D.

Assistant to the President for Strategic Research & Analysis kmcragg@valdosta.edu

### Jessica Thompson

Institutional Research Analyst jdthompson@valdosta.edu

Valdosta State University





# This presentation will discuss

Motivation for the Study Literature Review

**Research Questions** 

Data, Variables, and Methods

Results

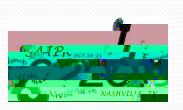
**Possible Implications** 

**Questions and Comments** 



# Definitions

<u>Retention Rate</u>: "A measure of the rate at which students persist in their educational *program* at an institution, expressed as a percentage. For *four-year institutions*, this is the percentage of first-time bachelors (or equivalent) degree-seeking *undergraduates* from the previous fall who are again enrolled in the current fall" (IPEDS, 2008).



# **Brief Literature Review**

New definitions to count nearly every student were suggested (Adleman, 2007), but were not revised in 2008 HEA. Institutions conform to the accountability triangle illustrated by Burke and Associates (2005).

In this triangle, colleges and universities must adhere to "state priorities, academic concerns, and market forces" (p. 23).

Higher education serves students, parents, state and local economies, politics, and many other stakeholders and sectors.

If students remain enrolled and thus are retained, then their retention produces more revenue for the institution and all other sectors benefit simultaneously.

To be effective in higher education, efforts made must equally contribute to all three areas of the accountability triangle: state priorities, academic concerns, and market forces.

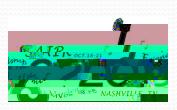
Using retention rates as a measure of accountability seems appropriate.



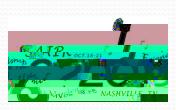


# **Brief Literature Review**

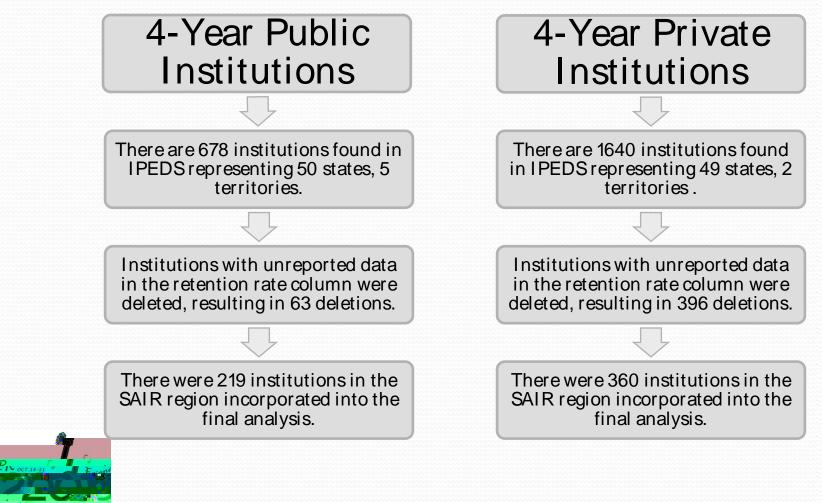
The study utilized the Policy Diffusion Framework developed by Berry and Berry (1990, 1992).

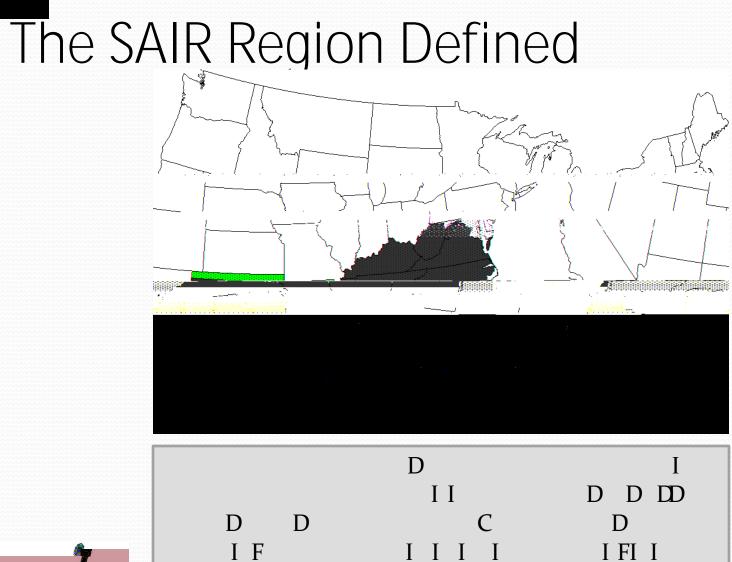


## Data, Variables, and Methods



# Data, Variables, and Methods





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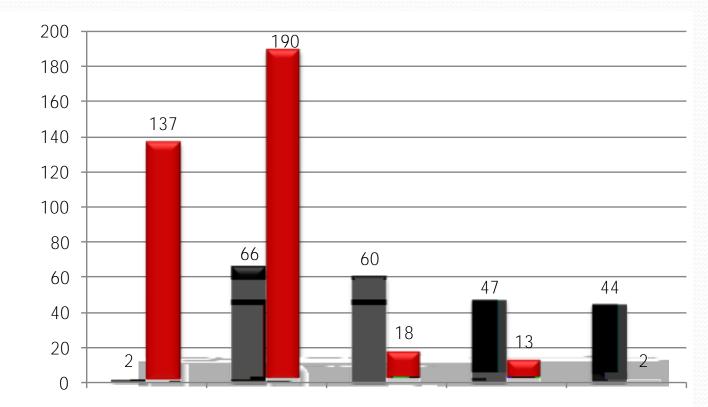
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Public Institutions— 57.53% have between 1,000 students and 9,999 students

Private Institutions— 90.83% have 4,999 students or less

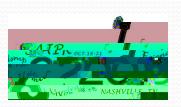


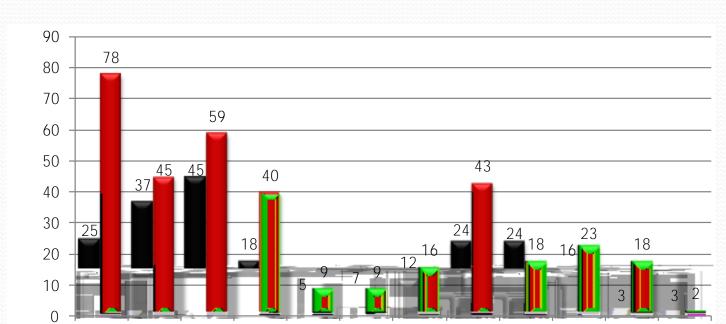




Public Institutions— 20.55% are located in a small city

Private Institutions— 21.67% are located in a large city





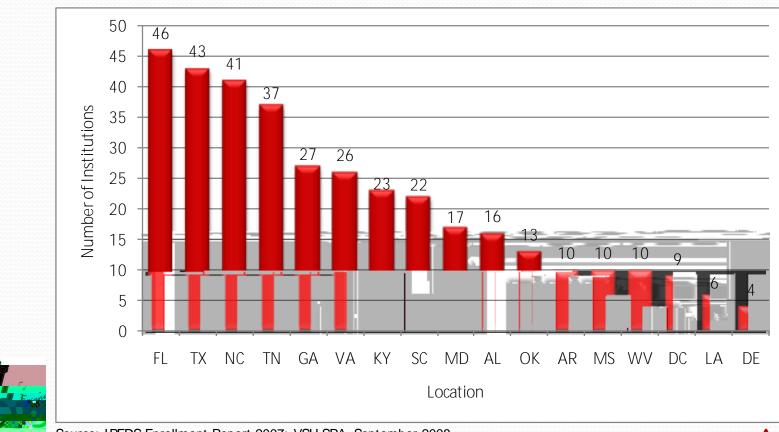
Source: IPEDS Enrollment Report 2007; VSU SRA, September 2008.



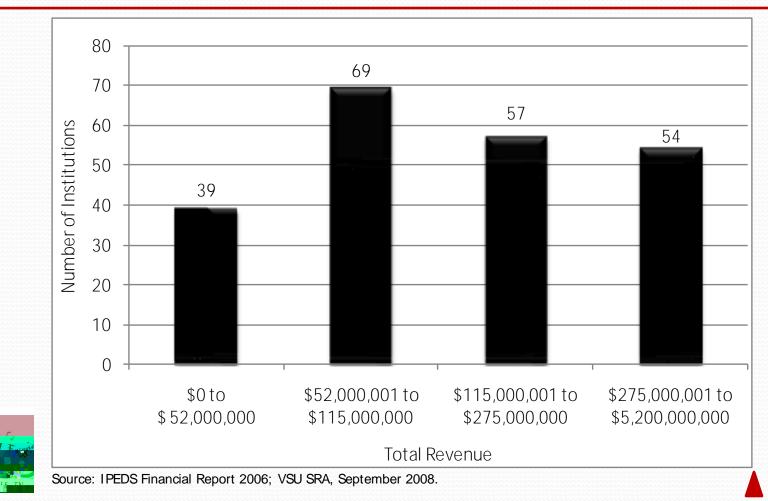
Texas has the largest number of public institutions (33) in the study. Several pairs of states had alike numbers of institutions: Oklahoma-Virginia; Alabama-Louisiana; Maryland-S. Carolina; Kentucky-



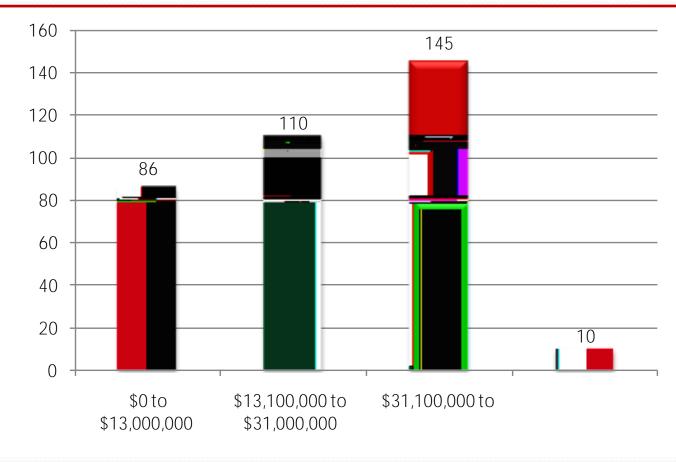
Florida has the largest number of private institutions (46) in the study. Arkansas, Mississippi, and West Virginia all have 10 private institutions.

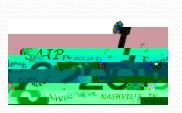


Sixty-nine public institutions (31.50%) were categorized as generating \$52 million to \$115 million in 2005-06 fiscal year.



One hundred and forty-five private institutions (40.28%) were categorized as generating \$31.1 million to \$68 million in 2005-06 fiscal year.

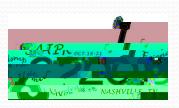


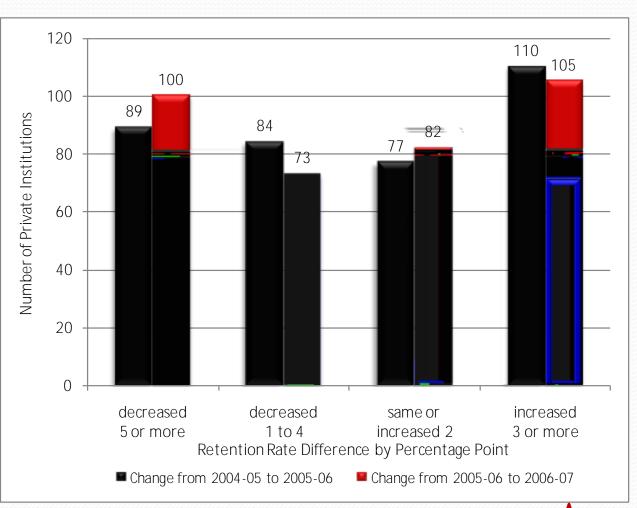


Source: IPEDS Financial Report 2006; VSU SRA, September 2008. Note: Total revenue information was not available for 9 institutions.

For two consecutive years, a greater percent of private institutions' retention rates remained the same or increased.

> 2004 to 2005 and 2005 to 2006— 51.94%





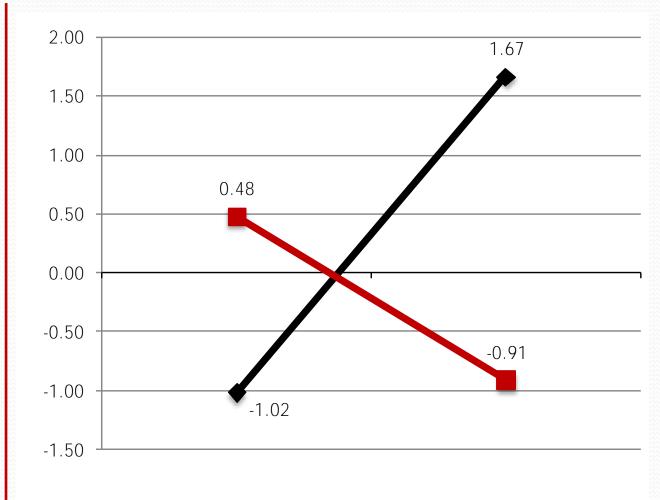
Source: IPEDS Enrollment Report 2004-2006; VSU SRA, September 2008.

## Results-Average Retention Rate Change

Public Institutions— 2004 to 2005 average retention rate loss was -1.02 2005 to 2006 average retention rate gain was 1.67

Private Institutions— 2004 to 2005 average retention rate <u>gain</u> was 0.48 2005 to 2006 average retention rate <u>loss</u> was -0.91





#### Results Public Institutions 2004-05 to 2005-06

The highest percentage (13.24%) of institutions were generating between 275 million and 5.2 billion dollars and had no change in their retention rates or it increased by 1 percentage point.

#### 2005-06 to 2006-07

The highest percentage (10.50%) of institutions were generating between 275 million and 5.2 billion dollars and had no change in their retention rates or it increased by 1 percentage point.

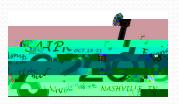


	\$0 to \$52M	\$52M+1 to \$115M	\$115M+1 to \$275M	\$275M+1 to \$5.2B	
All	11	21	18	8	58
All	11	18	14	11	54
All	6	9	10	29	54
AH	11	21			

Source: IPEDS Enrollment Report 2004-2006; Financial Report 2006; VSU SRA, September 2008.



# Results



Source: IPEDS Enrollment Report 2004-2006; Financial Report 2006; VSU SRA, September 2008.

## Discussion and Possible Implications

Retention rates vary:

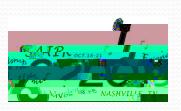
Year to year

State to state

Institution to institution

Begs the question ... What should our institution's retention rate goal be?

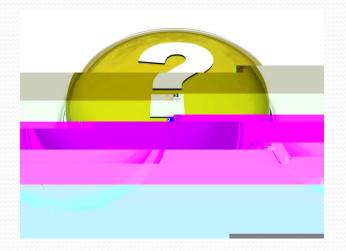
See handout.







# **Questions and Comments**





Determining an Achievable Retention Rate Increase for Institutional Planning 4-Year **Public** Institutions

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\$0 to \$52M    \$52M+1 to \$115M    \$115M+1 to \$275M    \$275M+1 to \$5.2B      AL    1    1    0    3      AR    0    2    2    1    5      DC    0    0    1    0    1      DE    0    0    2    2    4      GA    3    3    0    1    7						
AR02215DC00101DE00000FL00224		\$0 to \$52M				
	AR DC DE FL	0 0 0 0	2 0 0 0	2 1 0 2	1 0 0 2	5 1 0 4
VA  1  0  0  0  1    WV  0  1  0  0  1    Total  11  21  18  8  58    AL  1  0  1  1  3    AR  1  0  0  0  1    DC  0  0  0  0  0    DE  0  1  1  0  2    GA	WV Total AL AR DC DE FL	0 11 1 0 0	1 <b>21</b> 0 0 0 0 0	0 18 1 0 0 0	0 8 1 0 0 0	1 58 3 1 0 0

	\$0 to \$52M	\$52M+1 to \$115M	\$115M+1 to \$275M	\$275M+1 to \$5.2B	
AL	0	0	0	2	2
AR	1	0	0	0	1
DC	0	0	0	0	0
DE	0	0	0	1	1
FL	2	0	1	5	8
GA	1	3	0		

VA	0	0	1	5	6
WV	0	1	0	1	2
Total	6	9	10	29	54
AL	0	3	1	1	5
AR	1	1	1	0	3
DC	0	0	0	0	0
DE	0	1	0	0	1
FL	1	1	1	1	4

						Change in						
	\$0 to \$52M	\$52M+1 to \$115M	\$115M+1 to \$275M	\$275M+1 to \$5.2B	Total			\$0 to \$52M	\$52M+1 to \$115M	\$115M+1 to \$275M	\$275M+1 to \$5.2B	
AL	1	1	0	0	2		AL	0	0	2	0	2
AR	1	0	0	0	1		AR	0	1	0	0	1
DC	0	0	0	0	0		DC	0	0	0	0	0
DE	0	1	0	0	1		DE	0	0	0	1	1
FL	1	1	1	0	3		FL	0	1	2	2	5
GA	1	3	0	0	4		GA	0	2	0	2	4
KΥ	0	1	0	0	1		ΚY	0	0	0	1	1
LA	1	1	2	0	4		LA	0	1	1	1	3
MD	0	0	2	0	2		MD	0	2	0	1	3
MS	0	2	1	0	3		MS	0	1	0	1	2
NC	0	3	2	0	5		NC	0	0	2	2	4
OK	1	1	2	0	4		OK	0	3	0	1	4
SC	1	1	0	0	2		SC	0	1	0	1	2
ΤN	0	0	0	0	0		ΤN	0	2	0	1	3
ТΧ	1	3	2	1	7		ΤX	1	1	0	4	6
VA	1	1	1	0	3		VA	0	0	1	4	5
WV	2	1	0	0	3		WV	3	0	1	1	5
Total	11	20	13	1	45		Total	4	15	9	23	51
AL	0	2	0	2	4		AL	1	1	1	2	5
AR	2	1	2	0	5		AR	0	1	1	1	3
DC	0	0	0	0	0		DC	0	0	1	0	1
DE	0	0	0	0	0		DE	0	0	0	0	0
FL	0	0	0	4	4		FL	2	0	2	2	6
GA	3	1	2	1	7		GA	3	5	0	0	8
KY	0	0	3	1	4		KY	0	0	2	0	2
LA	0	1	1	0	2	Increased 2 or	LA	1	1	2	0	4
MD	0	3	1	2	6	more	MD	0	1	0	0	1
MS	0	0	0	1	1	percentage	MS	0	1	0	1	2
NC	0	1	1	2	4	points	NC	1	1	0	1	3
OK	3	0	0	0	3		OK	3	0	0	1	4
SC	1	0	1	0	2		SC	1	4	0	1	6
ΤN	0	0	2	0	2		ΤN	0	0	2	2	4
ТΧ	1	3	5	3	12		ΤX	0	2	4	2	8
VA	0	2	1	0	3		VA	0	2	1	1	4
WV	0	0	0	0	0		WV	2	1	0	0	3
Total	10	14	19	16	59		Total	14	20	16	14	64



#### Determining an Achievable Retention Rate Increase for Institutional Planning 4-Year Private Institutions



	\$0 to \$13M	\$13.1M to \$31M	\$31.1M to \$68M	\$68.1M to \$7.4B	Missing			\$0 to \$13M	\$13.1M to \$31M	\$31.1M to \$68M	\$68.1M to \$7.4B	missing	
AL AR	0 2	2 0	0 0	0	0	2	AL	1	0	1	0	0	2

Determining an Achievable Retention Rate Increase for Institutional Planning 4-Year Private Institutions