Retention and Persistence to Graduation at Appalachian

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Who do we track?

- First-time full-time fall freshman cohort
- Based on national reporting standards
Reporting Standards

- Retention: Second fall
- Graduation: 4-year, 6-year

UNC Performance Measures: *Goals for Appalachian*

- Retention: 90%
- Graduation:
  - 4-year: 45%
  - 6-year: 68%
Performance Measures: *Goals for Appalachian Where are we now?*

- Most recent official data:
  - Retention: 86.4% (2008 Freshman class)
  - 4-year graduation: 38.3% (2005 Freshman class)
  - 6-year graduation: 64.4% (2003 Freshman class)

  [http://www.northcarolina.edu/ira/ir/analytics/retgrper.htm](http://www.northcarolina.edu/ira/ir/analytics/retgrper.htm)

- Preliminary estimates:
  - Retention: 87% (2009 Freshman class)
  - 4-year graduation: 40% (2006 Freshman class)
  - 6-year graduation: 66% (2004 Freshman class)
How Do We Compare? And How Did We Determine Those Goals?

- UNC System
- UNC BOG Approved Peers
- Carnegie Classification

ASU BOG Approved Peer Institutions

Bowling Green State University-Main Campus*  Sam Houston State University
California State University-Chico  Stephen F Austin State University
California State University-Fresno  Towson State University
College of Charleston  University of Northern Iowa
Eastern Illinois University  University of Wisconsin-La Crosse
George Mason University*  University of Wisconsin-Whitewater
Georgia Southern University  West Chester University of Pennsylvania
James Madison University  Western Illinois University
Miami University-Oxford*  Western Washington University

* "Competitive peers"; see: http://irap.appstate.edu/pagesmith/63
ASU BOG Approved Peer Institutions

- Key study that led to our goals

Carnegie Classification

- Basic description:
  Masters-L: Master’s Colleges and Universities (larger programs)
  - Professions plus arts & sciences, some graduate coexistence, single doctoral, very high undergraduate, full-time four-year, more selective, higher transfer-in, large four-year primary residential
- http://classifications.carnegiefoundation.org/
- Search for Appalachian to see full descriptions/comparisons
## Comparison: Quality Measures

<table>
<thead>
<tr>
<th>Quality Measure</th>
<th>ASU</th>
<th>Masters I Average</th>
<th>Doc/Res-Int Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st yr retention rate</td>
<td>86%</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>4-yr graduation rate</td>
<td>38%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>6-yr graduation rate</td>
<td>64%</td>
<td>46%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Note: Includes only public institutions.  

## UNC Comparisons

### System Rankings

- **Retention**
  - UNCCCH 95.7%, NCSU 90.9%, ASU 86.4%

- **Graduation 4-year**
  - UNCCCH 75.2%, NCSU 40.8%, UNCW 43.5%, ASU 38.3%

- **Graduation 6-year**
  - UNCCCH 84.9%, NCSU 73.2%, UNCW 68.5%, ASU 64.4%

[http://www.northcarolina.edu/ira/ir/analytics/retgrper.htm](http://www.northcarolina.edu/ira/ir/analytics/retgrper.htm)
Retention and Graduation Initiatives at Appalachian

- Early initiatives:
  - CSI
  - Learning Communities
  - Retention Management Team (now SAT)

- Response to UNC-GA:
  - Admissions policies (notification deadlines from rolling admissions)
  - Financial Aid
  - Summer Bridge programs
  - Programmatic Interventions: Learning Communities, First Year Seminar
  - Institutional Reorganization: University College and General Education