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*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

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## Reporting Standards

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

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## UNC Performance Measures: *Goals for Appalachian*

- Retention: 90%
- Graduation:
  - 4-year: 45%
  - 6-year: 68%

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## 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>

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## Performance Measures: *Goals for Appalachian* *Where are we now?*

- Preliminary estimates:

- Retention: 87% (2009 Freshman class)
- 4-year graduation: 40% (2006 Freshman class)
- 6-year graduation: 66% (2004 Freshman class)

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## How Do We Compare? And How Did We Determine Those Goals?

- UNC System
  - UNC BOG Approved Peers
  - Carnegie Classification
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## 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

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\* "Competitive peers"; see: <http://irap.appstate.edu/pagesmith/63>

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## ASU BOG Approved Peer Institutions

- Key study that led to our goals

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## 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

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## Comparison: Quality Measures

Quality Measure	ASU	Masters I Average	Doc/Res- Int Average
1st yr retention rate	86%	73%	71%
4-yr graduation rate	38%	22%	19%
6-yr graduation rate	64%	46%	43%

Note: Includes only public institutions.  
Source: IPEDS Peer Analysis System, 2009.

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## UNC Comparisons *System Rankings*

- Retention
  - UNCCH 95.7%, NCSU 90.9%, ASU 86.4%
- Graduation 4-year
  - UNCCH 75.2%, NCSU 40.8%, UNCW 43.5%, ASU 38.3%
- Graduation 6-year
  - UNCCH 84.9%, NCSU 73.2%, UNCW 68.5%, ASU 64.4%

<http://www.northcarolina.edu/ira/ir/analytics/retgrper.htm>

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## Retention and Graduation Initiatives at Appalachian

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

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## Retention and Graduation Initiatives at Appalachian

- 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

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