Retention and Persistence to Graduation
UNC Performance Funding
SAT Annual Update

Susan Davies, Enrollment Management
Heather Langdon, Institutional Research, Assessment, and Planning (IRAP)
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Retention and Graduation - Why are they important?

Measurements of student progress toward the degree

Seen as institutional quality measures: Nationally, NC Legislature, Board of Governors, and UNC-General Administration
Who do we track?

Cohort = First-time, full-time fall freshman cohort
Can include summer
Recent HS graduates

Based on national, US Department of Education, reporting standards

Reporting Standards

Retention: Second fall

Graduation: 4-year (100% normal time)
6-year (150% normal time)
*Graduates through end of summer*
How Do We Compare Ourselves?
How Do We Determine Goals?

UNC System Institutions
UNC BOG Approved Peers
Carnegie Classification

UNC System Institutions
Appalachian State University* UNC Chapel Hill
East Carolina University UNC Charlotte
Elizabeth City State University UNC Greensboro
Fayetteville State University UNC Pembroke
NC A&T State University UNC Wilmington*
NC Central University* Western Carolina University*
NC School of the Arts Winston-Salem State University
NC State University
UNC Asheville

* Master's Larger Programs
ASU BOG Approved Peer Institutions

Bowling Green State University-Main Campus*  Saint Cloud State University
California State University-Chico  Sam Houston State University
College of Charleston  SUNY at Binghamton*
Eastern Illinois University  Towson University
Indiana University of PA, Main Campus  University of Northern Iowa
James Madison University  University of Wisconsin-La Crosse
Miami University-Oxford*  West Chester University of Pennsylvania
Minnesota State University-Mankato  Western Illinois University
Rowan University  Western Washington University

* "Competitive peers"; see: http://irap.appstate.edu/peer-institutions

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
### UNC Comparisons

#### System Rankings

| Retention | UNCCH 96.9%, NCSU 89.4%, **ASU 87.6%**, UNCW 85.6% |
| Graduation 4-year | UNCC 80.3%, UNCW 51.7%, **ASU 41.5%**, NCSU 41.3% |
| Graduation 6-year | UNCC 88.9%, NCSU 72.4%, UNCW 66.9%, **ASU 65.1%** |

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

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### Comparison: Quality Measures

<table>
<thead>
<tr>
<th>Quality Measure</th>
<th>ASU</th>
<th>Masters Colleges/Universities Larger Programs Average</th>
<th>Doctoral/Research Universities Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st yr retention rate</td>
<td>87%</td>
<td>75%</td>
<td>71%</td>
</tr>
<tr>
<td>4-yr graduation rate</td>
<td>38%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>6-yr graduation rate</td>
<td>66%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>75 percentile SATV</td>
<td>610</td>
<td>548</td>
<td>530</td>
</tr>
<tr>
<td>75 percentile SATM</td>
<td>610</td>
<td>562</td>
<td>539</td>
</tr>
</tbody>
</table>

Note: Includes only public institutions.  
Where are we now?

Most recent preliminary estimates:

- **Retention**: 87.6% (2011 Freshman class)
  Out of 2,971, 368 did not return to ASU

- **4-year Graduation**: 44.1% (2008 Freshman class)
  Out of 2,773, 1,551 have not graduated from ASU

- **6-year Graduation**: 66.8% (2006 Freshman class)
  Out of 2,711, 899 have not graduated from ASU

UNC Performance Funding

*Susan Davies, Enrollment Management*
UNC Performance Funding Model:
Take-Away Points

1. The UNC mechanism for determining support and operations funding increases to campuses is being changed to include a focus on performance rather than only on enrollment growth.

2. The performance model currently consists of 5 common and 5 campus specific measures.

3. Appalachian is evaluating the mix of students (i.e., graduate, freshmen, transfer, etc.) based upon markets, trends, demographics, in an effort to “right-size” to align with our mission and to meet the performance funding goals.

UNC Performance Funding Model: Key Features

• Continuing to be refined by UNC-GA in consultation with campuses.

• Overarching goal of performance funding is to enable, incentivize and reward campuses improving performance in key areas.

• Performance model will be comprised of ten equally weighted measures – 5 Core Measures and 5 Campus Specific Measures.

• Institution performance shall consider baseline, peer institution comparisons, target and actual change, and percent of target achieved.

• Distribute funding on the bases of progress toward targets as well as actual achievement of them; avoid “all or nothing” allocation.

• Funds would be distributed annually to institutions that improve student success and operational and academic effectiveness.
Performance Funding: Core Measures

Freshman to Sophomore Retention (fall, freshman cohort)
Six Year Graduation Rate (fall, freshman cohort)
Undergraduate Degree Efficiency (all undergraduates)
Bachelor’s Degrees awarded to Pell Recipients
Financial Integrity (composite index of UNC FIT)

Performance Funding: Campus Measures

Transfer Graduation Rate
Four Year Graduation Rate (fall, freshman cohort)
Graduate Student Degree Efficiency (all graduate students)
Investment per Degree
Space Utilization
Core Measure – Proposed Goals:
Freshman to Sophomore Retention

Core Measure – Proposed Goals:
Six Year Graduation Rate (freshman cohort)
Core Measure – Proposed Goals:
Undergraduate Degree Efficiency

Goal 2010-2011
Goal 2011-2012
Goal 2012-2013
Goal 2013-2014

Core Measure – Proposed Goals: Bachelor’s Degrees awarded to Pell Recipients
Campus Measure – Proposed Goals:
Transfer Graduation Rate

Campus Measure – Proposed Goals:
Four Year Graduation Rate (freshman cohort)