



Strategy Labs

Louisiana Board of Regents
Maximizing Formula Outcomes
Summit
07/10/17

STRATEGY LABS

State Policy to Increase Higher Education Attainment



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Louisiana Board of Regents Maximizing Formula Outcomes Summit

- ✓ **Using the Formula on Campus**
 - ✓ **How To Recruit, Retain and Progress Students**
 - ✓ **Traditional Students**
 - ✓ **Non-Traditional Students**
 - ✓ **25+ Students**
 - ✓ **PELL Students**

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**
 - **Preparation**
 - Historical Data
 - Supporting Data
 - Other Items Required
 - **The Situation Analysis**
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - **Setting Goals**
 - **Common Key Strategies**
 - **Developing an Action Plan**

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**

- **Preparation**

Fundamental to any successful enrollment management program is the development and implementation of an effective annual recruitment plan.

The purpose of recruitment planning is to help institutions gain more control over their enrollment future by developing the capacity to achieve new student enrollment goals through improved marketing and recruitment.

As you begin the planning process specific to the identified populations in the OBF formula, it is necessary to compile certain data and information that aid and abet the planning process. This data is as follows:

- **Historical Data- Inquiries, Applicants, Admits and Enrolled**
 - **Supporting Data-Results of present strategies used for these populations**
 - **Other Items Required-admissions reports focused on these populations, communication flow systems and publications.**

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**

- **The Situation Analysis**

As institutions focus on serving these student populations more effectively understanding how it will impact ROI through the OBF funding, they should assess the “current state” of recruiting these students.

Some of the steps include:

- Reviewing institutional mission statements;
 - Reviewing institutional strategic plans; and
 - Assessing current SWOT for each population of students
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**

- **Setting Goals**

- Setting clear, realistic goals is a key fundamental in the recruitment process.

- Goals should not be set on the next years budget.
 - Goals should be set based on historical data and realistic enrollment outcomes.
 - Goals should be quantifiable.
 - Goals should not be set “top down” but as a collaborative across all areas to include:
 - Enrollment Management
 - Academic Affairs
 - Student Affairs/Student Services
 - Business & Finance
 - IR/IT
 - Advancement/Communication/PR
 - Consideration should be given to setting specific goals for the OBF populations However, you should not neglect your traditional “low hanging fruit”.

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**

- **Common Key Strategies**

Like goals, key strategies should be hierarchical, measurable, clear, specific, and realistic.

Spend the necessary time to ensure the formation of the key strategies that will produce the best results.

Your key strategies should align with your goals.

Further, avoid the temptation to develop too many “key” strategies. This could mean that staff members are dividing their attention indiscriminately and limiting their effectiveness.

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Recruitment**

- **Developing an Action Plan**

Strategies typically represent the broad class of actions with long-term outcomes while action plans represent immediate, short-term actions that collectively form the strategy.

Good action plans always include the following components:

- What are you going to do?
 - When will it be done?
 - Who will be responsible?
 - How much will it cost?
 - How will you know if it has been accomplished?

Developing good activity/action plans is the most important, detailed, and time-consuming part of the planning process and are the “heart” of the recruitment planning.

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**
 - **Retention Principles**
 - **The Situation Analysis**
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - **Setting Goals**
 - **Common Key Strategies**
 - **Developing an Action Plan**

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**

- **Retention Principles**

- The ultimate goal of a retention effort is improved educational experiences for students.
 - Improving the quality of student life and learning is a continuing and important priority for all institutions of higher education.
 - Engaging in a quality of student life and learning improvement process should provide an approach to organizing a systematic effort, while at the same time enhancing overall institutional quality, effectiveness, and student success.
 - Increases in retention rates are a function of the current state of efforts to improve the quality of educational programs and services.
 - Most institutions engaging in a systematic and comprehensive retention effort should be able to expect overtime a “lift” in cohort graduation rates between 10-20% and improvements in annual retention rates of 2-5%.

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**

- **Retention Principles**

- Single, casual factors of student attrition are difficult to ascertain.
 - Some attrition is predictable and preventable by focusing special efforts on selected target groups of students.
 - Effective retention strategies focus on improving campus programs, services, attitudes, and behaviors and result in quality educational experiences for all students.
 - Educational programs and services cannot compensate for the absence of competent, caring, and conscientious faculty and staff.
 - Key to improving the quality of student life and learning (retention) are student centered policies, procedures, and programs.

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**
 - **The Situation Analysis**
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - Why is it important to retain students?
 - Why do some students leave?
 - Do you know by type of student?
 - What is your institution doing about it?
 - What is your role in this process?

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**

- **Setting Goals**

- As mentioned under recruitment, goals should be motivational and obtainable.
 - Does your institution have retention goals set for these populations?
 - If so, what are they?
 - If not, what could be a goal for each of these target groups?
 - Who is or should be engaged in this process of goal setting?

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**

- **Common Key Strategies**

- The rules apply here as they do in recruitment.
 - However, for retention you should apply the following key critical process criteria:
 - Do students experience challenges with the process/system?
 - Will students benefit or care about the improvement?
 - Is the process important to ongoing effectiveness and quality?
 - Can the college/university control the improvements of the process?
 - Is the college/university willing and able to dedicate the appropriate financial and human resources to improve the process?

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Retention**
 - **Developing an Action Plan**
 - These steps also align with the steps regarding recruitment.
 - However, I would add that institutions should:
 - Assess the suggested variables you can use
 - Identify where the gaps are
 - Consider other items needed during retention planning
 - Come to a consensus on what's most important
 - Confirm a champion to lead this effort
 - Get to work

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Progression**

- Progression is defined as a series of activities or actions that advances in a logical and predictable pattern towards a more advanced state.
- This state is becoming a completer or graduate.
- The top four ways institutions have raised graduation or completion rates are:
 - Focusing on Likely Drop Outs
 - Building Up Advising Services
 - Involving Diverse Voices
 - Making Logistical Changes

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Traditional Students (How they may be defined)**
 - Dependent on parents for financial reasons
 - Having no dependents
 - Not being a care giver
 - Having a traditional high school diploma
 - Attending school immediately after high school graduation
 - Attending school full-time
- **Strategies that work for them:**
 - Social Media
 - Websites
 - School resources
 - Word of Mouth
 - Campus Visits

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Non-Traditional Students (How they may be defined):**
 - Independent of parents for financial reasons
 - Having one or more dependents
 - Being a single caregiver
 - Not having a traditional high school diploma
 - Delaying postsecondary enrollment
 - Stopping out
 - Attending school part time
 - Employed full time
- **Strategies that work for them:**
 - Hearing about flexibility
 - Direct communication (email, phone, chat, in-person)
 - Easy re-entry (Simple/Accessible)
 - Details for program/degree completion
 - Financial Aid
 - Support Services

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **25+ Students**
 - These students are a sub-set of the non traditional age students and make up approximately 38% of college students in the US.
- **Strategies that work for them:**
 - Hearing about flexibility
 - Direct communication (email, phone, chat, in-person)
 - Easy re-entry (Simple/Accessible)
 - Details for program/degree completion
 - Financial Aid
 - Support Services

Using the Formula on Campus

How to Recruit, Retain and Progress Students

- **Pell Eligible Students**

- Institutions can attract more Pell eligible students by targeting high schools that serve more socio-economically disadvantaged students.
- Focusing publications and communication on how to pay for college is one approach.
- However, working more closely with financial aid offices to recruit students who submit their FASFA but have not yet applied is actually an easier and more effective approach.
- Nonetheless, it is just as important to provide financial literacy training and information for these students throughout their college careers.

Louisiana Board of Regents Maximizing Formula Outcomes Summit

✓ Using the Formula on Campus

✓ What is your role in recruiting, retaining and progressing students? (Short Exercise by Campus Position)

✓ Traditional Students

✓ Non-Traditional Students

✓ 25+ Students

✓ PELL Students

Louisiana Board of Regents Maximizing Formula Outcomes Summit

✓ Using the Formula on Campus

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