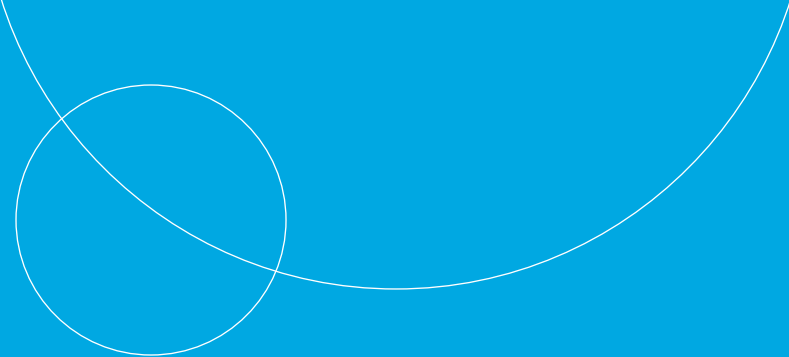




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# **Measuring Student Success: An Interactive Discussion**

Julie Bryant, Vice President for Student Success  
Sherri Erkel, Vice President for Student Success  
Brandi Phillips, Executive Consultant, Student Success Solutions



**What gets you up in  
the morning?**



**What keeps you up  
at night?**



**Here is what students are  
telling us**

“I am dedicated to finishing college – no matter what obstacles get in my way.”

At the beginning of the first year...

**Commitment to college**

<b>POPULATION</b>	<b>2022 CSI</b>
Incoming First-Year Students	94%

“I wonder if a college education is really worth the time, money, and effort I have to put into it.”

## Is college worth the effort?

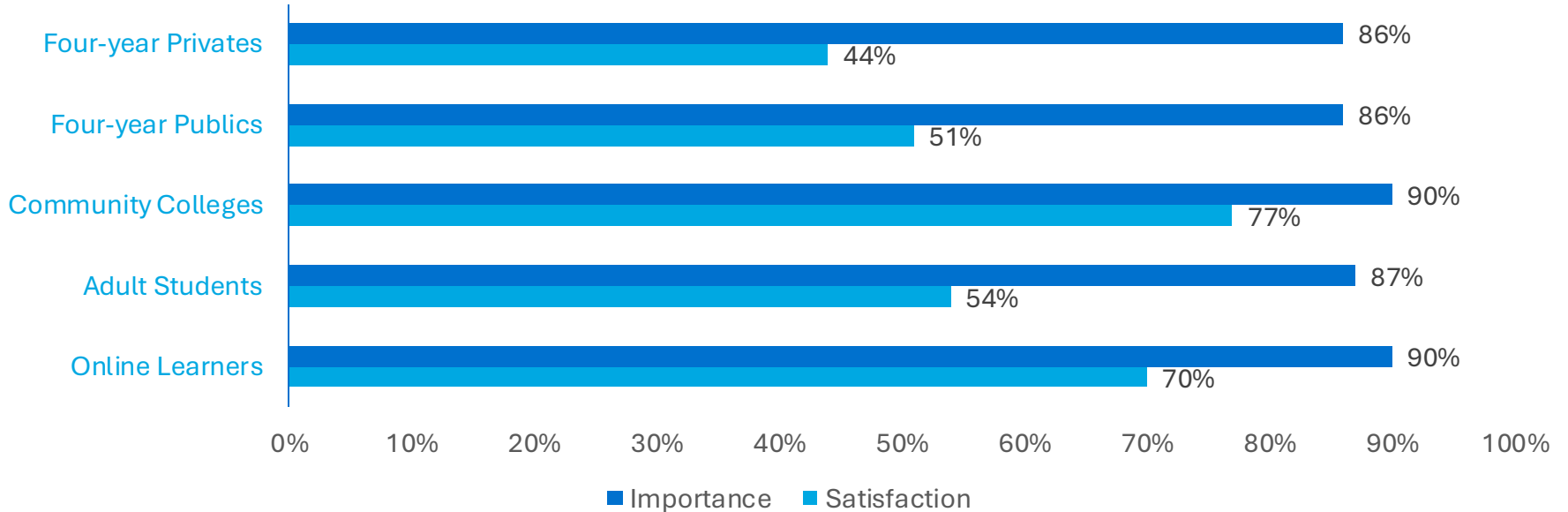
### Commitment to college

POPULATION	2022 CSI
Incoming First-Year Students	28%

# Tuition paid is a worthwhile investment

## *Perceptions across student populations*

Tuition paid is worthwhile is a worthwhile investment.



Data from the fall of 2020 through the spring of 2023

■ Importance ■ Satisfaction  
% of students saying important / very important  
% of students saying satisfied/very satisfied

# Top 10 Priorities: Incoming First-Year Students

- ① Would like to meet new friends at an informal gathering..... **73%**
- ② Help selecting an educational plan to get a good job..... **69%**
- ③ Receive help to improve study habits..... **67%**
- ④ Talk about qualifications needed for certain occupations..... **67%**
- ⑤ Find out more about clubs and organizations at college..... **66%**
- ⑥ Would like instruction on how to take college exams..... **65%**
- ⑦ Talk with someone about getting a scholarship..... **63%**
- ⑧ Talk with someone about salaries for future occupations..... **58%**
- ⑨ Meet an experienced student to seek advice..... **55%**
- ⑩ Help selecting an occupation suited to my interests..... **54%**



# Student satisfaction with campus climate matters

Do you know how your students feel about being a student at your institution?

- Most students feel a sense of belonging here.
- The campus staff are caring and helpful.
- It is enjoyable experience to be a student on this campus.
- Students are made to feel welcome.
- This institution shows concern for students as individuals.
- Tuition paid is a worthwhile investment.
- The campus is safe and secure for all students.

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There is a strong link between student satisfaction and individual student retention and institutional graduation rates.



**What does student success  
look like at your institution?**

# Data can inform your activities





**How do you feel about data?**



**How would you describe your  
campus data culture?**

# Student success data at your institution

1. What types of data are being collected? How and when?
2. How, where, and with whom are the data shared?
3. What could your institution do better regarding data collection and sharing?
4. What data elements would give you additional insight into your current programs?
5. What do you know about your most successful students?

# Student success is the connector

Help students stay successfully enrolled after recruiting them so they graduate and have the potential to be engaged alumni



# The most effective practices are data-informed

## Public institutions

PRACTICE	EFFECTIVE
Setting measurable goals for college completion rates	92%
Monitoring student usage of academic support services	90%
Identifying courses that are more difficult or less difficult to complete	88%
Tracking persistence and progression patterns, term by term, for all students who matriculate	88%
Setting measurable goals to improve the retention rate from term-to-term or year-to-year	85%

## Private institutions

PRACTICE	EFFECTIVE
Setting measurable goals for college completion rates	90%
Identifying courses that are more difficult or less difficult to complete	87%
Using established communication procedures to regularly communicate persistence, retention, and completion rate data throughout the campus	86%
Using student engagement data to make changes to the ways faculty and staff interact with students to address attrition	85%
Setting measurable goals for credit hours or courses completed	85%



# Guiding questions

## Planning for student success

- What does student success look like at your institution?
- What barriers exist to improving student success on your campus? How do you know?
- How will you measure student success? Do you have the tools you need?
- Are current goals appropriate for the specific populations you wish to impact?
- How will you communicate progress to the campus community?

# Learn more on the RNL Website

## RuffaloNL.com/RMSPlus



**RNL Retention Management System™**

Increase student success and college completion rates with early alert assessments that measure non-cognitive indicators.

[Free Walkthrough](#)

Home » Enrollment Management Solutions » Student Success » RNL Retention Management System™

### How can you optimize your student retention efforts?

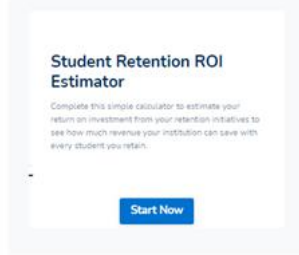
The early alert RNL Retention Management System (RMS) is a comprehensive suite of student success surveys and analytics that help you identify which individual undergraduates are most at risk, gauge students' receptivity to assistance in key areas, and immediately connect at-risk students to relevant campus resources.

The resulting reports from these motivational assessments give you actionable summary data for the entire class, for specific subpopulations, and for each individual student to increase the efficiency, effectiveness, and timeliness of your student interventions.

#### Assessments and Analytics

- College Student Inventory™ for entering students
- Mid-Year Student Assessment™ for students after the first term
- Second-Year Student Assessment™ for returning sophomores
- Student Retention Predictor™ for advanced retention analytics

[See Samples of the Assessments and Reports](#)



**Student Retention ROI Estimator**

Complete this simple calculator to estimate your return on investment from your retention initiatives to see how much revenue your institution can save with every student you retain.

[Start Now](#)

## RuffaloNL.com/SPSOverview



**RNL Satisfaction-Priorities Surveys™**

Prioritize your immediate campus priorities and increase the satisfaction of your students with survey instruments used by more than 3,000 colleges and universities.

[Free Consultation](#)

Home » Enrollment Management Solutions » Student Success » RNL Satisfaction-Priorities Surveys™

### Strengthen the Quality of Student Life and Learning on Your Campus

Successful campuses continuously strive to improve the quality of the student experience. In order to do that, you need to know where to focus your efforts.

The RNL Satisfaction-Priorities Surveys (SPS) help you pinpoint those challenges and priorities. They allow you to look at your institution inside and outside of the classroom, so you can analyze a wide spectrum of issues that affect the student experience. You'll see a clear picture of what you need to do now to improve student life, learning, and success.

Institutions regularly assess student satisfaction to:

- Strengthen student success initiatives
- Guide strategic action planning
- Meet accreditation requirements
- Identify areas of strength for institutional marketing
- Chart progress toward campus goals

See four ways campuses use student satisfaction data.



**Introduction to Satisfaction Surveying**

**What makes RNL satisfaction assessments unique?**

- Measure importance and satisfaction
- Comprehensive assessment of campus experience
- Campus experience built on national benchmark data
- Ability to view the results on a dashboard
- Efficient turnaround time for set-up and delivery of results
- Data is actionable
- Regional accreditation mapping
- Cost efficient

[Request free consultation](#)



**Learn more at 3:30pm today**  
**RNL Student Success Assessment**  
**Tools: Using Data to Inform Your**  
**Efforts**

# Exclusive offer

## Top Ten Institutional Reports

Receive our guide to the top ten institutional reports you should include in retention and student success planning.

Email: [StudentSuccessTech@RuffaloNL.com](mailto:StudentSuccessTech@RuffaloNL.com)



**What is one idea you  
want to take back to  
campus with you?**

# Thank you for participating today



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consultation**



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# Resources





# Effective practices for retention and student success

- Review current **recruitment and marketing plans** – are there clear bridges to retention with these plans?
- Address **students' needs for connection** in and out of the classroom
- Provide **remediation for gaps** that may exist in students' academic preparation
- Identify **students' motivation levels** and what individual students need to be successful
- Gather **student perceptions on experiences** inside and outside of the classroom and be prepared to respond accordingly
- Assess your **adult and online student** population needs as well as your traditional students

# Effectiveness of key strategies

Practice	Institution type	Using method	Very or somewhat effective
<b>Using an incoming student assessment to identify students' needs</b>	4-Year Private	73%	83%
	4-Year Public	58%	77%
	2-Year Public	60%	76%
<b>Using student satisfaction assessments to make changes to address attrition</b>	4-Year Private	90%	75%
	4-Year Public	83%	73%
	2-Year Public	79%	70%

# Improve retention by identifying the top needs of your first and second-year students

## Student-identified Priorities



## Individual and Institutional Action Planning

### **Retention Management System™**

- Targeted audiences: first-year, second-year, traditional, graduate, adult and online learners
- Administered annually at 3 key transitions
- Identifies students most at risk for dropout, most receptive to assistance, top priorities, and transfer/re-enrollment plans
- Pinpoints academic and non-academic risk factors that can impact students' success and retention
- Results available immediately
- Individual reports reviewed by student and advisor/counselor
- Planning Reports provide summary data and top 10 recommendations for entire cohort and specific subpopulations

[www.RuffaloNL.com/RMSPlus](http://www.RuffaloNL.com/RMSPlus)

# Understand the priorities of your currently enrolled students

Satisfaction within  
the context



of what is **Important**  
to your students

## Satisfaction-Priorities Surveys™

- Comprehensive assessment across all class levels
- Captures experiences both inside and outside of the classroom
- Completed during the academic year (either fall or spring) with an online administration
- Ability to customize segments of the surveys
- Results available in an interactive dashboard within three weeks with national benchmarks
- Typically administered at least once every two years to track satisfaction shifts
- Versions for traditional students at four-year and two-year campuses, adult/graduate students and online learners

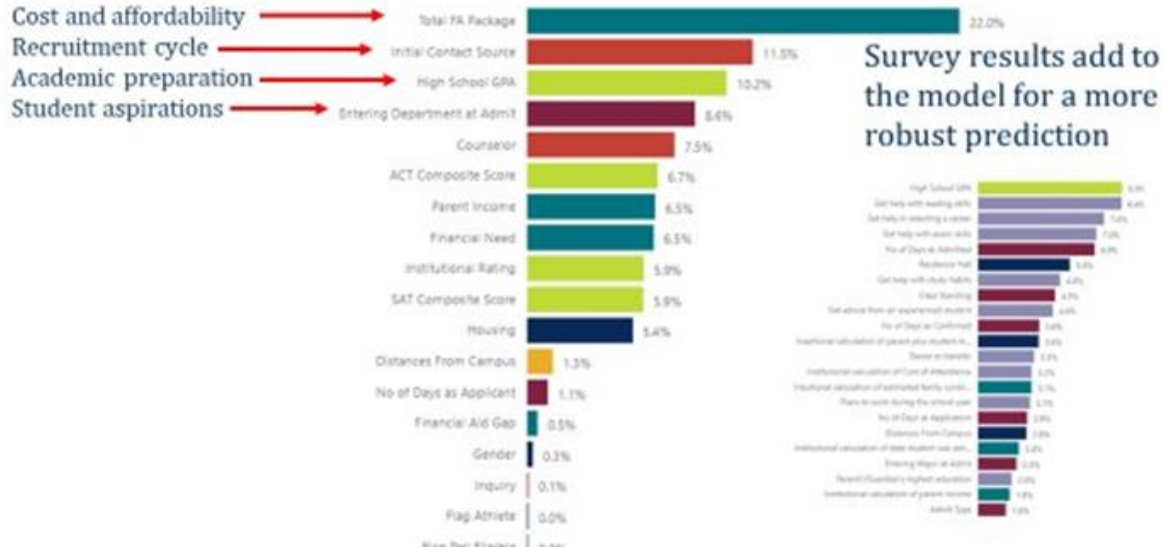
[www.RuffaloNL.com/SPSOversight](http://www.RuffaloNL.com/SPSOversight)

# Use predictive modeling to address early intervention

How do we know who is most likely to leave our institution?



How do we prioritize our resources effectively?



[www.RuffaloNL.com/SRP](http://www.RuffaloNL.com/SRP)