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RETENTION PROGRAMS AT MARSHALL UNIVERSITY: SEEKING STUDENT PERSISTENCE THROUGH A MULTI-FACETED APPROACH



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2010 RETENTION PLAN

- GENERAL EDUCATION:
 - Core Curriculum (Core I & Core II)
 - First Year Seminar (FYS)
 - General Education Assessment Repository (GEAR)
 - Living Learning Communities (LLCs) & Freshman Interest Groups (FIGs)
- ADVISING:
 - Week of Welcome (WOW)
 - Student Resource Center (SRC)
 - 4-Year Academic Plans
 - Career Services Emphasis



2010 RETENTION PLAN

- ASSESSMENT:

- Identify at-risk students (MAP-WORKS)
- Supplemental instruction in “gateway” courses
- UNI 102 – “Strategies for Academic Success”
- Collegiate Learning Assessment (CLA)

- COMMUNICATION:

- Centralized University Calendar
- Enhanced Student Activities Focus
- Targeted Student Announcements



GENERAL EDUCATION

- **Revised in AY 10**
- **Created First-Year Seminar**
- **Core I and Core II Gen Ed Courses (34 hours)**
- **6 hours writing intensive/3 hours international**
- **FYS + 2 Critical Thinking Designated Courses**
- **Senior Capstone**



FIRST YEAR SEMINAR (FYS)

- **Required of all incoming Freshmen**
- **Transfers with less than 26 credit hours**
- **Introduce/develop critical thinking skills**
- **Reflect and examine complex multicultural/global ideas**





- Freshmen arrive on campus early
- Opportunity to establish expectations:
 - ✓ *Enhances the academic transition to college*
 - ✓ *Enhances the social transition to college*
- Earn 1 hour of elective course credit – UNI 100

FRESHMAN FIRST CLASS

UNI 100

CLASS COMPONENTS DURING WOW

- **Freshman Convocation**
- **“Meet the Dean” College Sessions**
- **2 large group plenary sessions**
- **Three class sessions**
- **One problem-solving session**

AFTER WOW

- **Seven weekly classroom seminars**



UNI 100 COURSE CONTENT

- **Discussion of FYS 100**
- **Title IX and Personal Responsibility**
- **Academic Policies**
- **MU Traditions and Transitions**
- **Academic Wellness**
- **Problem Solving**
- **Financial Aid and Financial Responsibility**
- **IT, Libraries, and the Registrar's Office**
- **Career Services**
- **Student Involvement**
- **Health and Wellness**



PROBLEM-SOLVING ACTIVITY

- **College Learning Assessment (CLA) & Marshall Problem Solving Test**
- **True Baseline Measure of Incoming Freshmen**
- **Assessment of All Freshmen**
- **Representative Sample for CLA**



UNI 100 VIDEO CONTENT DELIVERY

WOW Class Sessions

- Pre-recorded
- 21 – 27 minute videos
- Live Q&A via Livestream



Weekly Seminar Sessions

- Pre-recorded on YouTube
- 21 – 27 minute videos
- Pre-arranged assignments



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PROBLEMS ENCOUNTERED

- **Number of facilitators**
- **Number of students per class section**
- **Classroom availability**
- **Technology**



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COMPARING THE NUMBERS

UNI 100	CENSUS ENROLLMENT IN UNI 100	FINAL ENROLLMENT IN UNI 100	COMPLETE %	CREDIT	CR %	No CREDIT	NC %	FIRST YEAR RETENTION
FALL 2010	1654	1597	97%	1256	79%	341	21%	70%*
FALL 2011	1715	1675	98%	1354	81%	321	19%	71%*
FALL 2012	1652	1648	99%	1584	96%	64	4%	TBD



UNI 100 ASSESSMENT

- **Facilitator Focus Group**
- **Facilitator Anonymous Surveys**
- **Facilitator Interviews**
- **Peer Mentor Reflections and Surveys**
- **Student Surveys in Qualtrics**



ASSESSMENT FINDINGS

- **Reduce video length.**
- **Restructure the topics.**
- **More student delivery...but continue using “master teachers.”**
- **Recruit experienced facilitator help in creating and editing content.**



STUDENT RESOURCE CENTER (SRC)

THE PROBLEM:

- Retention

THE SOLUTION:

- Centralized advising center
- Source of information for students, parents, faculty/staff

PLAN OF ACTION:

- Low operating budget
- Intensive training for staff
- Office location is key to success!



SRC SERVICES

- 1. *Campus Referral Services***
- 2. *General Questions and Answers***
- 3. *Academic and Social Development Workshops***
- 4. *Undecided Advising***
- 5. *Career Counseling***
- 6. *Transitional Support***
- 7. *Individual Consultations***
- 8. *UNI 102 & 103 Courses***



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SRC UNDECIDED ADVISING

- **Stringent Student Requirements**
- **Advising Holds**
- **Career Counselor Partnership**
- **Incorporation of Academic/Professional Skill-Building Workshops**



SRC MARKETING

- **“One-Stop-Shop” Campaign**
- **Student Outreach Activities**
- **Facebook/Twitter**
- **Link from MU Homepage**
- **First Year Seminar Classes**
- **Postcard Mailings**
- **Orientation, Green & White Days, WOW...**



MEASURING SRC PROGRESS

LOGGING STUDENTS:

- Track all student visits
- Track specific student needs for each visit

Over 15,000 MU student contacts to date...



NEW SRC ENDEAVORS

- **Transfer Student Workshops**
- **Autistic Student Outreach**
- **Expanded Advising for ALL students**



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SUMMER BRIDGE PROGRAM

- **Implemented Summer 2012**
- **188 Participants**
 - ✓ *Admitted Freshmen with Paid Enrollment Deposit*
 - ✓ *Scheduled to enroll in developmental courses*
- **2-Week Workshops in English and Math**
- **Pre- and Post-Placement Exam Assessment**
- **English Success**
- **Math Success at Lower Level**
- **Continuing program for Summer 2013**
- **Currently Evaluating Placement Exam**



DEVELOPMENTAL PILOT PROGRAMS

- **Developmental Pilot Programs**
- **Grant from Complete College America**
- **Embedded Remediation**
- **Pilot-Math, English and Developmental Math**
- **Eliminate/Reduce Cost of Content as a Barrier to Success**



NEW INITIATIVES

- DegreeWorks
- Educational Advisory Board (EAB)
- Update on FIGs & LLCs
- Digital Signage



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CONTINUED CHALLENGES

- **SRC Continued Improvement**
 - ✓ *Visit to University of Kentucky “The Study”*
 - ✓ *Identifying other needs*
- **Supplemental Instruction**
- **Early Alerts**



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