Monica’s Highlights from Noel-Levitz Conference

From the presentation entitled:

What Works in Student Retention:
Highlights from ACT’s National Survey
(See handout)
by
Dr. Wes Habley, ACT, Inc.
www.act.org
Two Fundamental Questions in any Retention Plan

- Who are our students?

- What differentiates students who stay from students who leave?
Institutional Costs of Attrition

- Loss of future tuition and fees
- Loss of faculty lines
- Increased Recruitment costs
Realistic Retention Goals........

....are derived from the institution’s culture

......should focus on incremental improvement
Change is difficult

“Accomplishing change within a university is like trying to move a cemetery.”

Clark Kerr
Implement, Measure & Improve!

- ACCESS can......
  - Follow the retention planning cycle
  - Gather information
  - Set goals
  - Implement strategies
  - Assess the programs