

F4: JUST WHAT IS RETENTION ANYWAY?

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SO, WHAT IS RETENTION?

It Depends
On who wants to know
What is the business question?



DIFFERENT PERSPECTIVES OF RETENTION

- Legislators/"System" Executives – Enrolled anywhere
- Institutional Reporting – Enrolled here
- Deans – Enrolled in my college
- Chairs – Enrolled in my program or major

ASK THE GOVERNMENT!

- <https://fafsa.ed.gov/help/fotw91n.htm>

Retention rate

is the percentage of a school's first-time, first-year undergraduate students who continue at that school the next year.

For example, a student who studies full-time in the fall semester and keeps on studying in the program in the next fall semester is counted in this rate.

ISSUES WITH THIS DEFINITION

- ??????
 - Full/Part time
 - Transfers
 - Institutional perspective
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COMMON DATA SET DEFINITION

- **B22.** For the cohort of all full-time bachelor's (or equivalent) degree-seeking undergraduate students who entered your institution as freshmen in Fall 2013 (or the preceding summer term), what percentage was enrolled at your institution as of the date your institution calculates its official enrollment in Fall 2014?

ALLOWABLE ADJUSTMENTS

- The initial cohort may be adjusted for students who departed for the following reasons:
 - death
 - permanent disability
 - service in the armed forces
 - foreign aid service of federal government
 - official church missions
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ORIGINAL QUESTION NOT FULLY ADDRESSED

- Retention by major
- Change major but stay at University
- Additional transfers into major

POSSIBLE SOLUTIONS

- Retention \neq Net Enrollment
 - Net Enrollment = aggregate numbers
 - Retention = status of individual students
 - Decide which to report
 - Consider “reverse retention” or reverse triangle
 - Establish a cohort
 - Consider transfers separately
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POSSIBLE SOLUTIONS

- Report multiple parameters
 - Enrolled
 - Original major
 - Different major
 - Graduated
 - From original major
 - From different major
 - Gone
-

EXAMPLES

Term Flag	Fall														
Year Counter	1			2			3			4			5		
	Enrolled 1st Major	Gone Count	Grad 1st Major	Enrolled 1st Major	Gone Count	Grad 1st Major	Enrolled 1st Major	Gone Count	Grad 1st Major	Enrolled 1st Major	Gone Count	Grad 1st Major	Enrolled 1st Major	Gone Count	Grad 1st Major
Term Department															
Art	.	.	.	1	0	0	1	0	0	1	0	0	1	0	0
Arts & Sciences General	.	.	.	1	0	0
Biology	.	.	.	1	0	0	1	0	0	1	0	0	0	0	1
Business	.	.	.	6	0	0	10	0	0	5	1	0	0	2	0
Chemistry & Biochemistry	.	.	.	0	1	0	0	1	0	0	1	0	0	1	0
Communication	.	.	.	3	0	0	7	0	0	7	1	0	3	2	4
Computer Science	78	0	0	42	16	0	27	21	0	25	22	0	8	22	17
Economics	.	.	.	1	0	0	1	0	0	2	0	0	1	0	1
Engineering	.	.	.	1	2	0	0	3	0	0	3	0	0	3	0
Entrepreneurship
Information Systems	3	0	0	5	0	0	2	0	4
Management	0	0	0	1	0	0	1	0	1
Marketing	1	0	0
Modern Foreign Language	.	.	.	2	0	0	1	1	0	1	1	0	0	1	0
Political Science	.	.	.	0	0	0	0	0	0	0	0	0	0	0	1
Sociology	.	.	.	1	0	0	1	0	0	1	0	0	0	0	1
Total	78	0	0	59	19	0	52	26	0	49	29	0	17	31	30

DATA STRUCTURE

ID	Entry Term	Entry Department	Term	Term Department	Enrolled	Gone	Graduated
6185933	Fall 2009	Business	Fall 2009	Business	1	.	.
6185933	Fall 2009	Business	Spring 2010	Business	1	.	.
6185933	Fall 2009	Business	Fall 2010	Business	1	.	.
6185933	Fall 2009	Business	Spring 2011	Business	1	.	.
6185933	Fall 2009	Business	Fall 2011	Business	1	.	.
6185933	Fall 2009	Business	Spring 2012	Marketing	1	.	.
6185933	Fall 2009	Business	Fall 2012	Marketing	1	.	.
6185933	Fall 2009	Business	Spring 2013	Marketing	1	.	.
6185933	Fall 2009	Business	Fall 2013	Marketing	1	.	.
6185933	Fall 2009	Business	Spring 2014	Marketing	.	.	1
6185933	Fall 2009	Business	Fall 2014	Marketing	.	.	1
6185933	Fall 2009	Business	Spring 2015	Marketing	.	.	1
6552468	Fall 2009	Biology	Fall 2009	Biology	1	.	.
6552468	Fall 2009	Biology	Spring 2010	HHPR	1	.	.
6552468	Fall 2009	Biology	Fall 2010	HHPR	1	.	.
6552468	Fall 2009	Biology	Spring 2011	HHPR	1	.	.
6552468	Fall 2009	Biology	Fall 2011	HHPR	.	1	.
6552468	Fall 2009	Biology	Spring 2012	HHPR	.	1	.

CREATE A CROSSTAB REPORT

- Filter by Entry Major and Entry Department
- Term Department for rows
- Terms as Columns
- Sum of Enrolled, Gone, Graduated as measures

EXAMPLES

	Status after Four Years										
	Enrolled: Diff. Dept.			Enrolled: Same Dept.		Left Baylor		Graduated: Diff. Dept.		Graduated: Same Dept.	
	N	N	%	N	%	N	%	N	%	N	%
Entry Department											
Institute & Special Studies	8	2	25.00	.	.	3	37.50	.	.	3	37.50
Institute for Air Science	22	1	4.55	3	13.64	8	36.36	5	22.73	5	22.73
Journalism/Public Rel/New Media	178	7	3.93	9	5.06	40	22.47	59	33.15	63	35.39
Latin American Studies	1	1	100.00
Mathematics	73	6	8.22	3	4.11	26	35.62	18	24.66	20	27.40
Modern Foreign Language	51	3	5.88	2	3.92	12	23.53	20	39.22	14	27.45
Museum Studies	5	1	20.00	3	60.00	1	20.00
Music	354	19	5.37	92	25.99	86	24.29	26	7.34	131	37.01
Nursing	392	29	7.40	41	10.46	143	36.48	54	13.78	125	31.89
Philosophy	42	7	16.67	2	4.76	12	28.57	11	26.19	10	23.81
Physics	38	5	13.16	2	5.26	8	21.05	14	36.84	9	23.68
Political Science	408	23	5.64	14	3.43	87	21.32	93	22.79	191	46.81
Psychology & Neuroscience	716	66	9.22	47	6.56	227	31.70	160	22.35	216	30.17
Religion	64	7	10.94	2	3.13	13	20.31	18	28.13	24	37.50
School of Social Work	59	3	5.08	2	3.39	15	25.42	9	15.25	30	50.85
Slavic Studies	2	1	50.00	1	50.00
Sociology	23	4	17.39	.	.	8	34.78	6	26.09	5	21.74
Statistical Sciences	5	1	20.00	.	.	1	20.00	3	60.00	.	.
Theater Arts	113	3	2.65	5	4.42	18	15.93	13	11.50	74	65.49
Undeclared Department	1069	182	17.03	1	0.09	286	26.75	600	56.13	.	.
University Scholars	175	11	6.29	4	2.29	20	11.43	40	22.86	100	57.14
All	11675	1152	9.87	995	8.52	3077	26.36	2694	23.07	3757	32.18

“TAKE AWAYS”

- There is no single “right” answer
- Be consistent
 - Establish a cohort

QUESTIONS OR COMMENTS

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