



# Report on Retention of Fall 2013-2015 Cohorts, as of Fall 2016

*ignite  
your  
Spark*

## President's Data Team:

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# Overview

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- Retention for Fall 2013, 2014 and 2015  
B-cohorts by characteristics
- Retention for Fall 2013, 2014, and 2015  
Pathfinders in A-cohorts by characteristics
- Summary of similarities for groups

# Important Definitions

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- B-Cohort: consists of all first-time, full-time **bachelor's** degree-seeking students in a given year
- A-Cohort: consists of all first-time, full-time **associate's** degree-seeking students in a given year
  - Pathfinders: Students with 2 or more admissions deficiencies based on HS performance and entrance exam scores

# “First Generation” at NKU?

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A **first-generation** NKU student is defined as a student whose parent(s)/legal guardian(s) have not completed a bachelor's degree. This means that you are the **first** in your family to attend a four-year college/university to attain a bachelor's degree

- Percentage of B Cohort? A Cohort?

# B-Cohorts – Overall Retention

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B-Cohorts	N	Retained 1 <sup>st</sup> Spring	Retained 2 <sup>nd</sup> Fall	Retained 3 <sup>rd</sup> Fall	Retained 4 <sup>th</sup> Fall
Fall 2015 Cohort	2,036	88.9%	71.9%		
Fall 2014 Cohort	1,993	86.5%	69.1%	58.5%	
Fall 2013 Cohort	2,022	87.8%	69.3%	57.0%	53.9%

# Indicators of *Higher* Retention Rates for B-Cohorts

B-Cohorts	N	Retained 2 <sup>nd</sup> Fall (3yr Avg. = 70.1%)	Retained 3 <sup>rd</sup> Fall (3yr Avg. = 57.8%)	Retained 4 <sup>th</sup> Fall (3yr Avg. = 53.9%)
Not First Generation				
Fall 2015	939	77.0%		
Fall 2014	849	74.7%	66.2%	
Fall 2013	645	75.9%	63.5%	60.2%
Merit Scholarship* (no need-based aid)				
Fall 2015	725	82.9%		
Fall 2014	651	82.0%	75.3%	
Fall 2013	645	81.7%	73.0%	70.2%
Honors Program				
Fall 2015	200	91.5%		
Fall 2014	201	88.1%	85.1%	
Fall 2013	193	91.2%	83.4%	81.3%

# Indicators of *Higher* Retention Rates for B-Cohorts

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Earned 30+ Hours				
Fall 2015	1,111	92.0%		
Fall 2014	848	94.5%		
Fall 2013	973	91.3%		
Earned 16+ Hours				
Fall 2015	1,664	84.9%		
Fall 2014	1,513	86.7%		
Fall 2013	1,572	84.7%		
HS GPA = 3.3+				
Fall 2015	1,196	80.7%		
Fall 2014	1,083	80.8%	72.3%	
Fall 2013	1,063	79.6%	69.8%	68.1%

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Previous SBS				
Fall 2015	246	75.6%		
Fall 2014	158	79.7%	78.5%	
Fall 2013	149	79.2%	73.2%	70.5%
In Housing				
Fall 2015	984	77.0%		
Fall 2014	872	74.6%	63.0%	
Fall 2013	829	71.2%	58.0%	55.7%
Athletes				
Fall 2015	51	92.2%		
Fall 2014	65	85.1%	73.8%	
Fall 2013	74	78.2%	65.4%	59.5%



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<b>Fresh Start</b>				
Fall 2015	87	89.7%		
Fall 2014	119	87.4%	78.2%	
Fall 2013	112	79.1%	72.1%	62.5%
<b>NKU ROCKS</b>				
Fall 2015	71	71.8%		
Fall 2014	73	76.7%	65.8%	
Fall 2013	58	82.8%	67.2%	65.5%
<b>LAMP</b>				
Fall 2015	36	77.8%		
Fall 2014	33	72.7%	66.7%	
Fall 2013	20	80.0%	80.0%	70.0%

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<b>Greek Life</b>				
Fall 2015	319	86.5%		
Fall 2014	277	87.0%	78.0%	
Fall 2013	270	83.0%	68.9%	66.7%
<b>Campus Recreation</b>				
Fall 2015	1,300	80.1%		
Fall 2014	922	73.8%	63.0%	
Fall 2013	982	n/a	60.0%	57.6%
<b>2+ Co-curricular Activities (not including Housing)</b>				
Fall 2015	72	87.5%		
Fall 2014	94		76.6%	
Fall 2013	91		67.2%	62.6%

# Indicators of *Lower* Retention Rates for B-Cohorts

B-Cohorts	N and % of total	Retained 2 <sup>nd</sup> Fall (3yr Avg. = 70.1%)	Retained 3 <sup>rd</sup> Fall (3yr Avg. = 57.8%)	Retained 4 <sup>th</sup> Fall (3yr Avg. = 53.9%)
First Generation				
Fall 2015	996	67.0%		
Fall 2014	1,064	64.9%	53.2%	
Fall 2013	1,111	64.2%	51.8%	49.1%
Pell Grant				
Fall 2015	708	64.4%		
Fall 2014	716	62.7%	49.0%	
Fall 2013	715	63.4%	49.0%	44.8%
Academic Warning or Probation				
Fall 2015	426 (21%)	27.7%		
Earned < 16 hours				
Fall 2015	372	13.7%		
Fall 2014	490	18.7%		
Fall 2013	450	15.3%		

# Indicators of *Higher* Retention Rates for First Generation Students in B-Cohorts

B-Cohorts	N	Retained 2 <sup>nd</sup> Fall (3yr Avg. = 65.3%)	Retained 3 <sup>rd</sup> Fall (3yr Avg. = 52.5%)	Retained 4 <sup>th</sup> Fall (3yr Avg. = 49.1%)
Merit Scholarship (no need-based aid)*				
Fall 2015	254	80.7%		
Fall 2014	272	79.8%	70.6%	
Fall 2013	245	82.5%	72.4%	68.6%
Earned 30+ Hours				
Fall 2015	494	91.1%		
Fall 2014	578	90.1%		
Fall 2013	673	88.9%		
Earned 16+ Hours				
Fall 2015	782	82.8%		
Fall 2014	790	83.3%		
Fall 2013	825	77.5%		

# Indicators of *Higher* Retention Rates for First Generation Students in B-Cohorts

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HS GPA = 3.3+				
Fall 2015	569	77.0%		
Fall 2014	555	79.0%	69.4%	
Fall 2013	543	75.5%	63.7%	62.4%
Previous SBS				
Fall 2015	146	70.5%		
Fall 2014	87	81.6%	80.5%	
Fall 2013	94	77.4%	68.8%	68.1%
In Housing				
Fall 2015	430	72.6%		
Fall 2014	420	70.4%	56.0%	
Fall 2013	401	66.8%	52.1%	50.4%
Athletes				
Fall 2015	14	92.9%		
Fall 2014	22	76.2%	68.2%	
Fall 2013	22	73.9%	69.6%	54.5%



# Indicators of *Higher* Retention Rates for First Generation Students in B-Cohorts

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Honors Program				
Fall 2015	75	90.7%		
Fall 2014	78	89.7%	83.3%	
Fall 2013	79	88.1%	82.3%	78.5%
Fresh Start				
Fall 2015	32	90.6%		
Fall 2014	52	90.4%	71.2%	
Fall 2013	53	63.2%	57.9%	56.6%
NKU ROCKS				
Fall 2015	41	70.7%		
Fall 2014	39	76.9%	56.4%	
Fall 2013	32	71.9%	62.5%	59.4%
LAMP				
Fall 2015	19	73.7%		
Fall 2014	24	66.7%	62.5%	
Fall 2013	12	75.0%	75.0%	66.7%

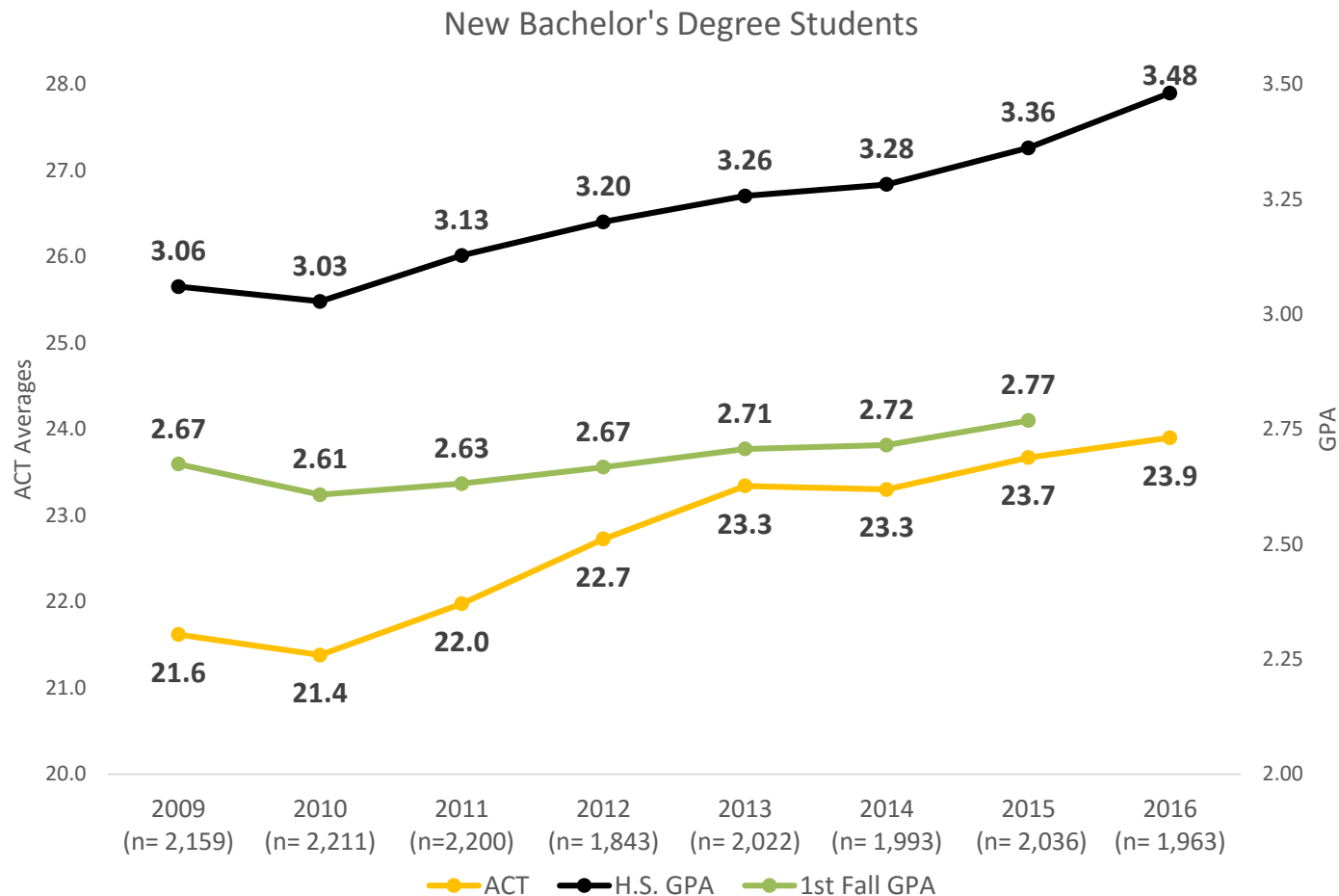


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Greek Life				
Fall 2015	137	81.8%		
Fall 2014	130	86.8%	73.8%	
Fall 2013	137	80.9%	65.4%	62.8%
Campus Recreation				
Fall 2015	581	76.9%		
Fall 2014	505	70.7%	57.2%	
Fall 2013	502	n/a	55.3%	53.2%
2+ Co-curricular Activities (not including Housing)				
Fall 2015	32	84.4%		
Fall 2014	55	n/a	67.3%	
Fall 2013	57	n/a	58.2%	52.6%

# ACT increases: Flat first fall GPA

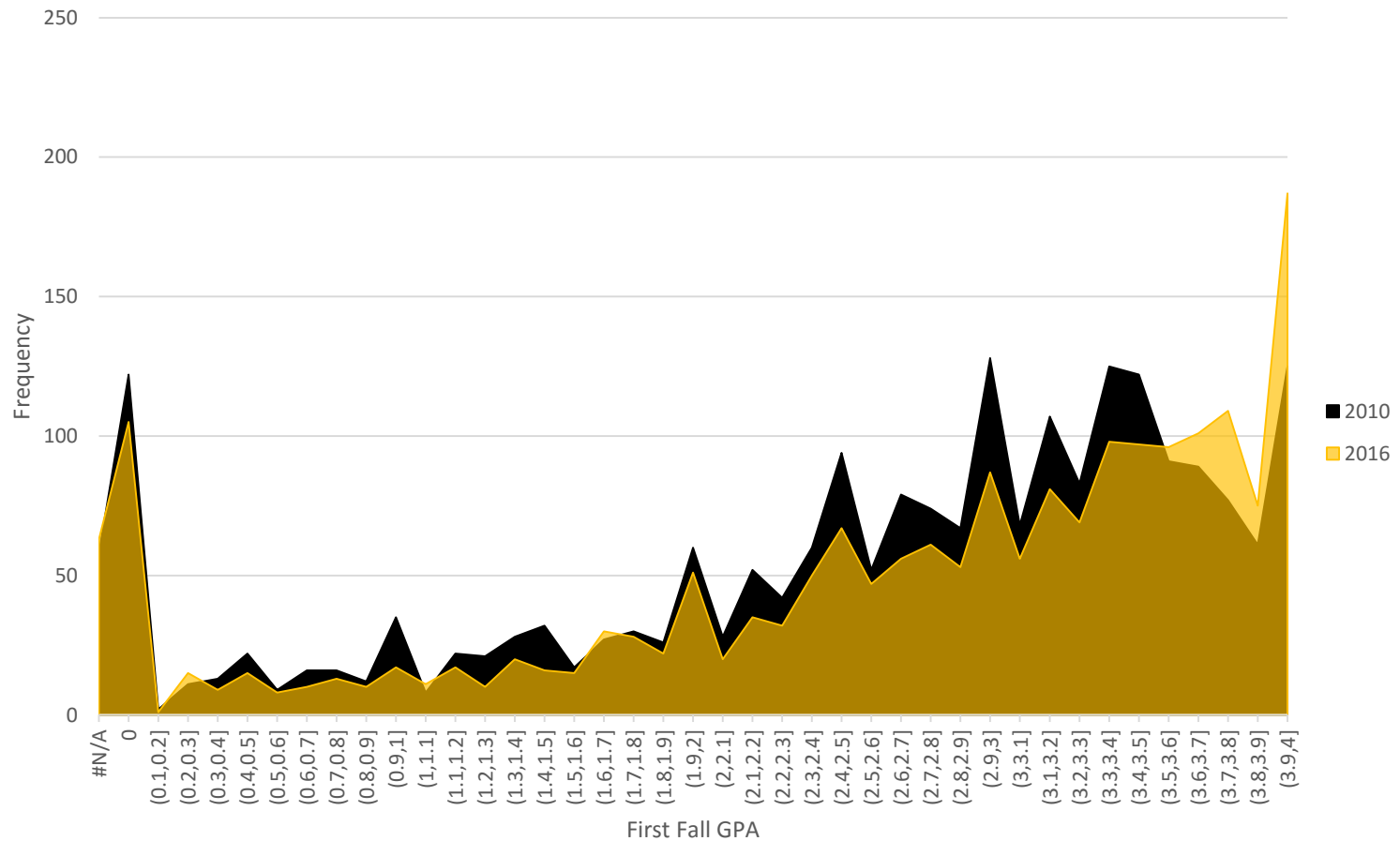
- See the focused increases in ACT composite scores. This has also led to increases in H.S. GPA. However, first fall GPA appears flat.





# First Fall GPA Trend: 2010 vs. 2016

First Fall GPA Trend - 2010 vs. 2016 B-Cohorts



Cohort	N	HS GPA	ACT	Fall GPA (w/o #N/A)	Fall GPA (#N/A = 0)	Median GPA (incl. #N/A)
2010	2,211	3.03	21.4	2.61	2.54	2.87
2016	1,963	3.48	23.9	2.74	2.65	3.00

# Pathfinders in A-Cohorts – Overall Retention

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A-Cohorts	N	Retained 1 <sup>st</sup> Spring	Retained 2 <sup>nd</sup> Fall	Retained 3 <sup>rd</sup> Fall	Retained 4 <sup>th</sup> Fall
Fall 2015 Cohort	144	77.8%	49.3%		
Fall 2014 Cohort	124	69.6%	48.8%	37.9%	
Fall 2013 Cohort	141	71.6%	51.8%	37.6%	31.9%

# Summary of Findings

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## ***Indicators of Higher Retention for Pathfinder A-Cohorts:***

- Students who are not first generation
- Students who earn 19+ hours (including DE) the first year, with even higher retention for those earning 25+
- Students who engage in co-curricular programs (Greek Life, ROCKS, LAMP, Campus Rec)

## ***Indicators of Lower Retention for Pathfinder A-Cohorts:***

- First generation students
- Students receiving Pell Grants (low income)
- Students on warning or probation in first year
- Students earning less than 19 hours in first year (including DE)

# Summary of Findings

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## *Indicators of Higher Retention for B-Cohorts:*

- Students with higher HS GPAs (3.3+)
- Students previously a School-Based Scholar
- Students who are not First Generation
- Students receiving merit scholarships
- Students who earn at least 16+ hours in first year, with even higher retention for those earning 30+ hours
- Students living in campus housing
- Students who engage in co-curricular programs (Greek Life, Fresh Start, ROCKS, LAMP, Athletics, Campus Rec)

# Summary of Findings

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## *Indicators of Lower Retention for B-Cohorts:*

- First Generation students
- Students with lower HS GPAs (<3.3)
- Students receiving Pell Grants (low income)
- Students who are placed on academic warning or probation during the first year
- Students earning less than 16 hours
- Selected Majors with > 99 at entry:
  - COEHS Majors/pre-majors (66.2% retention)
  - COAS undeclared majors
  - Norse Advising undeclared majors



# National Survey of Student Engagement (NSSE): College Comparisons

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May 5<sup>th</sup>, 2017



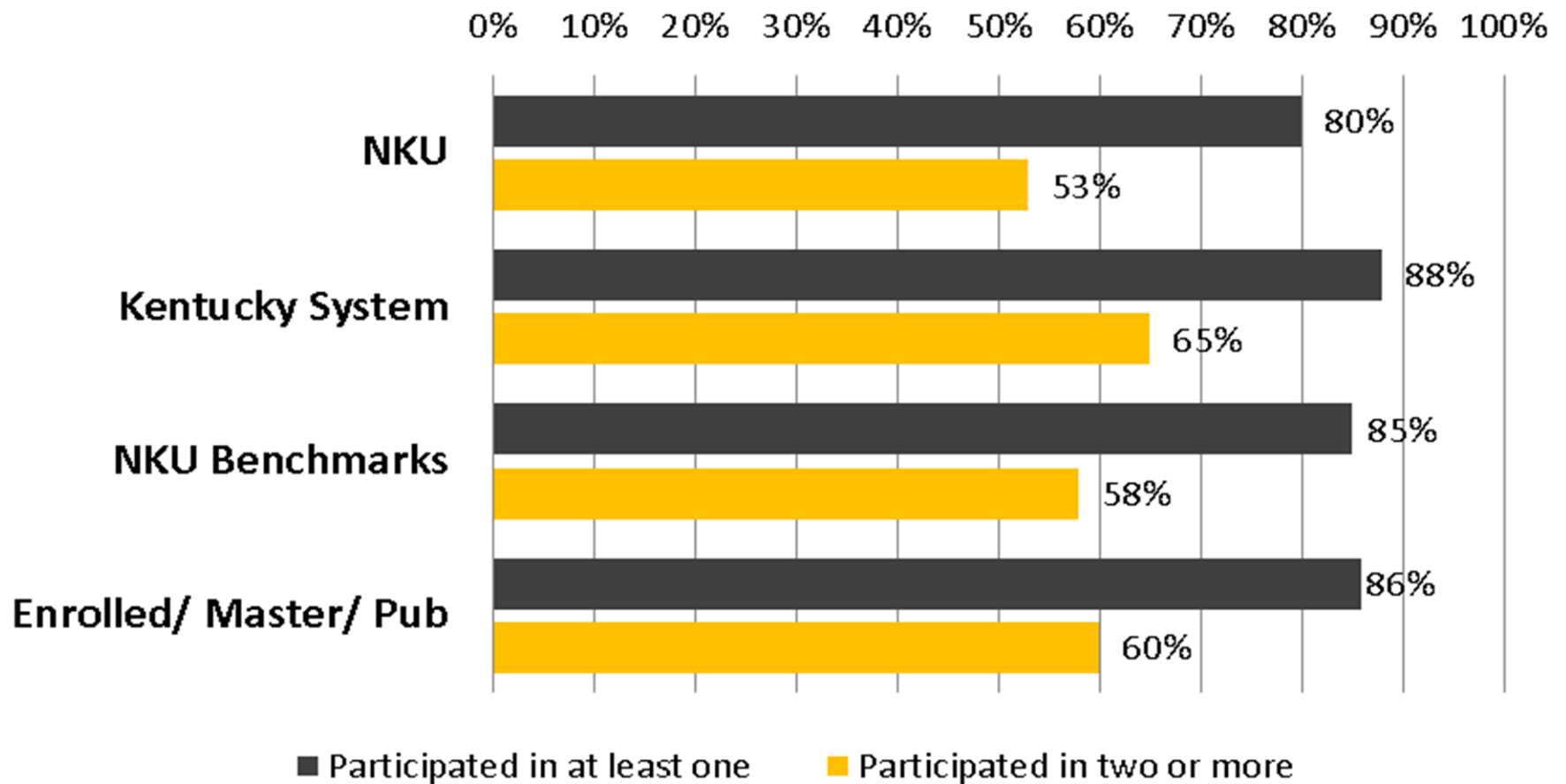
# **National Survey of Student Engagement (NSSE): College Comparisons**

- Comparisons of the experiences of First Year and Seniors by College
  - High Impact Practices
    - Learning Community (FY and SR)
    - Service Learning Component in Curriculum (FY and SR)
    - Research with Faculty (FY and SR)
    - Internship or Field Experience (SR)
    - Study Abroad (SR)
    - Culminating Senior Experience (SR)
  - Student Behaviors
  - Student Perceptions

# NSSE Institutional Comparisons:

## High-Impact Practices

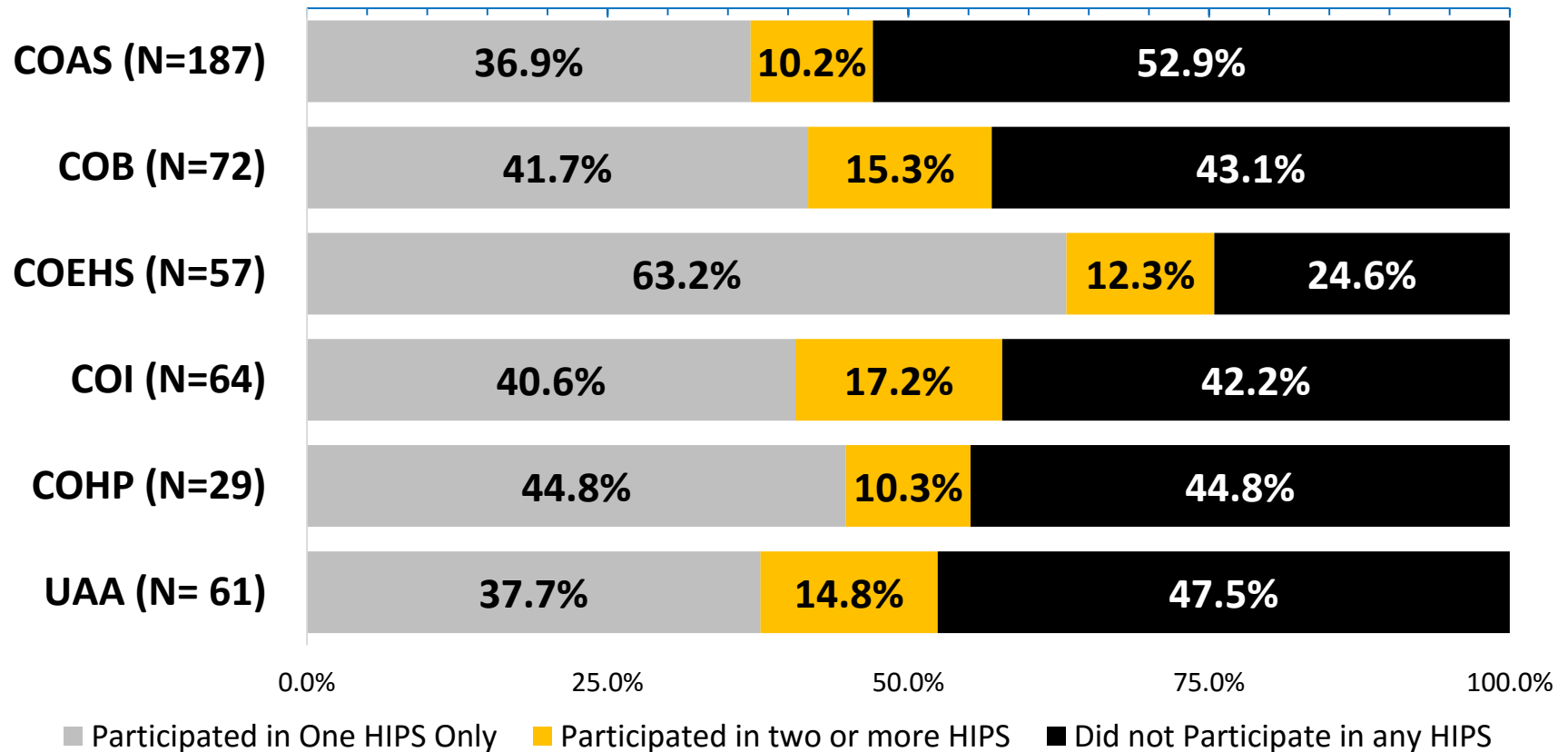
### High-Impact Practices: Overall





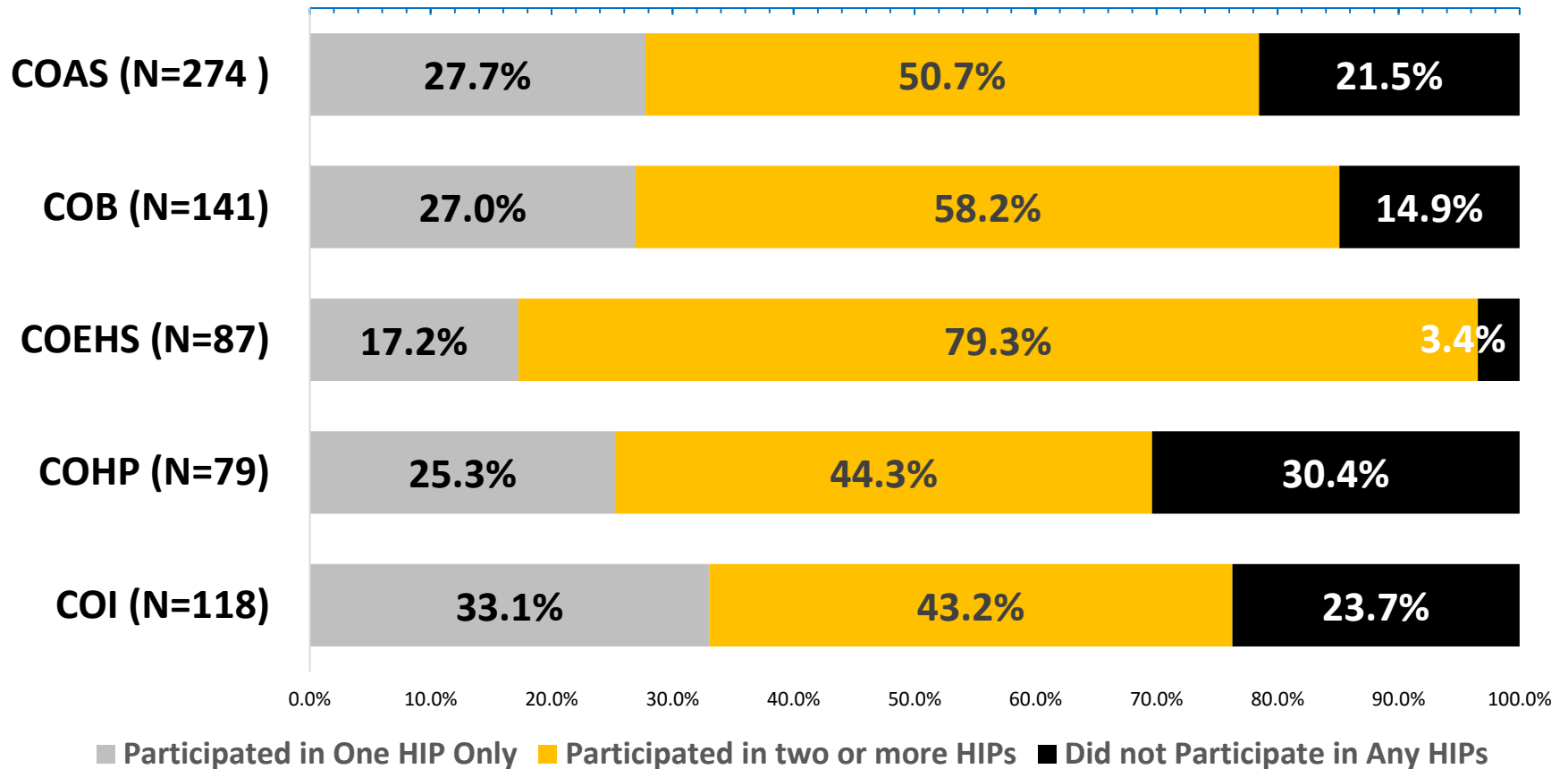
# Overall Participation in HIPs by College

## First-year



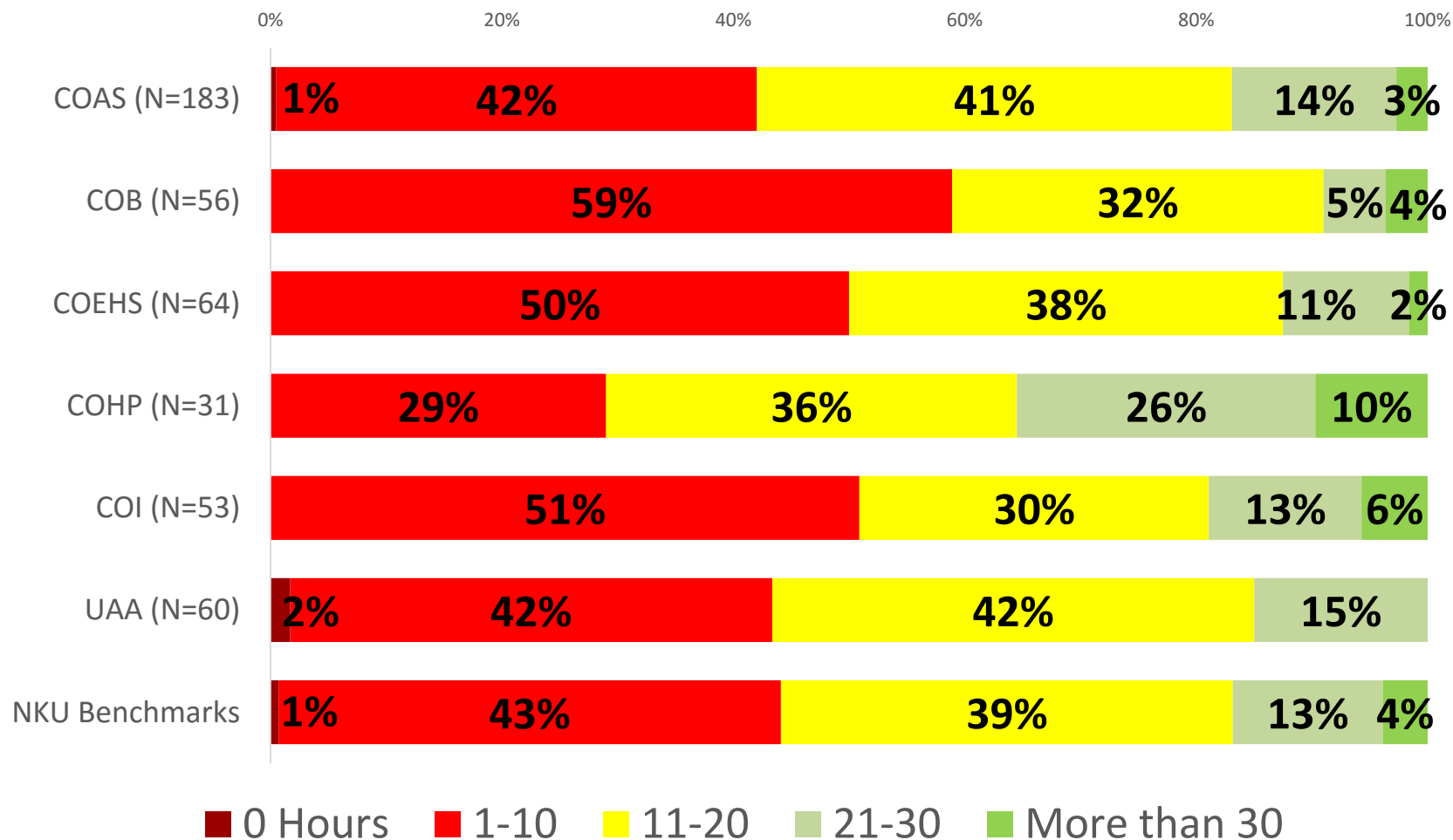
# Overall Participation in HIPs by College

## Seniors



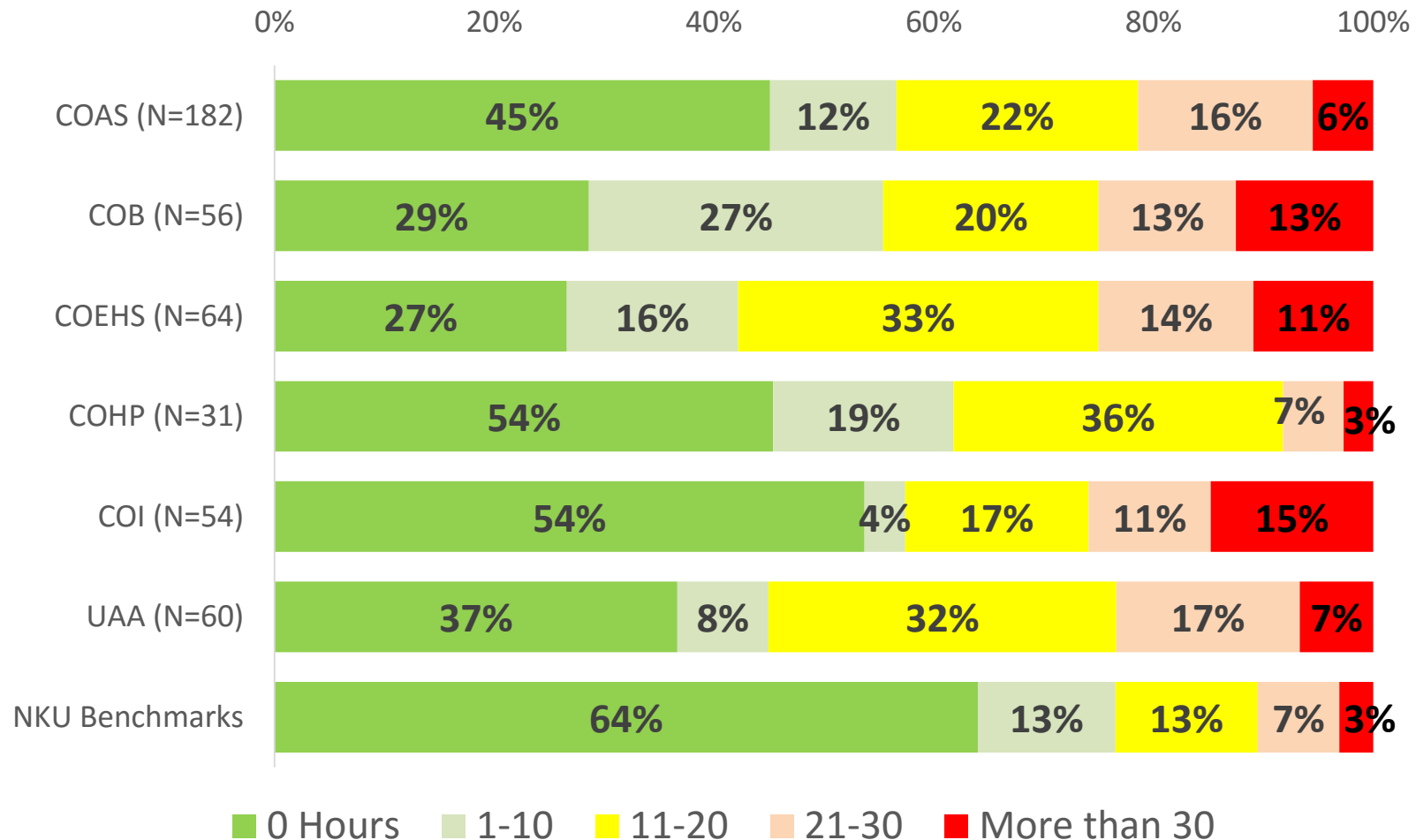
# Hours Per Week Preparing for Class

## First-year



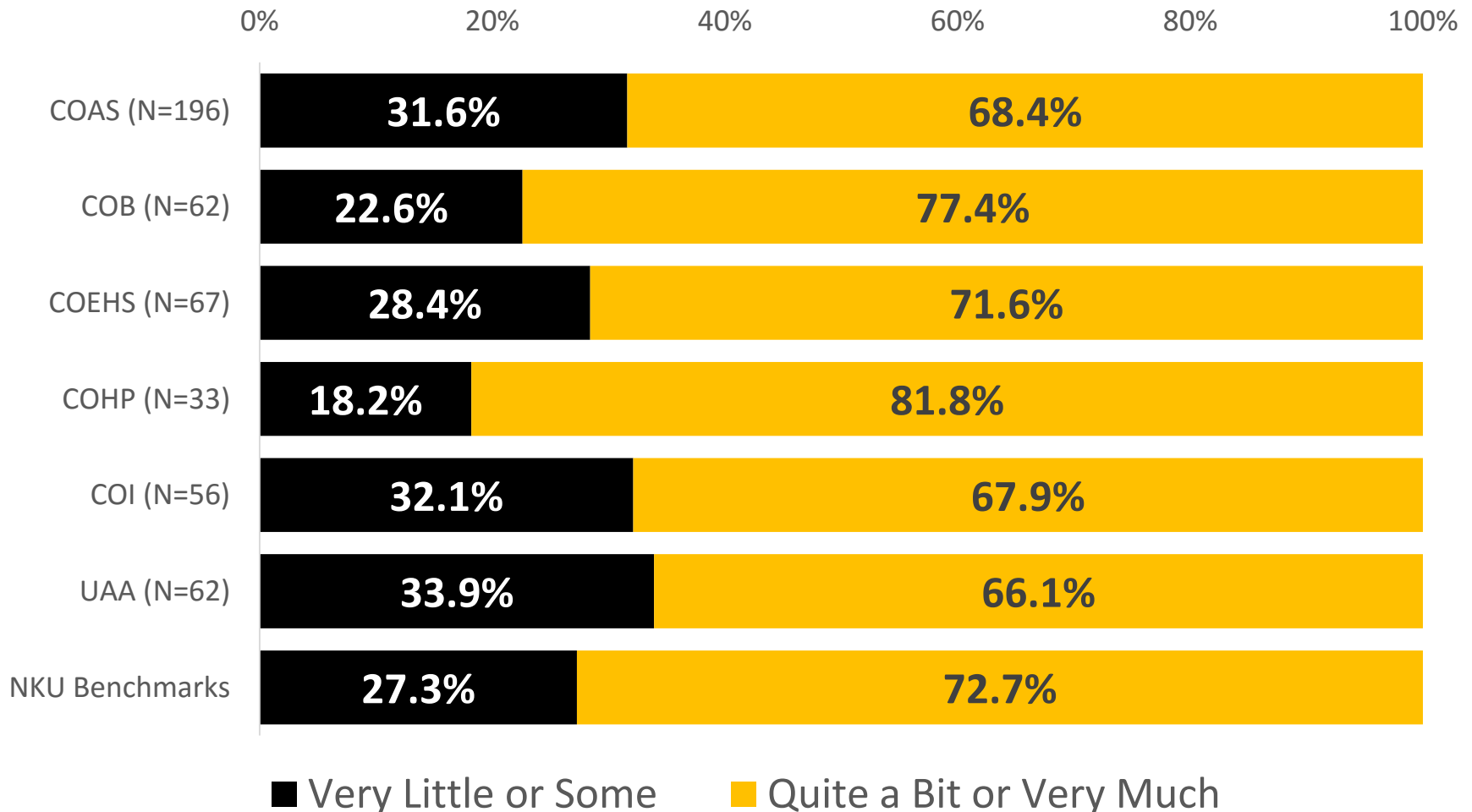
# Hours Per Week Working for Pay Off Campus

## First-year

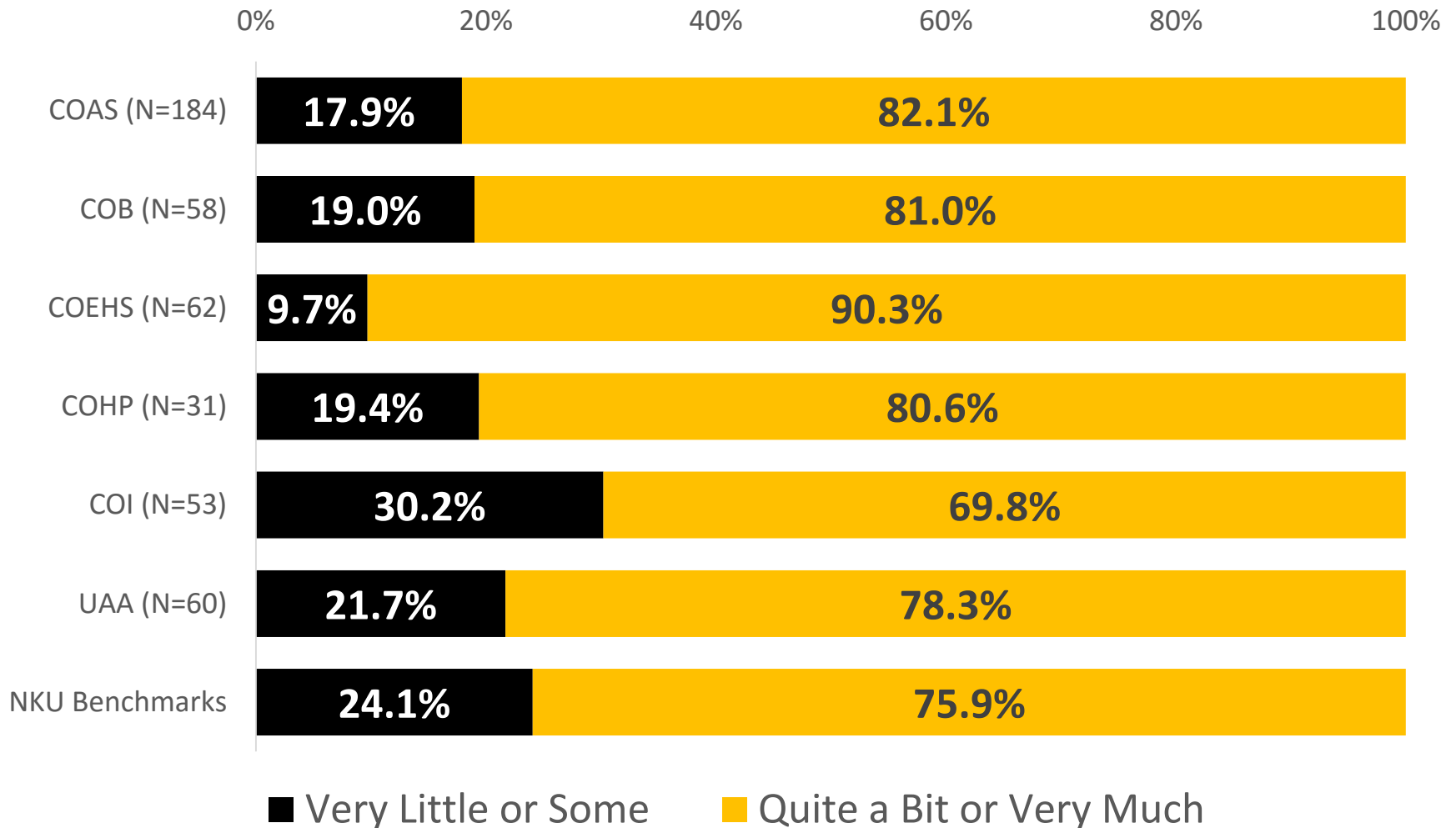


# During the current school year, about how often have you had *Discussions with People of a Race or Ethnicity Other Than Your Own*

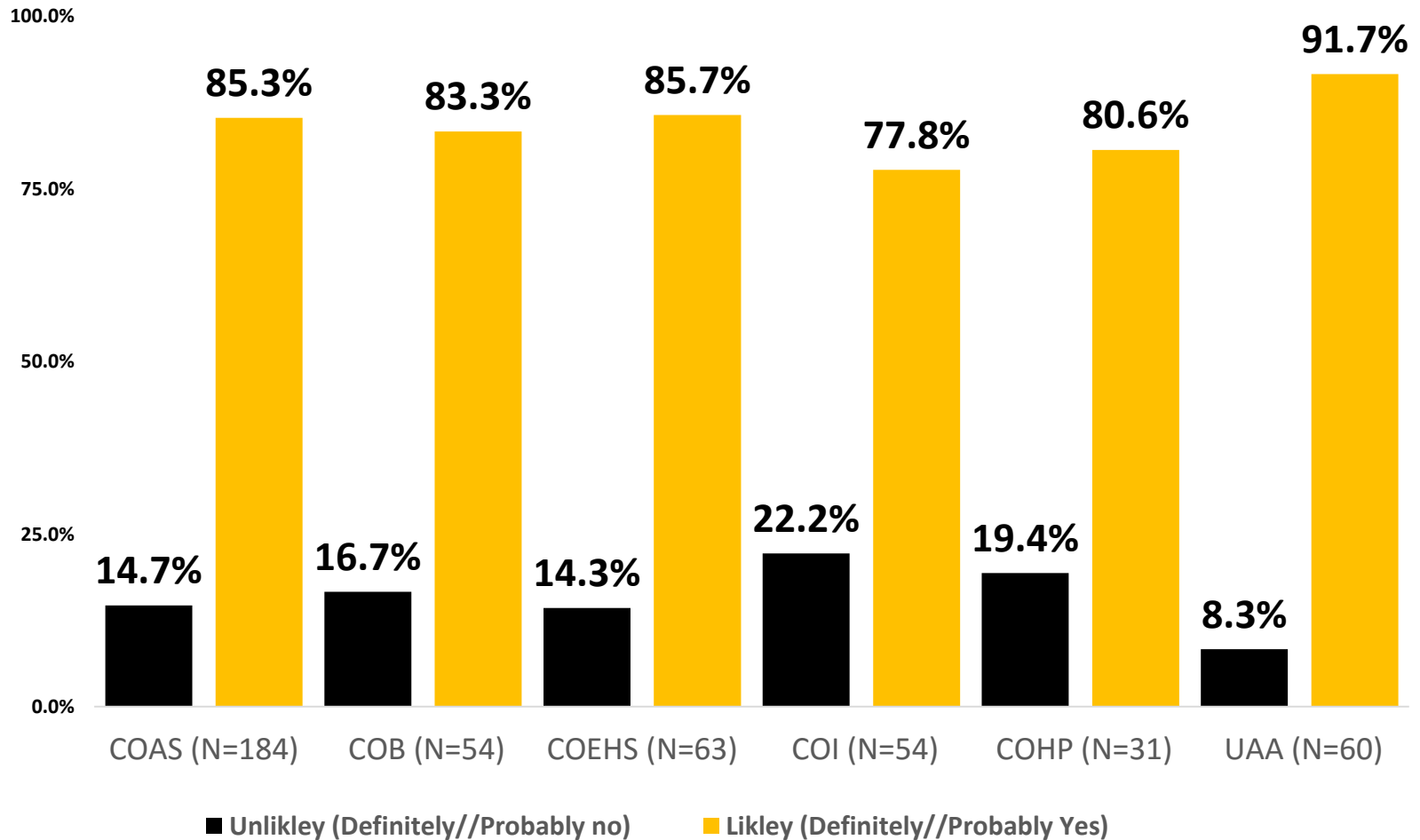
## First-year



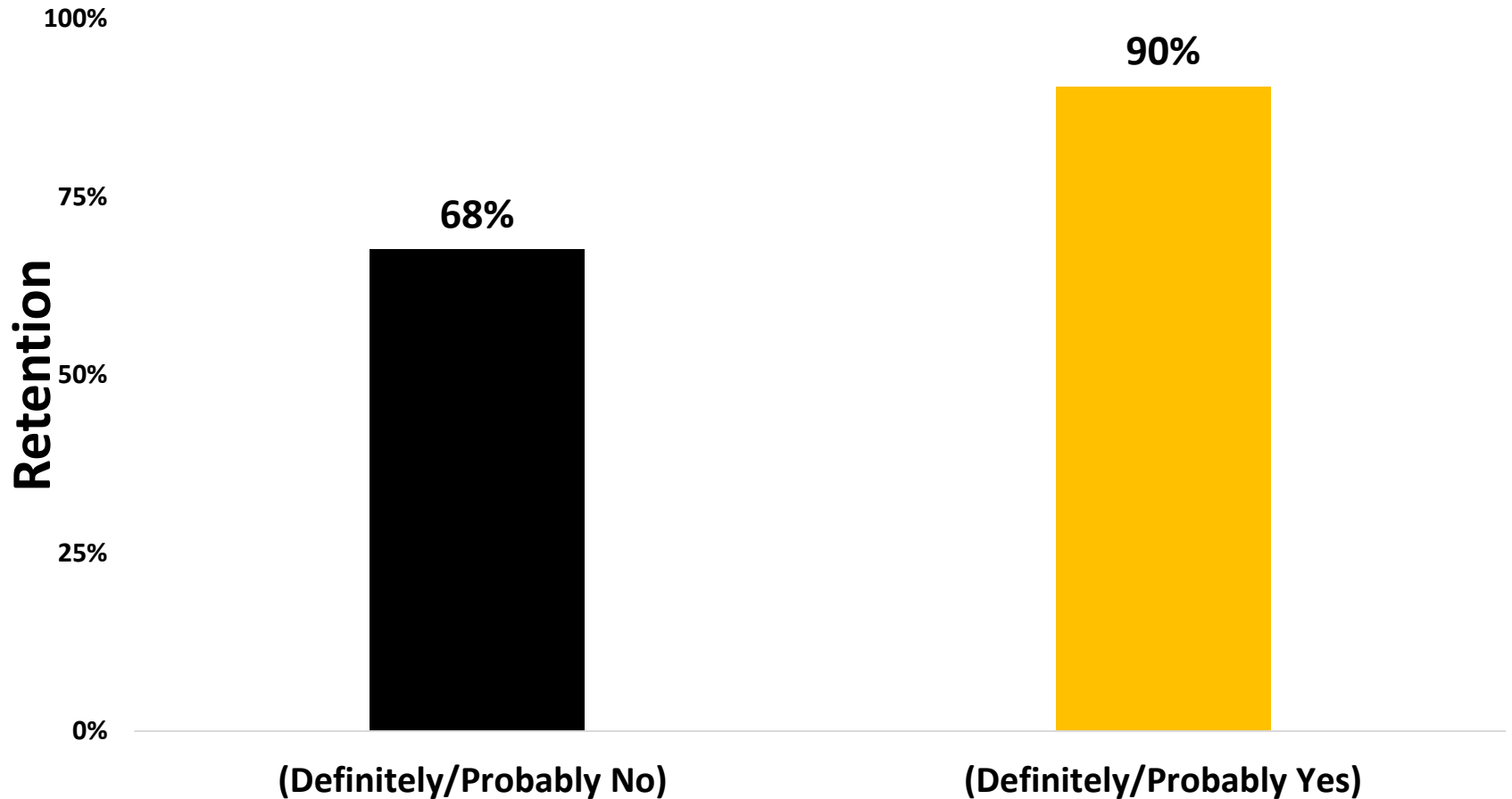
# How much does your institution emphasize *Providing Support to Help Students Succeed Academically* First-year



# If You Could Start College Over, Would You Go to NKU? Returned the Following Semester

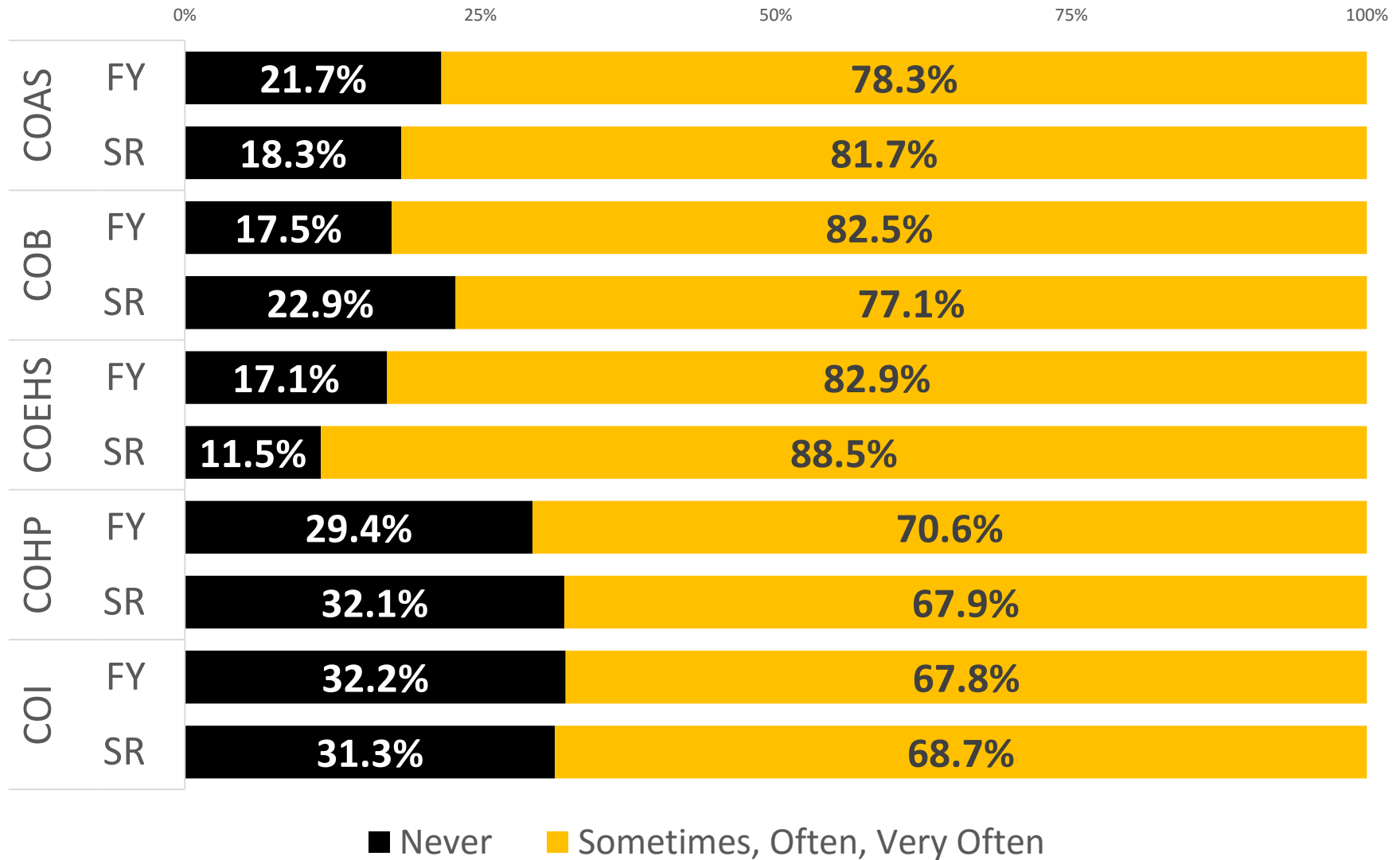


If a student said they wouldn't start over at NKU, how likely were they to return the follow fall?



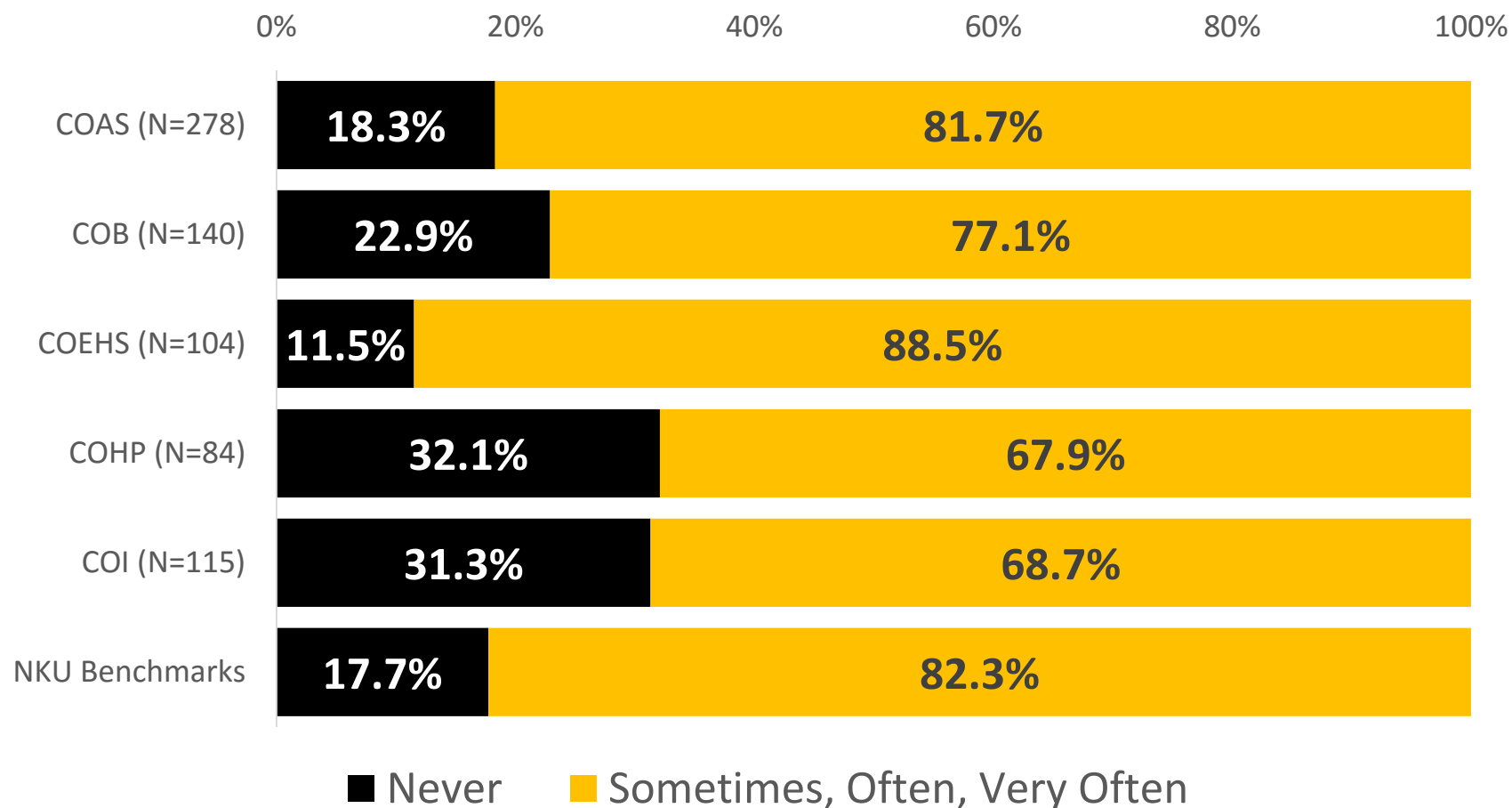


# During the current school year, about how often have you *Discussed Academic Performance with a Faculty Member*

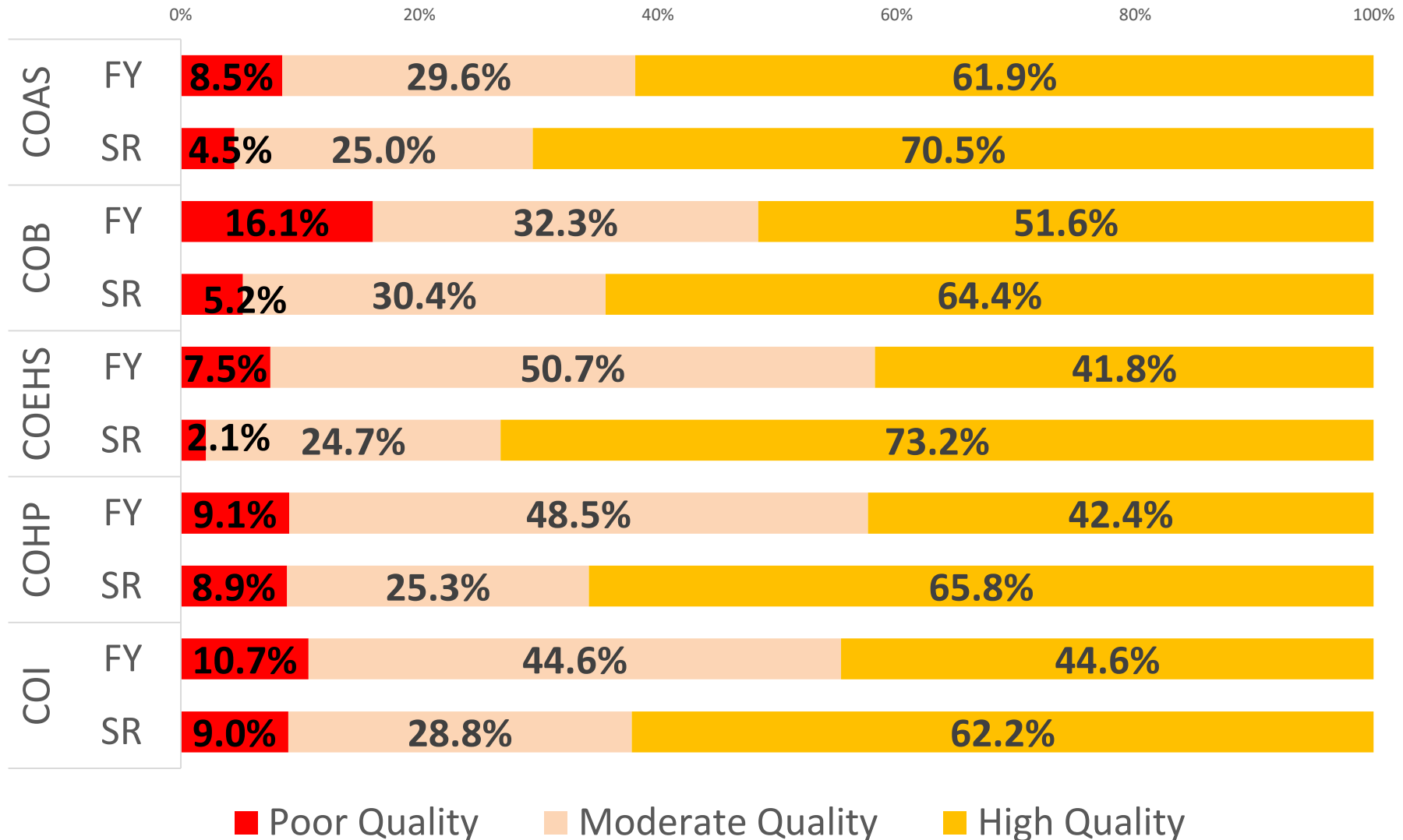


# During the current school year, about how often have you *Talked about Career Plans with a Faculty Member*

## Seniors

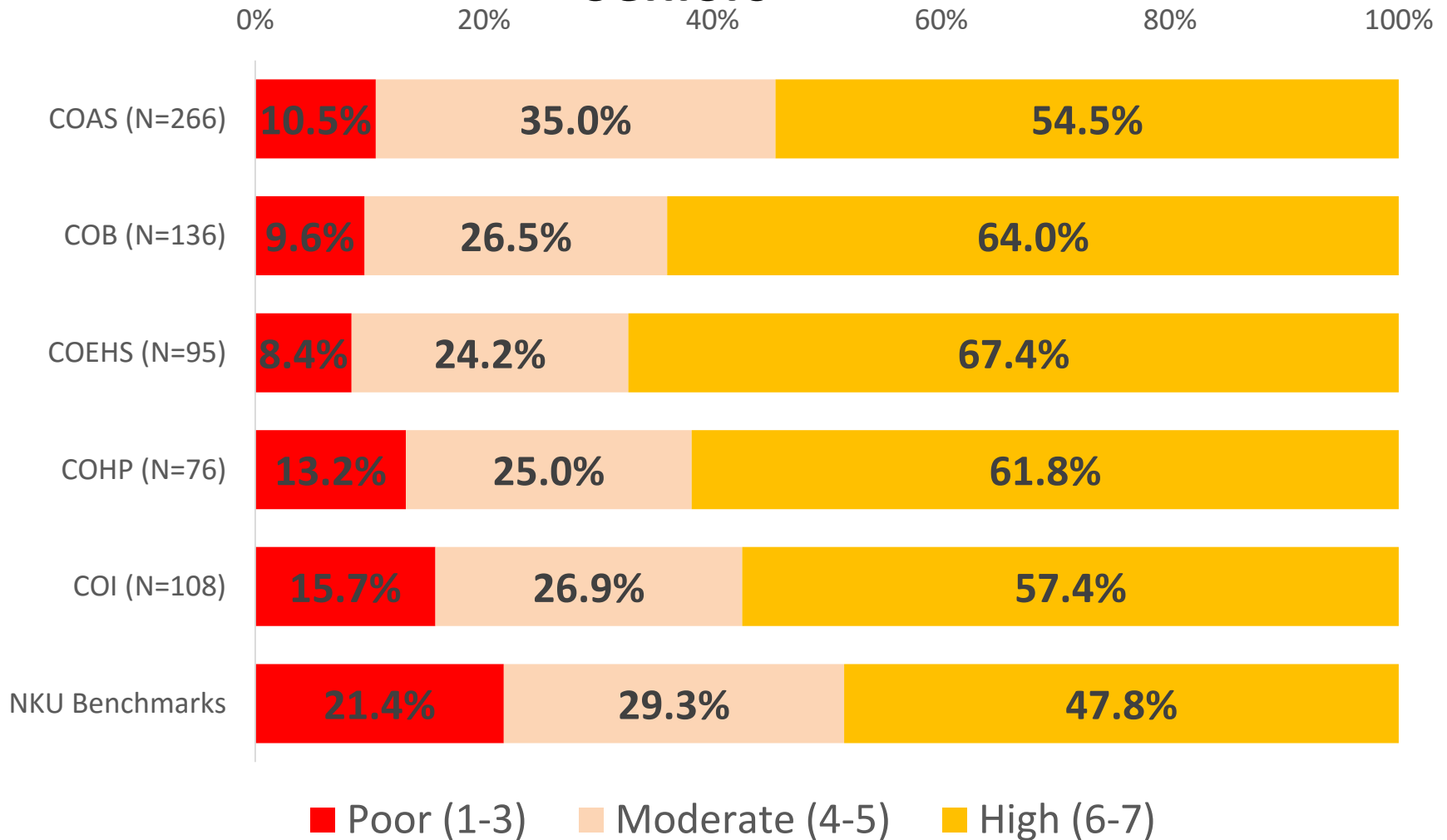


# Indicate the quality of your interactions with *Your Faculty*



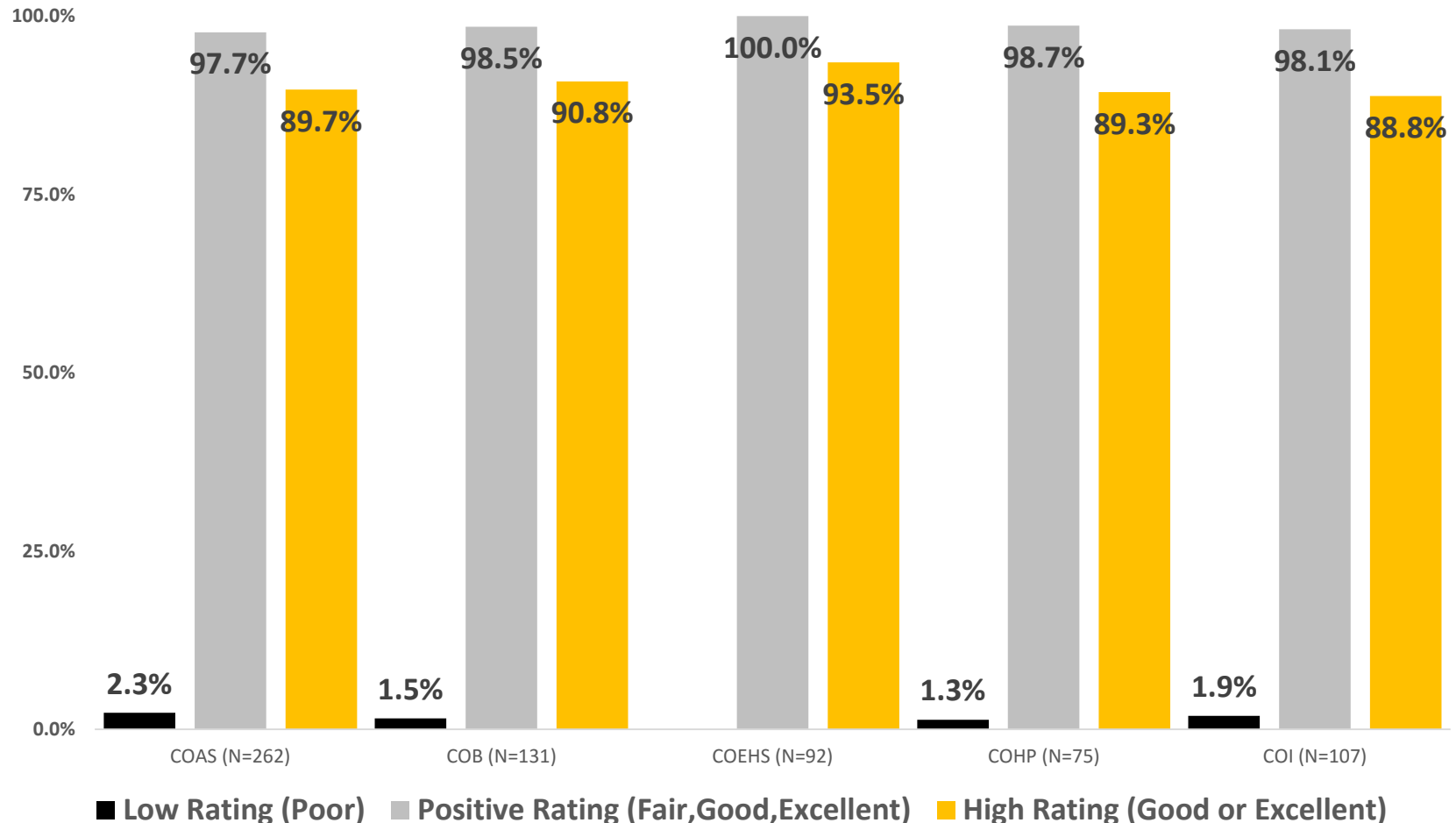
# Indicate the quality of your interactions with *Academic Advisors*

## Seniors



# How would you evaluate your entire educational experience at NKU

## Seniors



# Summary

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- NKU students participate in fewer HIPs than students at comparative institutions; COEHS students most likely to participate in HIPs
- Noticeable differences are seen between colleges on questions concerning faculty, curriculum, and student support
- Students who indicated they would choose NKU if starting over were more likely to return the following fall
- Even though some seniors indicated poor to moderate quality of interactions with faculty, over 97% to 100% of seniors from each college evaluated their entire NKU experience as positive