

CREATING & EXECUTING A HIGHLY EFFECTIVE RETENTION STRATEGY

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PHAROS RESOURCES

Overview: The most expensive student an institution recruits is the one they lose. Keeping mission-fit students and empowering student success are as important as effective recruiting. How does this work and what are the vital parts of a comprehensive campus retention plan that produces consistent results — graduates!

8:00 – 8:15

Welcome & Instructions

8:15 – 9:30

SESSION 1 — IDENTIFY AT-RISK STUDENTS — STEP ONE

Overview: Retention begins with early identification. It's both art and science. Sharpen your retention eyes and you are off to the right start. Let's start by sharpening your . . .

- ▶ Understanding and identification of leading & lagging indicators
- ▶ Thinking through the examples — and how they apply to you
- ▶ Grasp of the nature and weight of success debt
- ▶ Use of data analytics and predictive modeling to give actionable information

9:30 – 10:15

Refreshment Break — Regency Foyer

10:15 – 11:45

SESSION 2 — DEVELOPING A STUDENT-SUPPORT CULTURE THAT CONNECTS — STEP TWO

Overview: Connection combined with engagement is the secret sauce of the retention success. A comprehensive strategy makes this intentional and effective. Leaders who . . .

- ▶ Understand the power of connection — our hard-wiring
- ▶ Have the tools, people and processes to facilitate meaningful connections
- ▶ Help students experience a sense of belonging — without exception
- ▶ Communicate the campus commitment of each student's success

12:00 – 1:00

Buffet Lunch — Regency Foyer

1:00 – 2:15

SESSION 3 — BECOMING A SOLUTION ORIENTED CAMPUS — STEP THREE

Overview: After identifying systemic or acute factors that make student success difficult and creating meaningful connections — now you're ready to do the hard work: solve retention problems. It's not if these will happen — it's what, when, and how we are ready to solve them.

- ▶ Identify your barrier processes — found in every institution
- ▶ Break down silos and barriers to serve students holistically
- ▶ Establish campus-wide collaboration and problem solving
- ▶ Become more flexible and creative for student intervention

2:15 – 3:00

Refreshment Break — Regency Foyer

3:00 – 4:15

SESSION 4 — MEASURE YOUR RETENTION SUCCESS – STEP FOUR

Overview: Telling your story of retention success is impossible without accurate measurements. The government, public, parents and responsible students all call for exemplary outcomes. Its part of our stakeholder accountability. What should this include?

- ▶ Five vital outcomes to measure and weigh
- ▶ Tying your measurements to your accreditation needs
- ▶ Assessment of what's working . . . and not – prompting change
- ▶ Tapping the potential of digital tracking software – high efficiency
- ▶ Celebrating retention success stories and staff who prompt student success

4:15 – 4:30

Wrap Up

6:00 – 8:30

**CONNECTIONS DINNER — SAK COMEDY LAB — Sponsored by Columbia International University
Ballroom B/C/D**