

Sample Applicant Name

Sample Applicant Title

Sample Applicant Institution

## PROJECT DESCRIPTION

Sample Institution currently requests retention plans and reports from its colleges and departments; however, the institution has neither a common structure nor plan for this process. As retention has strong connections to the Sample Institution Strategic Plan, Sample Institution must develop a consistent and measurable process for retention planning and reporting across campus. For their AASCU Emerging Leaders Program project, Sample Applicant will work with Academic Affairs and the university colleges to develop a strategically aligned and consistent process for retention planning and reporting to include university data analytics and processes.

## BACKGROUND AND RATIONALE

With the passage of the Recent Legislation, the state of Sample State committed itself to a performance-based funding model for its public higher education system. The focus is squarely on improving student outcomes. Sample Institution has proactively addressed student outcomes, weaving student success deeply into the university's institutional strategic plan, and thereby led the state in performance funding for the past few years. Student retention will directly affect the university's continued success through the remainder of the 2015-2020 Outcomes Based Formula Funding period and beyond.

## PLAN OF ACTION

- I. Address existing retention plans, processes, and reporting practices
  - a. Identify common processes and practices
  - b. Examine current methods for measurement and evaluation of retention plans and processes
  - c. Assess and prepare reports on recent and current retention rates by demographic sets to determine where retention rates are low
  - d. Evaluate the current success rates of existing programs and plans
- II. Review the literature on retention processes, planning, and assessment at similar institutions
- III. Develop common metrics for retention planning and success measures
  - a. Propose a common set of guidelines for identification, development, and implementation of retention plans and processes to be shared across the campus/colleges
  - b. Establish a set of common demographics to be measured when reviewing and approving retention plans
  - c. Identify a common rubric system for assessing retention plans to determine feasibility
  - d. Pilot test the common metrics plan on a minimum of two proposed retention projects/plans
- IV. Develop common metrics for evaluating and assessing student success and retention rates
  - a. Propose a common set of guidelines for assessment and retention rates
  - b. Establish a set of common demographics to be measured when evaluating retention projects and processes
  - c. Identify a common rubric for assessing retention and student success rates
  - d. Pilot test the common metrics plan on a minimum of two proposed retention projects/plans
- V. Develop communication plan for sharing the new planning and assessment process

## POSSIBLE PITFALLS

This project may face the following challenges:

- A single plan for the university must address diversity among the colleges. Sample Institution has a large College of Arts & Sciences and several smaller colleges with professional programs: the College of Business Administration, the College of Engineering and Computer Science, and the College of Health, Education, and Professional Studies.
- The departments and their faculty members may resist new plans addressing student advising and retention.
- IR and IT must provide timely data and robust tools for departments and colleges to assess their standing and plan future changes.
- Institutional changes (leadership, enrollment, funding, etc.) may necessitate changes in the type of plan developed.