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## **SWOSU Retention Plan: Fall 2019 Update**

Southwestern Oklahoma State University

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# SWOSU RETENTION PLAN

UPDATED FALL 2019

The following pages represent the update of the Retention Plan constructed in 2015, with specific measures dedicated to retention, persistence, and completion. The plan was constructed by Associate Provost Dr. Joel Kendall, Assessment Center Director Jan Kliwer, and the SWOSU Retention Council:

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# SWOSU RETENTION COUNCIL

## RETENTION, PERSISTENCE, AND GRADUATION

### DEFINED GOALS

#### RETENTION

(first year to second year)

Current (spring 2019).....65.5%  
**Retention Plan Goal.....67.0%**  
 Long-Range Goal.....75.0%

#### PERSISTENCE

(first semester to second semester)

Current (spring 2019).....82.6%  
**Persistence Plan Goal .....88.5%**  
 Long-Range Goal.....90.0%

#### COMPLETION

(six-year graduation rate)

Current (spring 2019).....40.0%  
**Completion Plan Goal.....40.5%**  
 Long-Range Goal.....45.0%

### INFORMATION COLLECTED

IPEDS Graduation and Retention Information

SWOSU Fact Book: Overall Retention and Graduation Rates

SWOSU Fact Book: Program Retention and Graduation Rates

NSSE: Advising and First Year Experience (2016-2018)

Probation and Suspension Rates

DFWI Reports from IR and Registrar

Freshman Data Report (2016)

Three Pillars Evidence Report (2016)

Remediation Evidence Report (2015)

Degree Program Outcome Five-Year Reports

2010 Comprehensive Visit Final Evaluator Recommendations

Institutional Effectiveness Survey

ETS Proficiency Profile Reports

Exit Survey for Graduates

Program Level Accreditation Reports

### CHANGES BASED ON DATA (Current and future efforts)

Program level changes based on five-year reports

College Success course for incoming freshmen

Early Alert Report system for students with Ds and Fs

Office of Retention Management strategies and personnel

Expanded tutoring: Upswing/Writing Center/departments

Three Pillars quality initiative

Changes within Freshman Orientation course

Visit from Lumina advising consultant (2016)

Academic Bridge Program/Support Courses

Co-Curricular Programs (i.e. Service Learning)

Re-alignment of financial aid strategies

Advising Center for undecided majors

Expansion of orientation class to full semester

Student Success Center through Title III grant

Southwestern Instructional Excellence Academy

*(bolded red type  
indicates links to  
Retention Council  
initiatives)*

# SWOSU RETENTION COUNCIL

## TYING THE COUNCIL'S EFFORTS TO THE STRATEGIC PLAN

### MISSION STATEMENT

Southwestern Oklahoma State University **supports students** and community through its integration of **effective teaching**, scholarly and creative endeavors, and civic engagement.

### MISSION STATEMENT NARRATIVE

Southwestern Oklahoma State University accomplishes its mission through:

- 1) Ensuring a safe, accessible, non-discriminating, **nurturing** learning environment;
- 2) **Preparing students to be leaders and responsible citizens;**
- 3) Cultivating cultural, intellectual, and economic development for the local, national, and global community;
- 4) **Providing strong programs of study leading to a variety of degrees, from associate to doctoral;**
- 5) Strengthening the University's areas of study, nationally-accredited programs, **general education curriculum, service learning, and experiential learning activities;**
- 6) **Giving students opportunities to engage in research and creative activities in order to develop social skills, knowledge, and cultural appreciation, allowing lifelong contribution of students and alumni to society.**

### VALUES STATEMENT

In pursuing the university's mission, SWOSU faculty and staff are guided by a shared commitment to:

- 1) **students, by providing high-quality instruction, involvement, services, scholarly endeavors, creative activities, and service learning.**
- 2) **achievement, by establishing a foundation for student success.**
- 3) knowledge, by pursuing the exchange of ideas, research, and leadership for the public good.
- 4) respect, by fostering a safe, healthy, and diverse intellectual, cultural, and social environment that encourages emotional well-being.

### VALUES STATEMENT NARRATIVE

The Values Statement defines SWOSU's standards in fulfilling its mission. SWOSU values its standing as a premier Oklahoma institution of higher education that meets the needs of the local, state, nation, and global community. **We seek continuous growth in teaching and learning in order to provide a place in which students and faculty thrive personally and academically.** We are dedicated to the economic stability and growth of our region, and we cherish our role as a center for arts, culture, science, and technology. We guide our actions by fairness, honesty and integrity as we meet our obligations through prudent use of the resources entrusted to us.

### VISION STATEMENT

SWOSU will foster an inclusive environment that inspires **intellectual excellence**, responsible citizenship, professional development, and personal growth.

### VISION STATEMENT NARRATIVE

The Vision Statement expresses Southwestern Oklahoma State University's aspirations for the future. As a premier university, SWOSU strives to create an environment for faculty, staff, **student, and graduate success** and public service through a variety of elements:

- **Innovative and academic programs delivered via effective methods ranging from traditional to online;**
- **Continuous improvement of learning through data-informed decisions;**
- **Cultural inclusion and diversity;**
- Expanded international programs and opportunities for international students;
- Community and private sector partnerships;
- Research and creative activities that expand bodies of knowledge and enhance quality of life;
- **Activities and investments that promote ethical, intellectual, professional, and personal growth;**
- Promotion of university and community health and wellness;
- **Management of resources and establishment of new avenues to support and preserve quality programs;** and
- Expansion of alumni relations, recognition, partnerships, and support.

*(bolded red type indicates links to Retention Council initiatives)*

# SWOSU RETENTION COUNCIL

## TYING THE COUNCIL'S EFFORTS TO THE STRATEGIC PLAN

### STRATEGIC GOAL ACTION POINTS

#### GOAL ONE:

Cultivate effective methods to attract, develop, and retain students.

1. **Implement methods to attract students, as evidenced by effective recruitment initiatives**
  - a. Maintain a professional social media position to increase communication and visibility of SWOSU and its resources.
  - b. Increase accessibility of courses, including expansion of course delivery options.
2. **Implement methods to develop students, as evidenced by increased academic support efforts**
  - a. **Expand the Freshman Orientation to a full semester course.**
  - b. **Implement advising and informational methods that will retain a higher percentage of students who begin as Undecided majors.**
  - c. **Design more robust Orientation initiatives for transfer and online students.**
3. **Implement methods to retain students, as evidenced by increased retention rates**
  - a. **Increase counseling resources to help students overcome academic barriers to success.**
  - b. **Increase minority student support programs.**
  - c. **Develop a centralized office for freshman student advising to include alternatively admitted students and sophomore students with remaining subject deficiencies.**
  - d. **Extend communication and support services to incoming freshmen and transfer students for entire first year at SWOSU.**

#### GOAL TWO:

Promote student achievement of educational and professional goals.

1. **Produce graduates who are in demand by employers and graduate/professional programs**
  - a. **Expand 5 C's and an R in programs so that graduates have multiple opportunities in GE and major courses to practice personal and professional skills including communication, collaboration, critical thinking, creativity, and community connection while understanding the relevance of their courses and assignments to the real world.**
  - b. **Continue to update degree programs to reflect current practice and understandings.**
  - c. **Offer ongoing workshops and/or course-imbedded instruction on resume preparation, interviewing skills, etiquette, and job- and internship-seeking skills.**
2. **Provide opportunities for students to engage in High-Impact Practices**
  - a. **Enhance service-learning track designation by increasing the number of service-learning courses and the reporting of service learning hours.**
  - b. **Facilitate effective, accessible, and numerous opportunities for students to engage in internships, study abroad, and undergraduate research.**

#### GOAL THREE:

Provide stewardship of resources necessary to operate excellent programs and services.

1. Increase resources and institutional alignment of the SWOSU Foundation
  - a. Ensure that every Academic and Administrative unit is benefiting from ongoing support from endowed funds by 2027.
  - b. Establish a shared repository of employers that hire SWOSU graduates to optimize relationships with business/industrial partners and potential funding agencies.
2. Increase external funding through faculty and staff support
  - a. Increase the Annual Institutional Grant portfolio by \$5,000,000 by spring 2023.
  - b. Increase the number of and attendance of funding workshops for faculty and staff.
3. Seek methods to improve stewardship of resources
  - a. Strive to implement key suggestions of the three SWOSU Efficiency Committees.
  - b. Develop more efficient use of buildings.

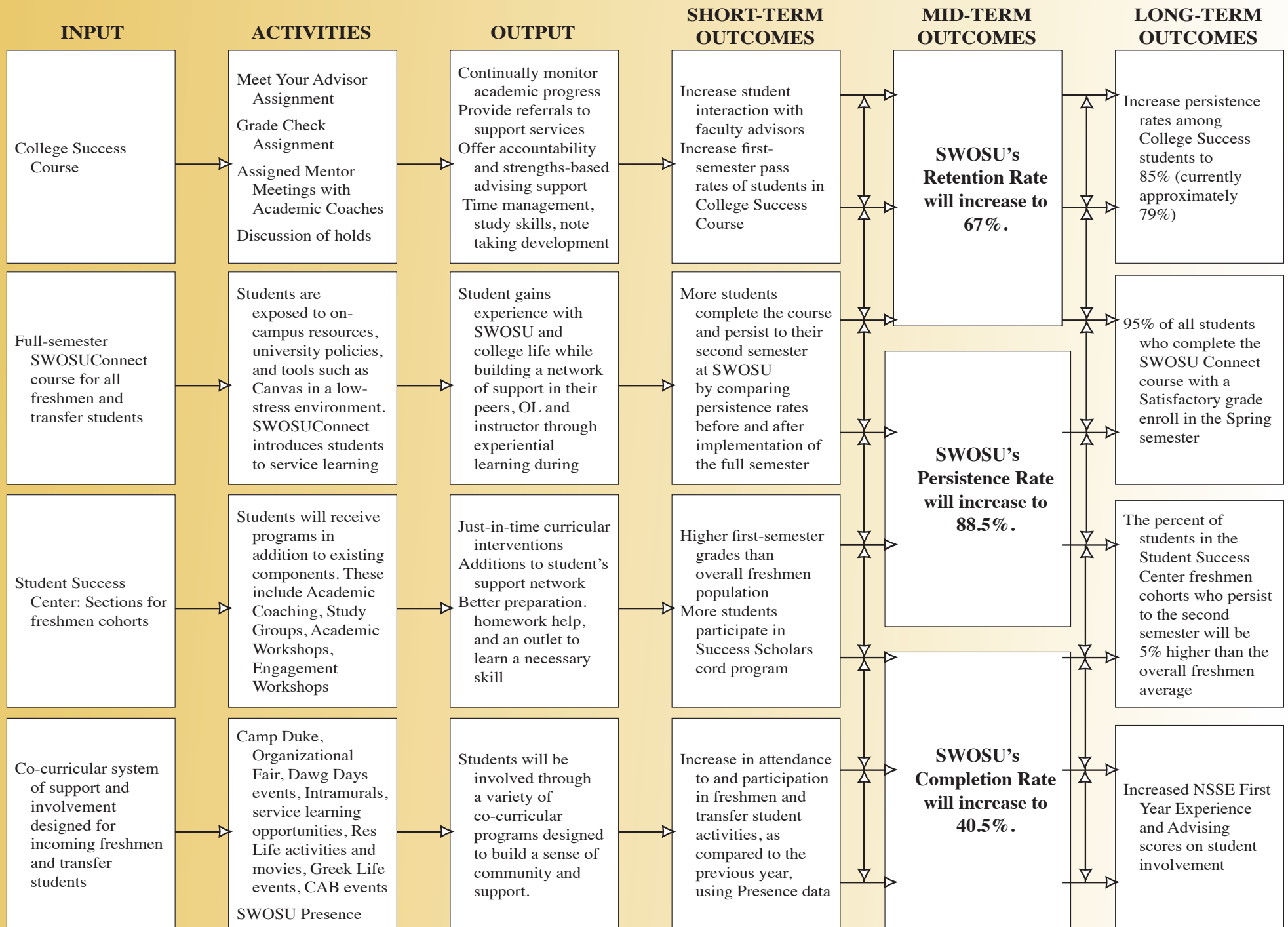
#### GOAL FOUR:

**Foster quality programs that meet the needs of students** and the local, state, national, and global community.

1. **Provide resources for faculty, staff, and administrators**
  - a. Increase salaries for faculty, staff, and administrators to a higher percentage of CUPA averages to attract and retain dedicated staff and scholar-teachers.
  - b. **Coordinate training of all new hires and positions, including department chairs, deans, and administrative assistants.**
  - c. **Expand training and orientation opportunities for new and existing faculty.**
2. Strengthen bonds between the university and the community
  - a. Expand and enhance engagement with community organizations and the private sector
  - b. Coordinate efforts of informing policy makers and the general public about SWOSU's value to the local, state, national, and global community.

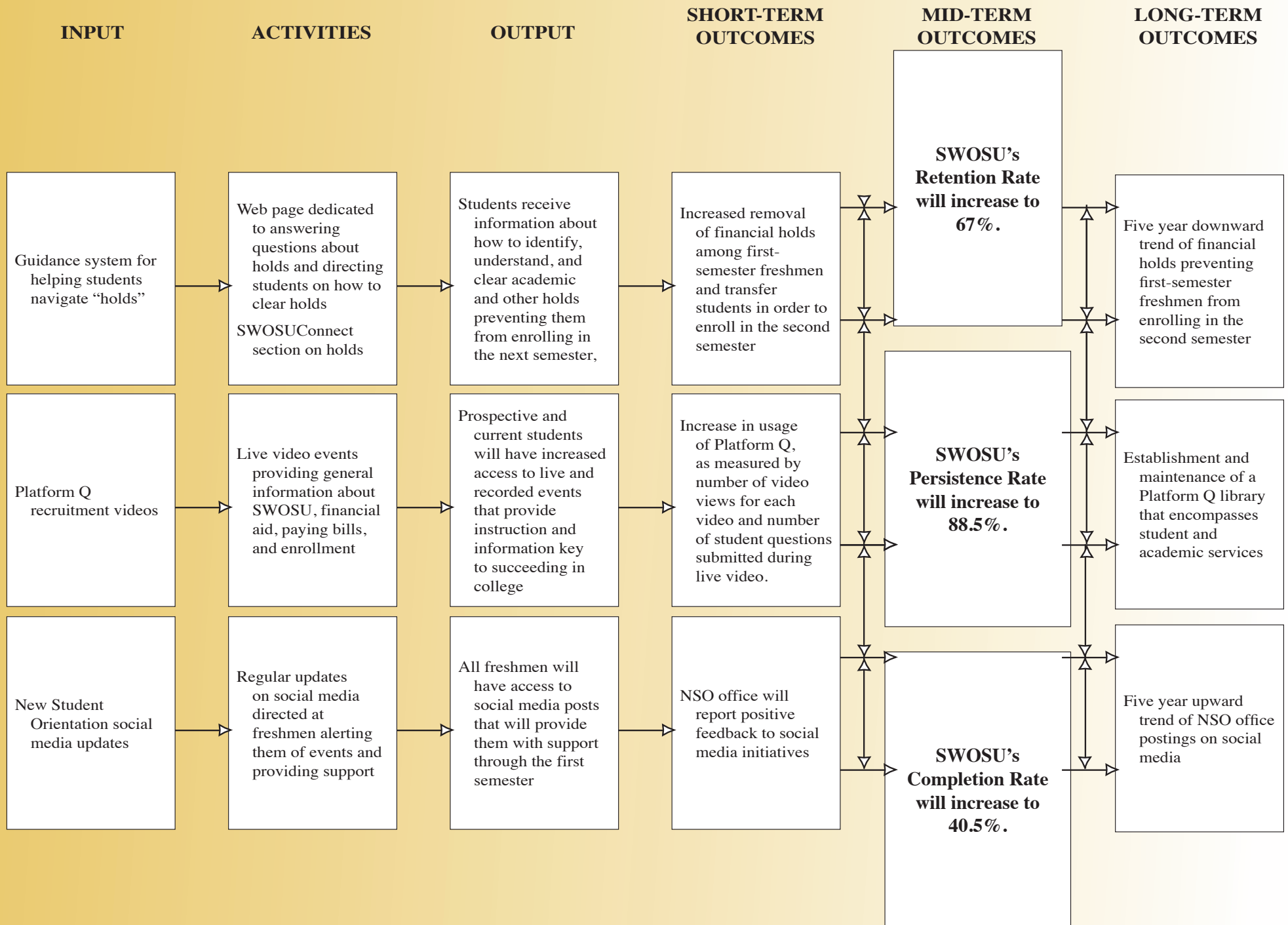
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - PERSISTENCE



# SWOSU RETENTION COUNCIL

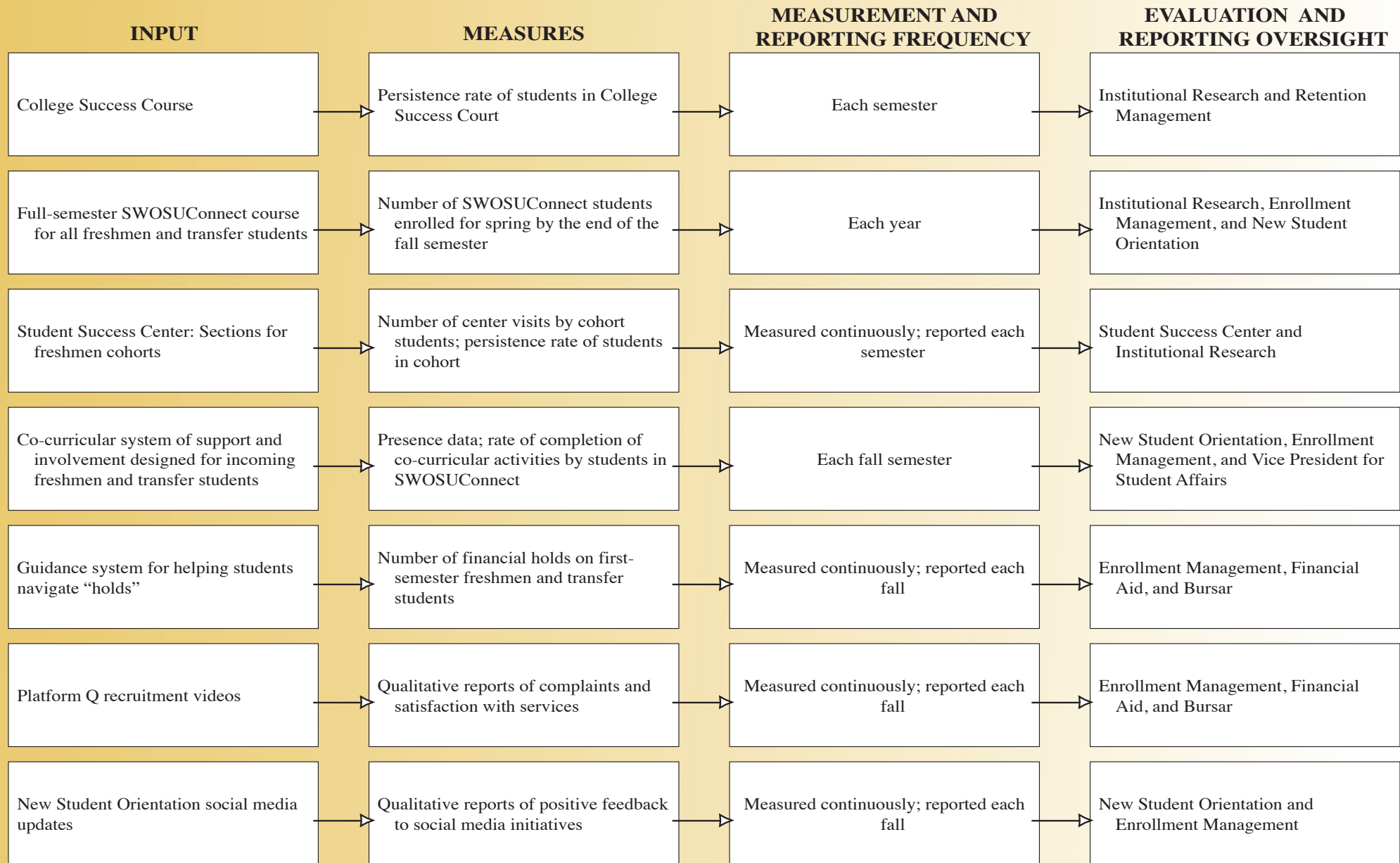
## LOGIC MODEL OF SERVICES - PERSISTENCE





# SWOSU RETENTION COUNCIL

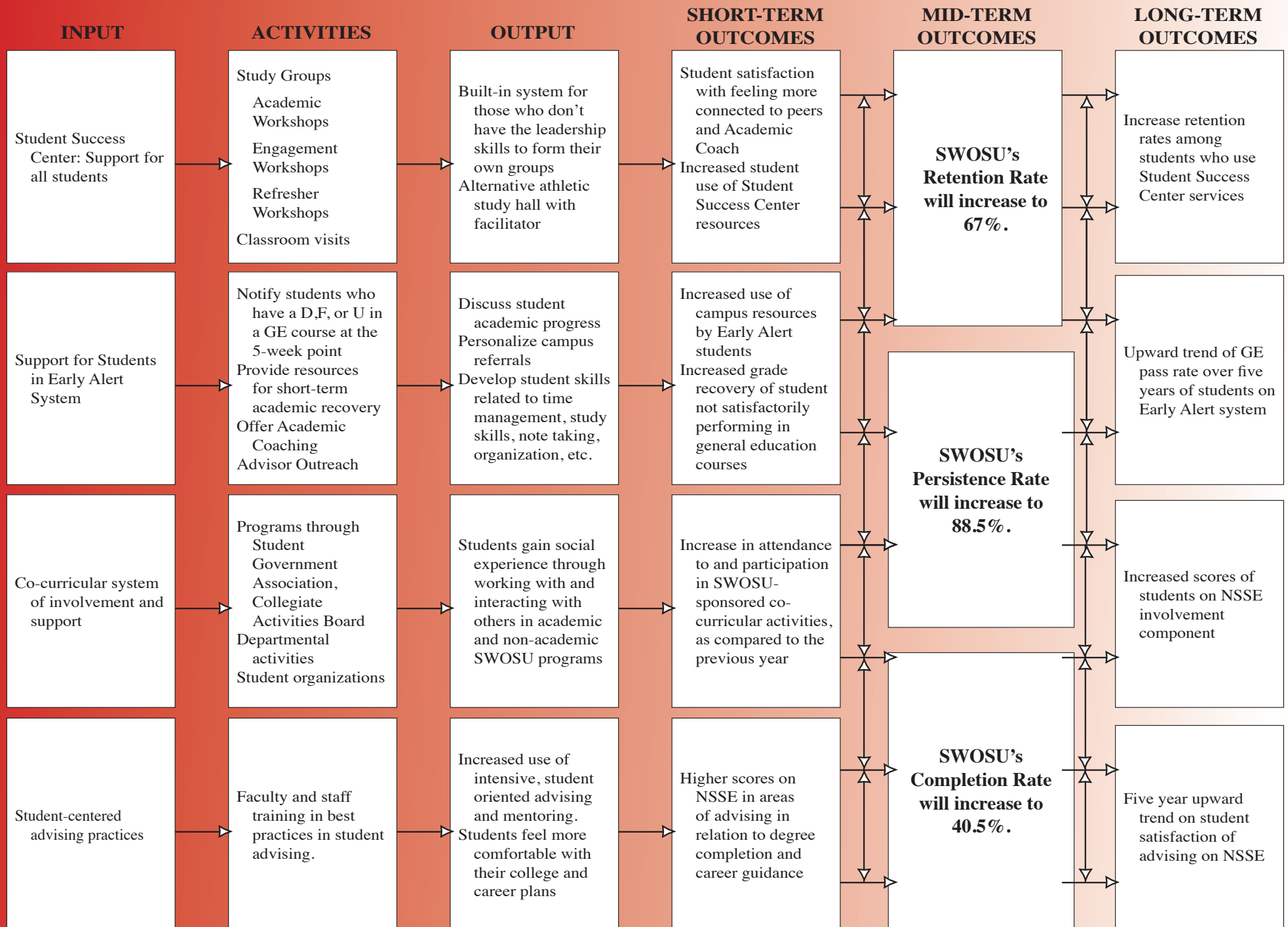
## LOGIC MODEL OF SERVICES - PERSISTENCE - EVALUATION METHODS





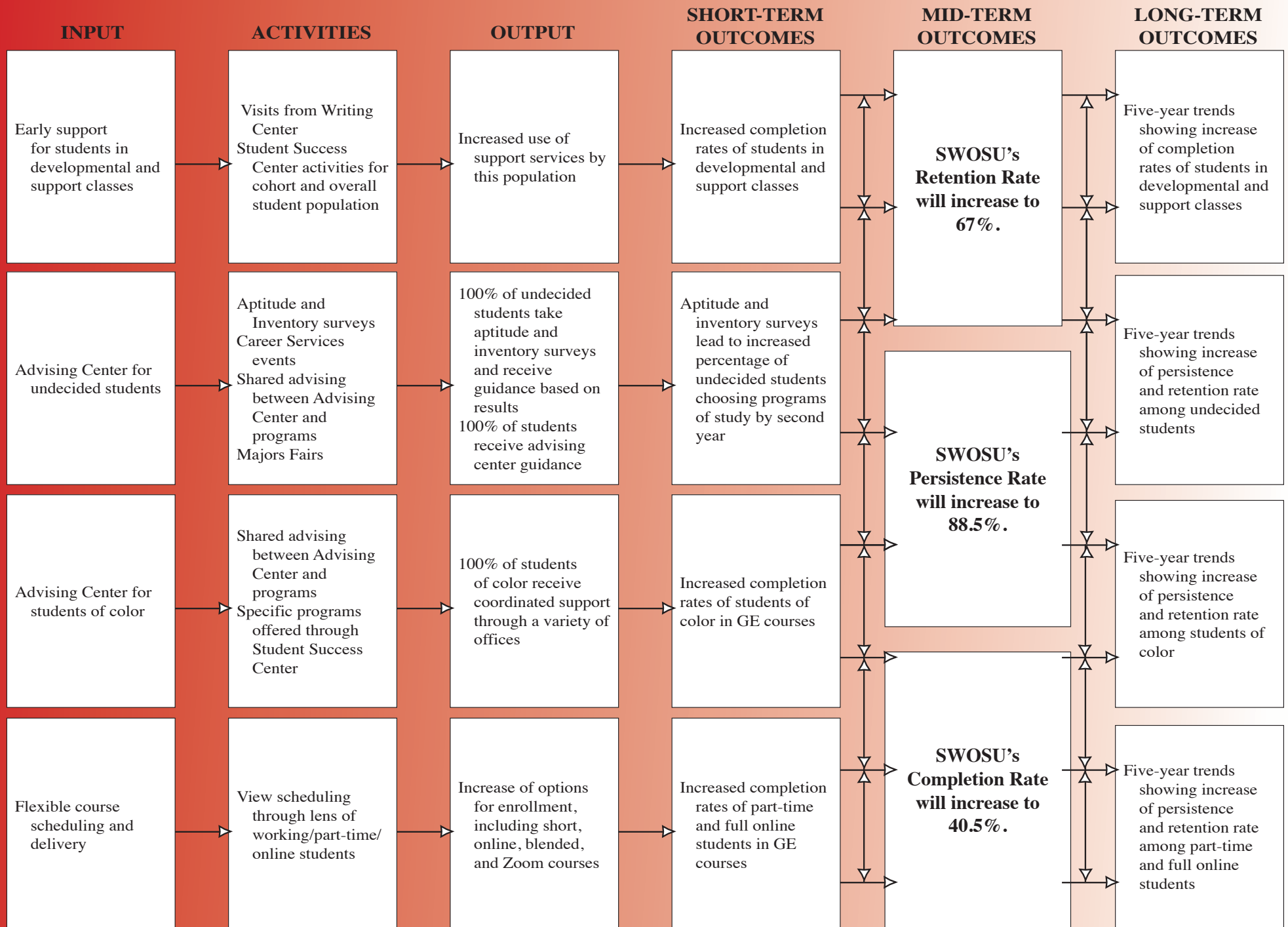
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - RETENTION



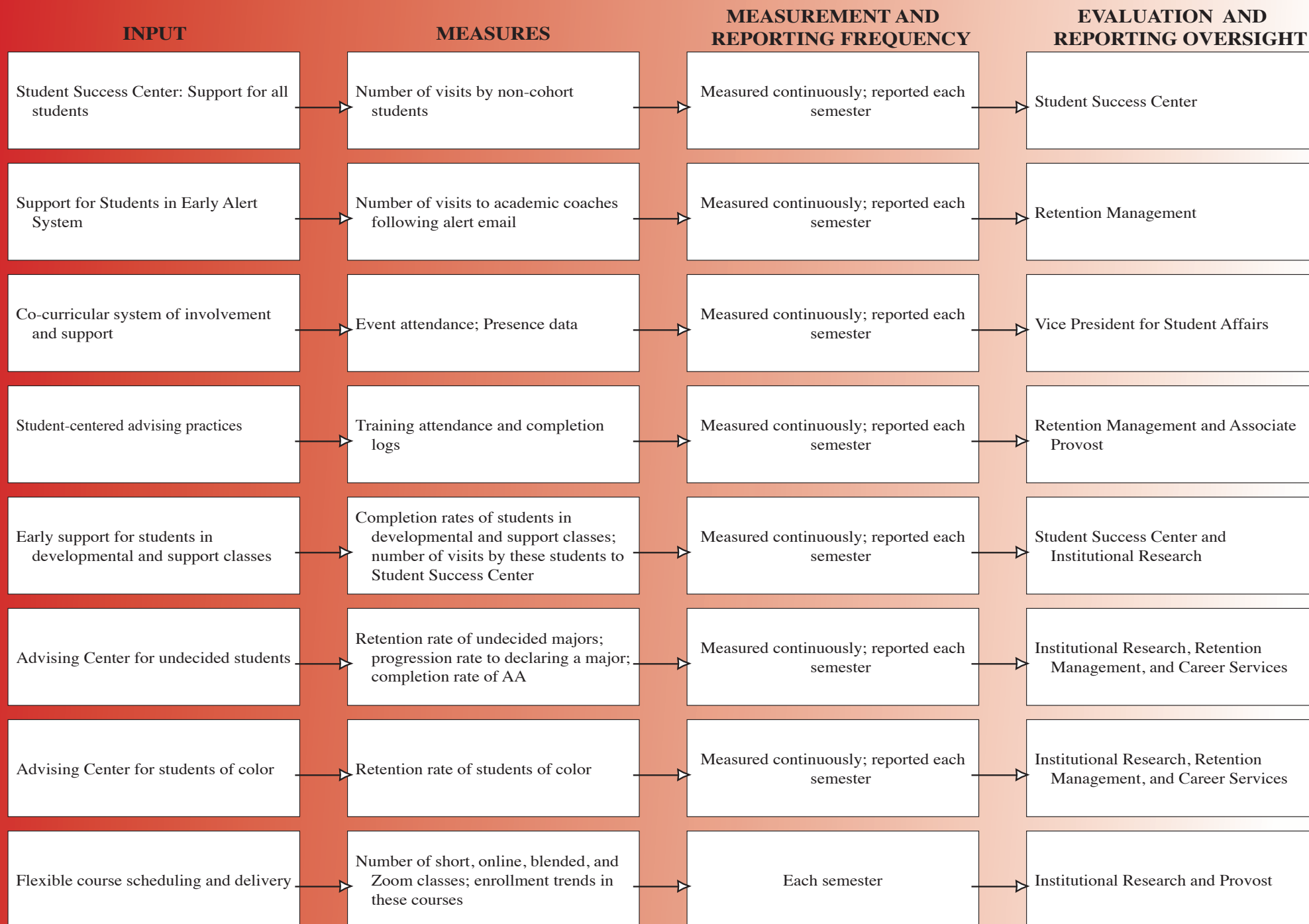
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - RETENTION



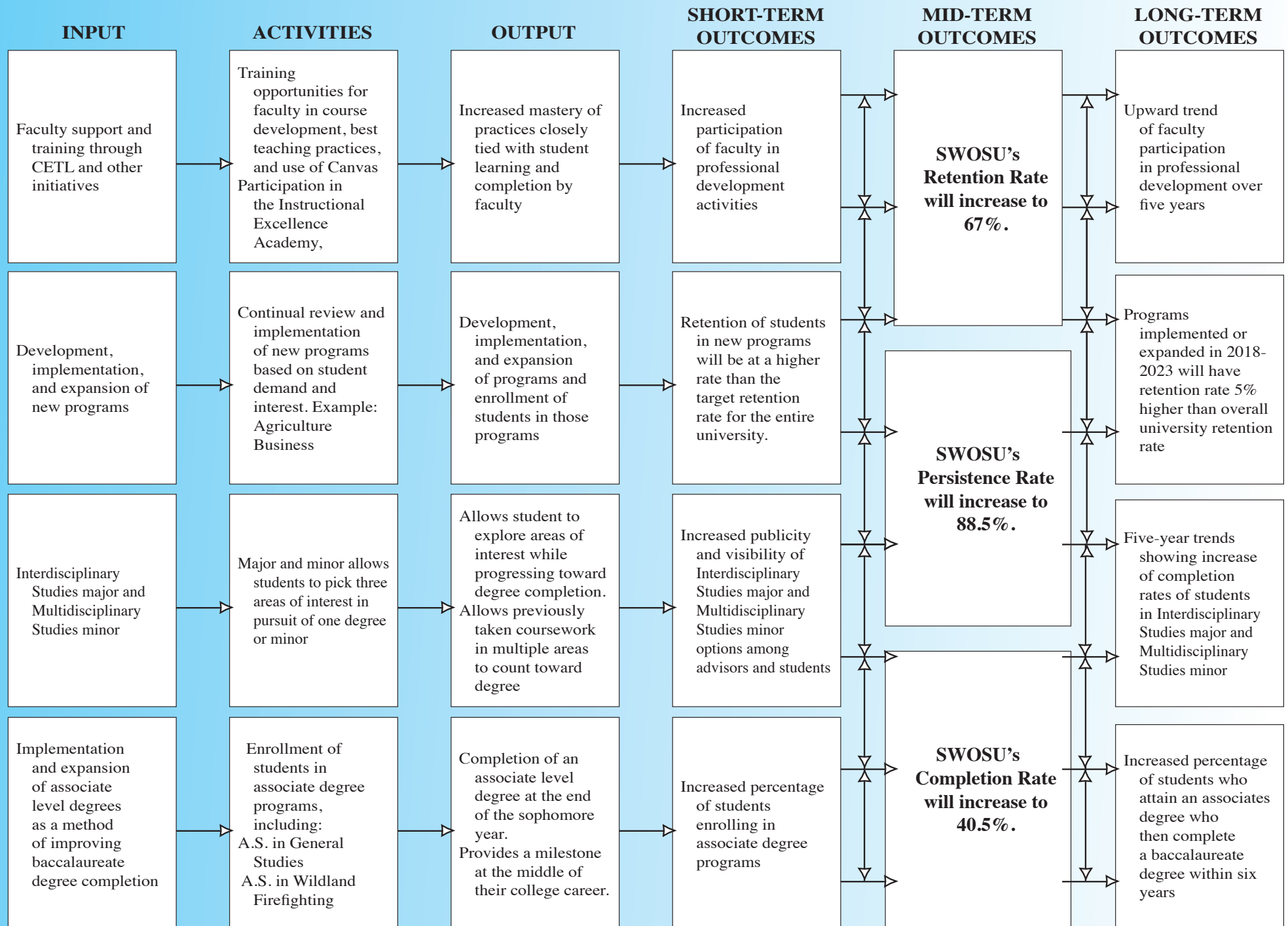
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - RETENTION - EVALUATION METHODS



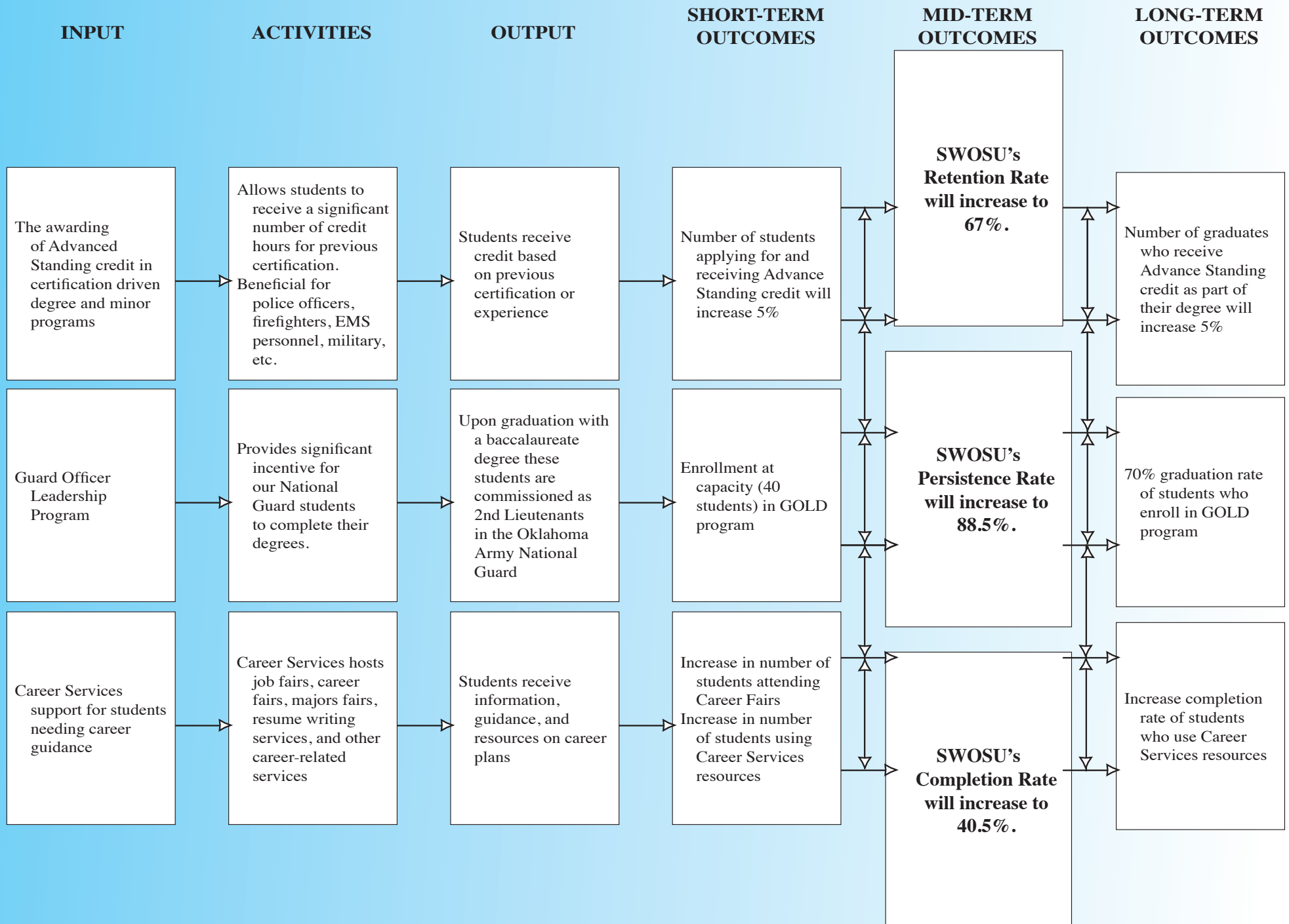
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - COMPLETION



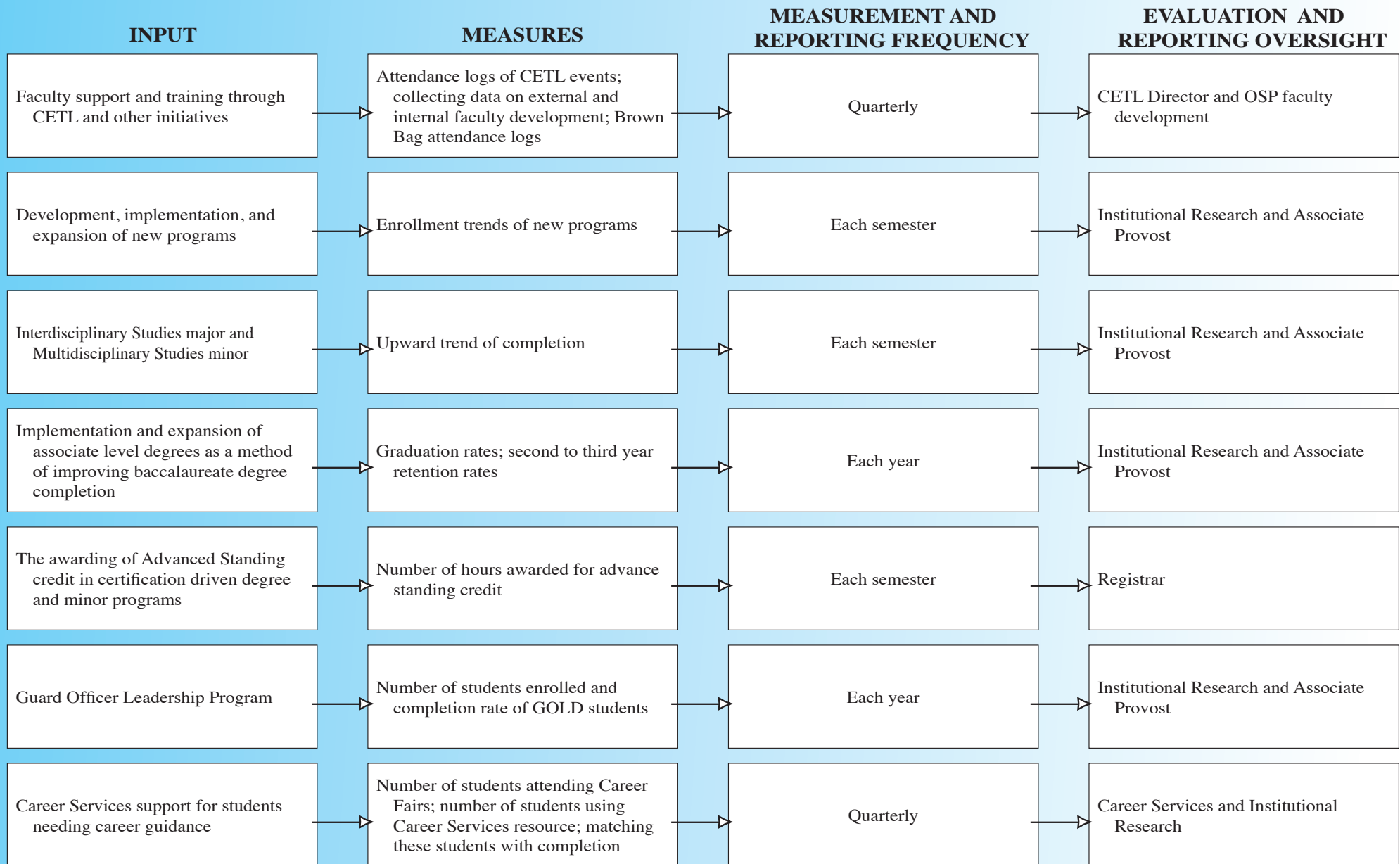
# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - COMPLETION



# SWOSU RETENTION COUNCIL

## LOGIC MODEL OF SERVICES - COMPLETION - EVALUATION METHODS



# ASSESSMENT PLAN

**ENTRY LEVEL  
ASSESSMENTS**

**GENERAL ED.  
ASSESSMENTS**

**PROGRAM  
OUTCOMES**

**STUDENT  
SATISFACTION**

**ASSESSMENT  
BUDGET**

**ANNUAL STUDENT ASSESSMENT REPORT**

**CONTINUOUS IMPROVEMENT REPORT**

Alumni Survey

Co-Curricular  
Assessment  
Reports

Student Learning  
Outcomes Degree  
Program & Options

Degree and  
Retention (Student  
Outcomes) Tables

ETS Proficiency  
Profile Report

Exit Surveys for  
Graduates

GE Course  
Assessments

Institutional  
Effectiveness  
Survey

National Survey  
of Student  
Engagement

Student Satisfaction  
Inventory

Institutional  
Retention Plan  
Reports

Strategic Plan  
Reports



# SWOSU RETENTION COUNCIL (ORIGINAL PLAN)

## ACADEMIC STRATEGIC PLAN: RETENTION AND GRADUATION MANAGEMENT PLAN

(created August 2015)

### STRATEGY

### RESPONSIBILITY

### TIMELINE

#### GOAL ONE: Student success.

Increase Retention and Graduation Management Activities (Evidence Reports: NSSE, Retention Rates, Graduation Rates, Student Probation and Suspension Rates, and DFWI Report)

Establish Retention Management Advisory Council

Design and implement a student focused Retention Management Plan to address high risk students and student success in curricular and co-curricular academic programs and student services

Student Affairs and Academic Affairs members

Student Affairs and Academic Affairs members

Fall 2015

Fall 2015-ongoing

### RESPONSIBILITY

### COMMITTEE RGMP

### TIMELINE

#### ACTION PLAN:

Increase Retention and Graduation Management Activities (Evidence Reports: NSSE, Retention Rates, Graduation Rates, Student Probation and Suspension Rates, and DFWI Report)

Retention Council members

List Council Assignments

List Completion Dates

### ASSESSMENT MEASURE AND CRITERION FOR SUCCESS

### RESULTS

#### ASSESSMENT REPORT:

Increase Retention and Graduation Management Activities (Evidence Reports: NSSE, Retention Rates, Graduation Rates, Student Probation and Suspension Rates, and DFWI Report)

**Increase Retention Rates by 5% in fall 2016, by 10% in fall 2017, by 15% in fall 2018.**

- University Retention Rates
- Graduation Rates
- Probation and Suspension Rates
- Retention and Graduation Rates for underserved student populations

- 1) Baseline: 2014 Retention Rates -- first year and second year (IPEDS Report. 66% Retention Rate--first year; second year (coming soon)
- 2) Baseline: 2014 Graduation Rate (IPEDS Report). 30% Grad Rate
- 3) Baseline: 2014 Probation and Suspension Rates (Probation and Suspension Report). 245 Freshman Probation and Suspension students; 70 Sophomore Probation and Suspension students.
- 4) Retention and Graduation Rates for underserved student populations