

Retention/Persistence Management Action Project

Institution: Upper Iowa University
Submitted: 2005-12-21 **Contact:** Ed Ogle
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Timeline:

Planned project kickoff date: 12-19-2005

Target completion date: 12-31-2006

Actual completion date: --

A. Give this Action Project a short title in 10 words or fewer:

Developing a Retention and Persistence Management Plan

B. Describe this Action Project's goal in 100 words or fewer:

This project is to develop a systematic, reliable data collection, and analysis process, which will assist Upper Iowa University in identifying the characteristics of those learners most likely to be successful students at the various modalities offered at the University, and thus, to persist to graduation. This project also will attempt to define specific actions needed to be undertaken to encourage retention and persistence of all Upper Iowa University students.

C. Identify the single AQIP Category which the Action Project will most affect or impact:

Primary Category: Understanding Students' and Other Stakeholders' Needs

D. Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:

Enrollment management is a central focus at Upper Iowa University and the University recognizes not only the importance of enrolling new students, but also in maintaining the current student population while increasing student satisfaction.

E. List the organizational areas - -institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:

This project encompasses the entire university community.

F. Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:

By better understanding the needs of our students, employees will be able to address those needs more effectively, and in doing so, address both the University's mission and goal to continue to grow enrollment. Admission staff and Extended University staff, in particular will benefit, but all employees working with students will benefit. By coordinating the enrollment management processes, the residential and extended sides of the University will understand each other better, leading to a more unified culture. For the Residential University, freshmen seminar course design will be reviewed, as will Retention Committee efforts. The Extended University data collection is expected to be reviewed and will likely be expanded upon for more clear and concise data collection.

G. Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):

Data collection and analysis for two consecutive semesters, which is deemed an appropriate amount of time.

H. Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:

The Extended University is completing yearly follow up surveys to students and also tracking term by term persistence data. The Residential University is completing yearly student satisfaction surveys, as well as focus group studies to determine retention issues.

I. Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:

Completion of Management Plan actions as outlined.

J. Other information (e.g., publicity, sponsor or champion, etc.):

Tim Hunt – huntt@uiu.edu; 414-475-3382 Co-Leader

K. Project Leader and contact person:

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