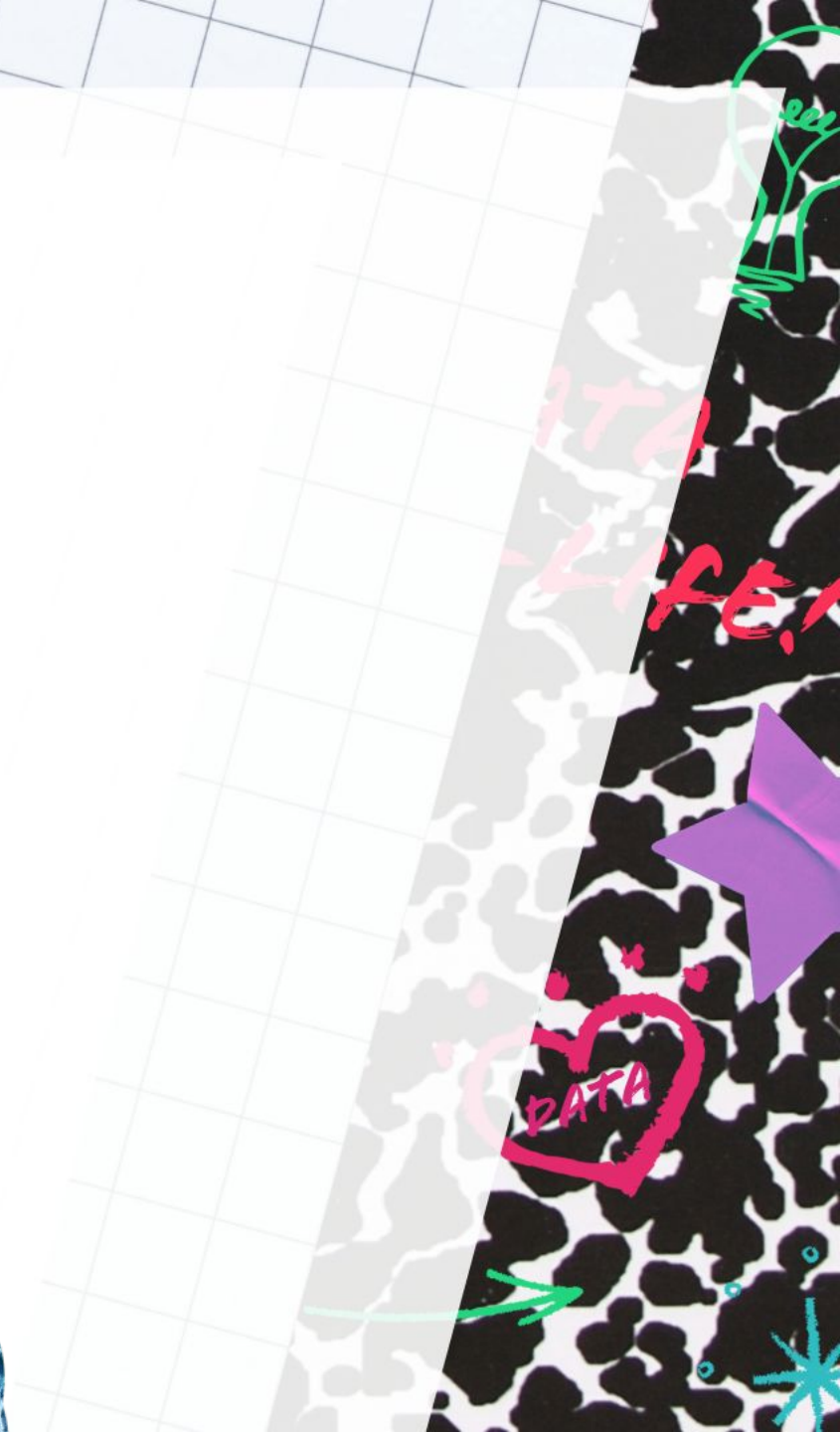# Beyond Year One:

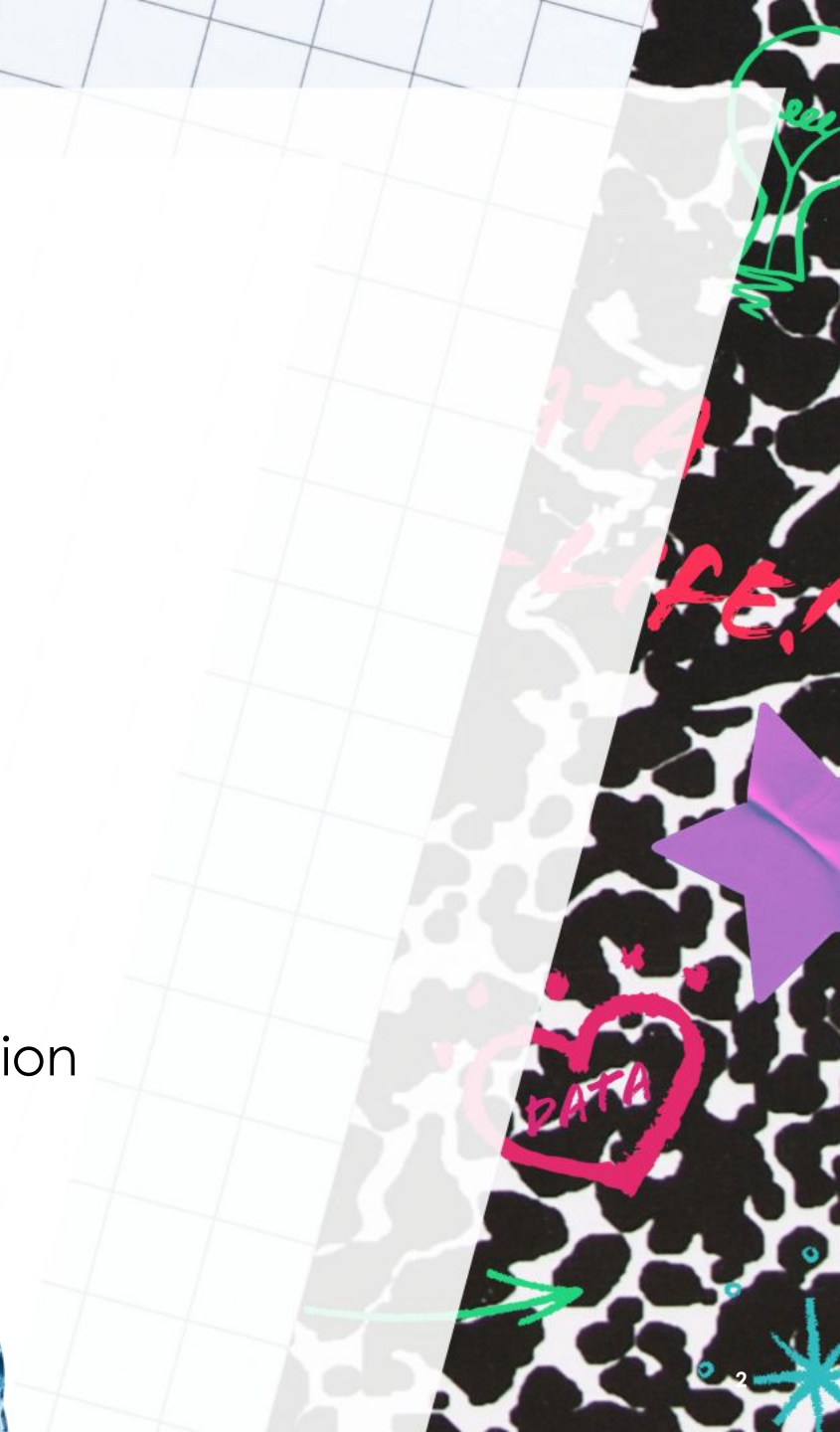# Data Strategies for Student Retention

Weber State Data Teams

Weber State Data:

- Office of Student Success Analytics
- Institutional Research
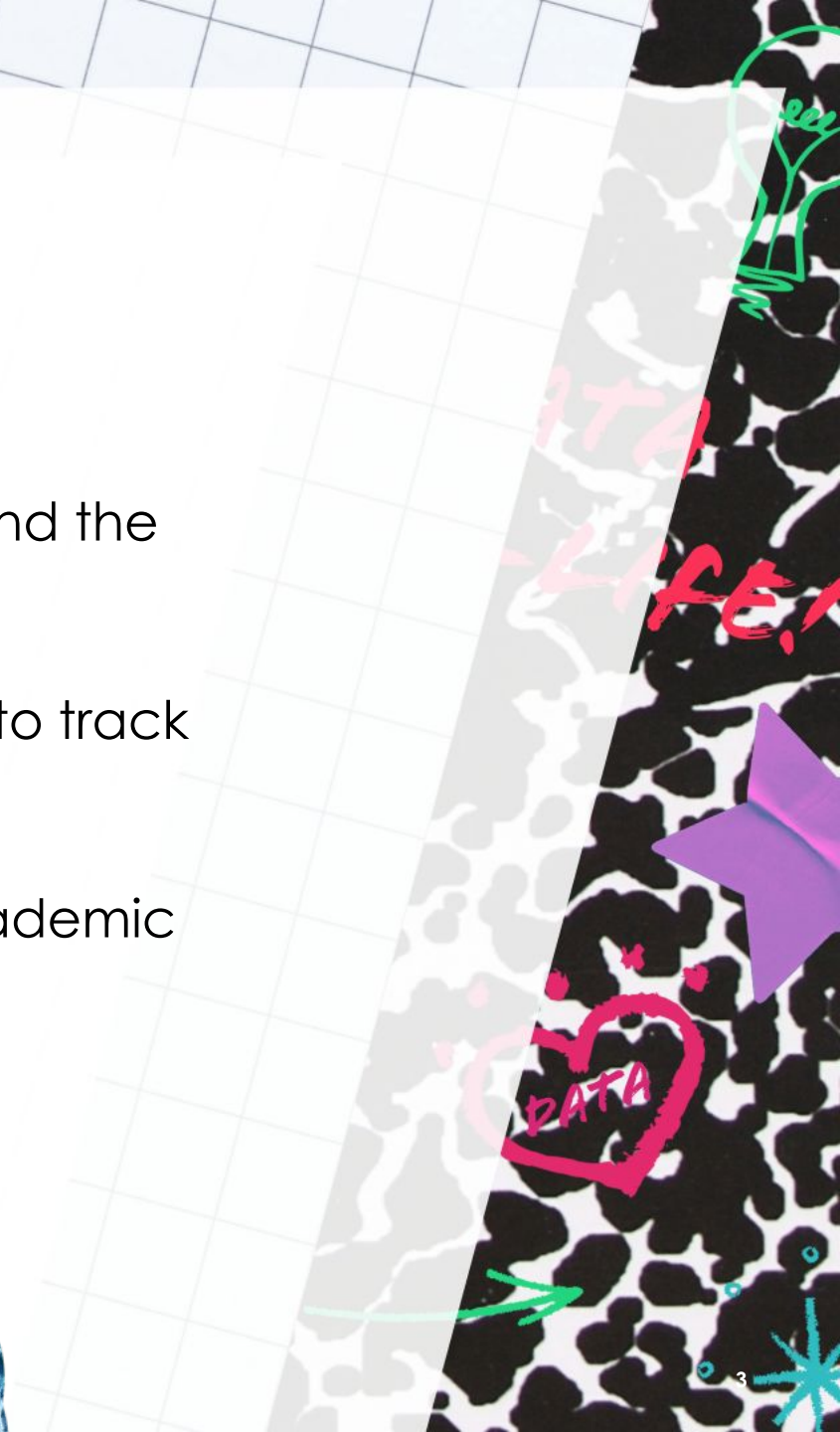- Institutional Effectiveness
- Information Technology (IT)

Goals:

- Serve WSU **faculty and staff**
- Provide **high-quality** data resources, tools, and education
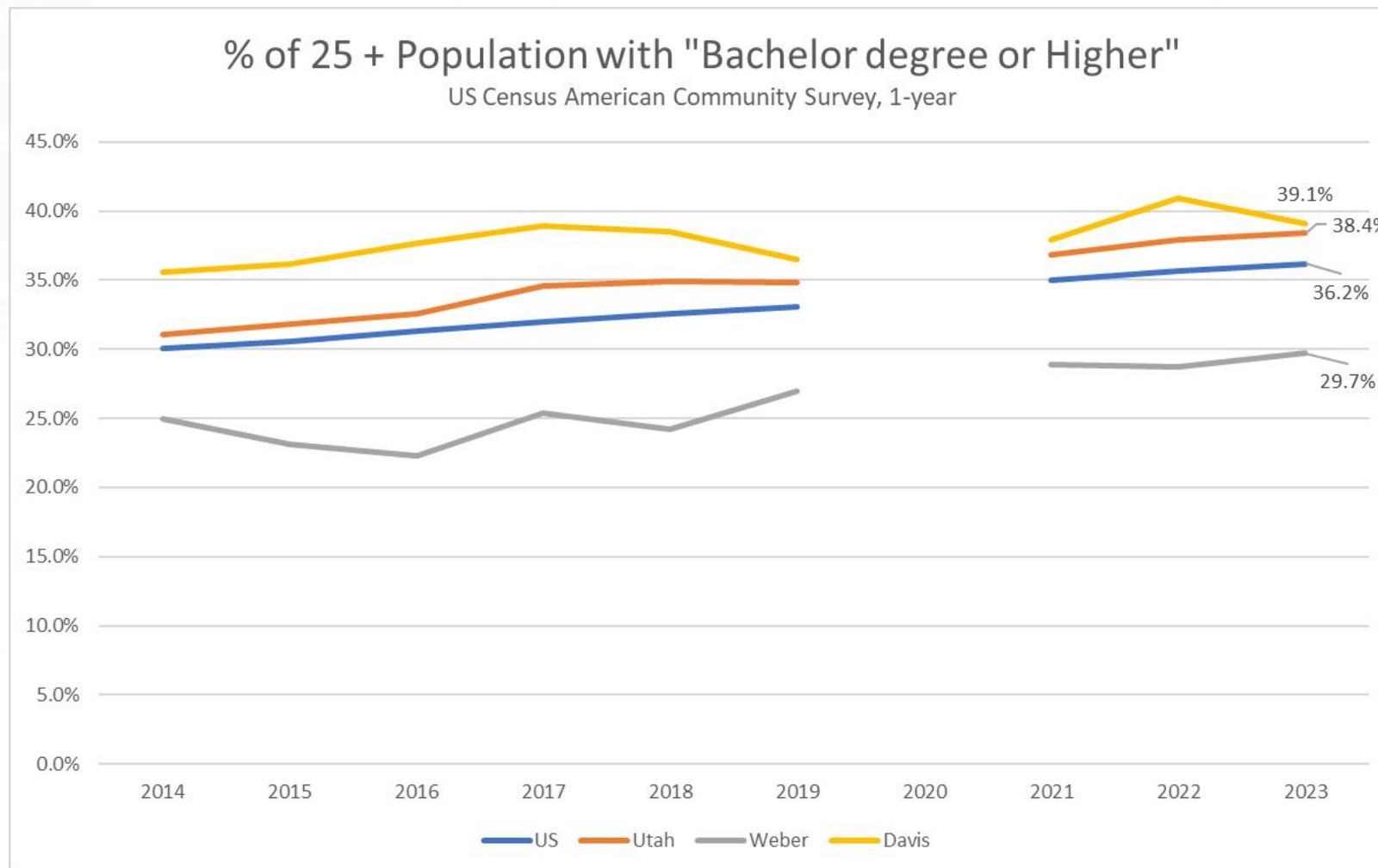- Empower teams to make **data-informed decisions**

Learning Objectives

- Understand the **importance of student persistence** beyond the first year

- Identify **three relevant dashboards** in the Report Gallery to track student persistence rates

- **Locate and identify persistence trends** for a college, academic program, or key student demographic

- Increase **data literacy** and **data fluency**

% of 25+ Population with Bachelor

% of 25 + Population with "Bachelor degree or Higher"
US Census American Community Survey, 1-year

39.1%
38.4%
36.2%
29.7%

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

US   Utah   Weber   Davis

Some College, No Degree

% of 25 + Population with "Some College, no Degree"
US Census American Community Survey, 1-year

25.6%
24.1%
22.9%
18.9%

— US — Utah — Weber — Davis
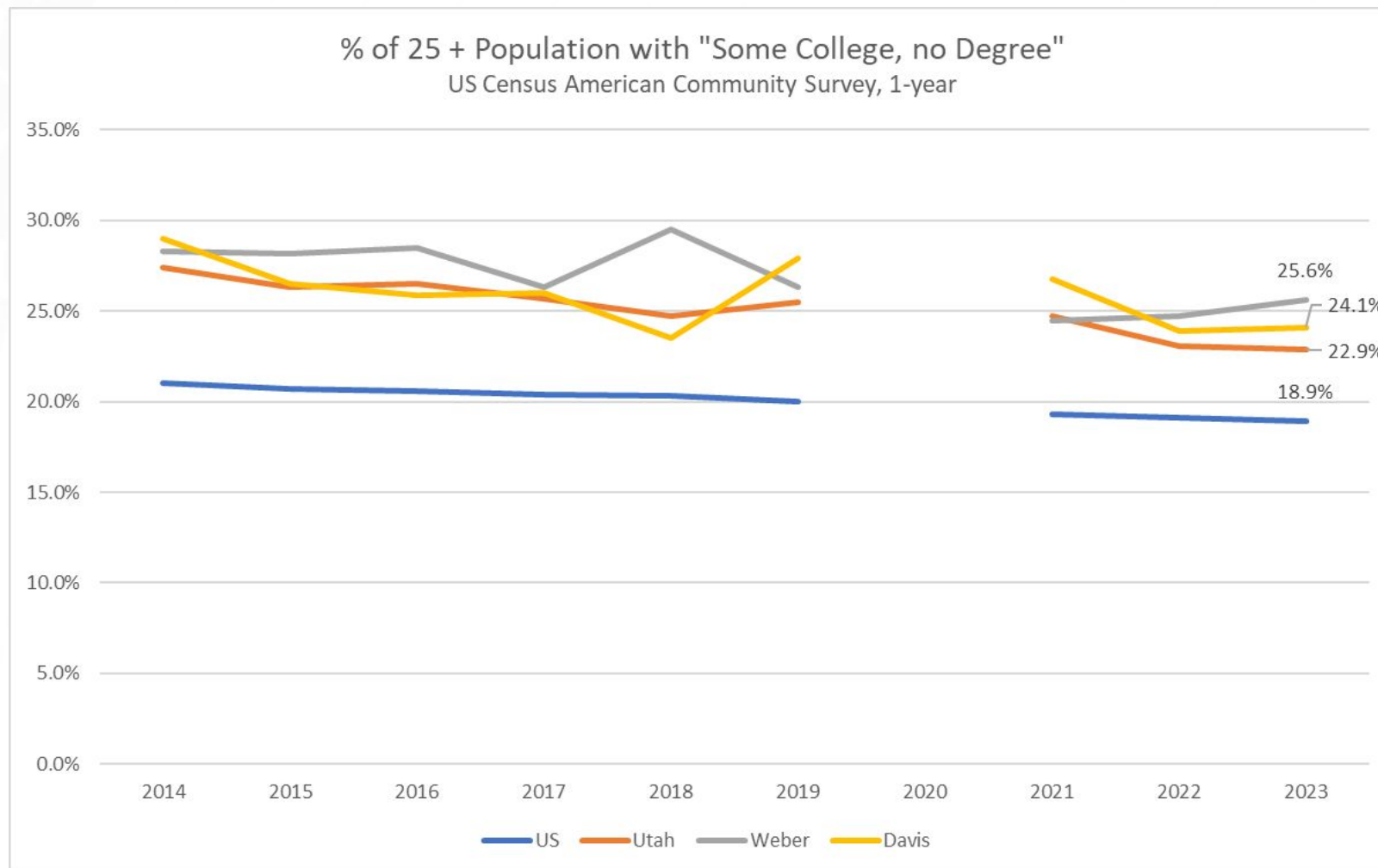
WSU Amplified Strategic Plan

5 46% of Entering Students will Earn a Degree in 8 Years

46% Goal

45.6%

42.1% 42.4% 42.5% 42.3%

40%

11-12 12-13 13-14 14-15 15-16 16-17 17-18
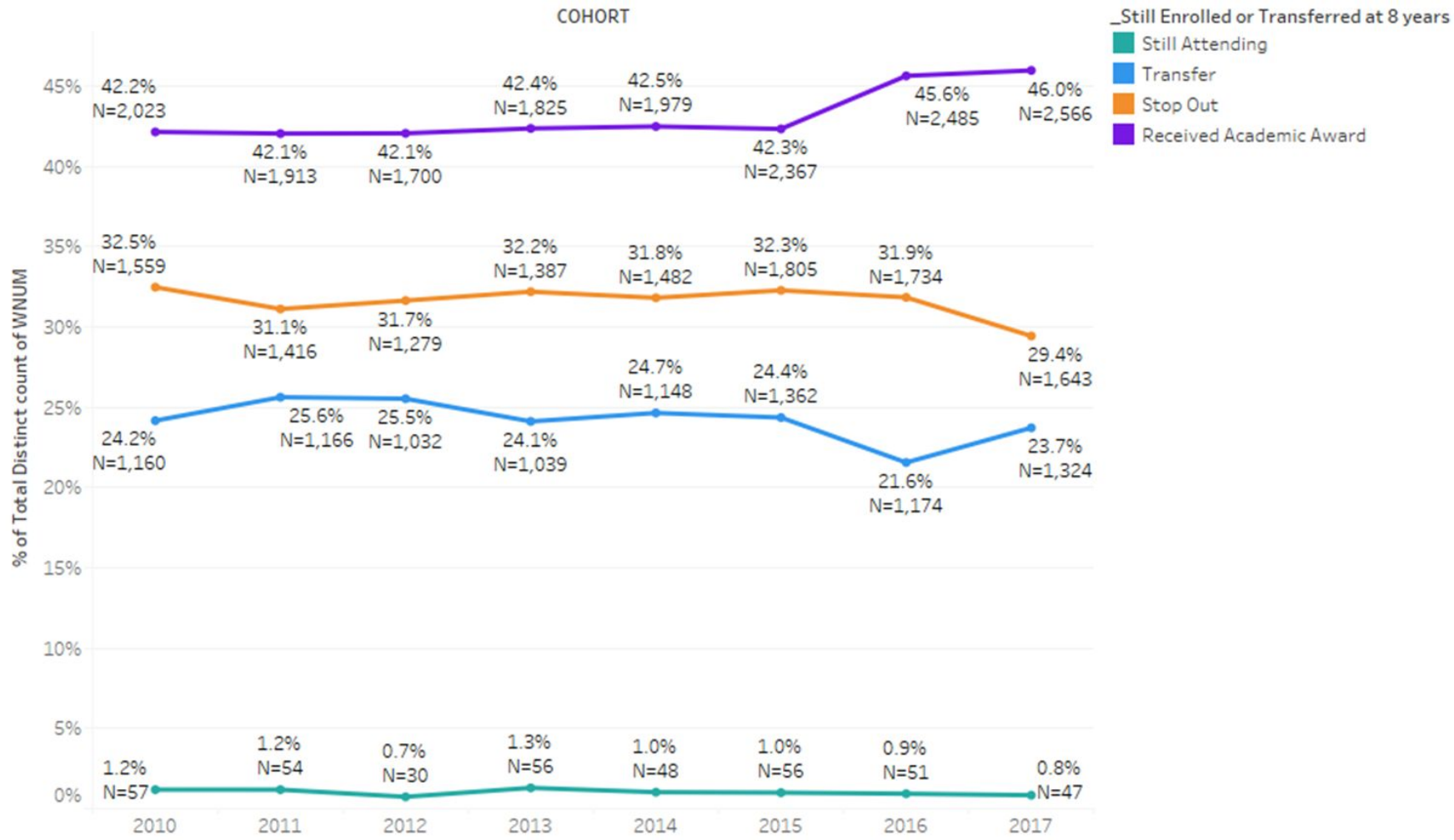
Entering Academic Year
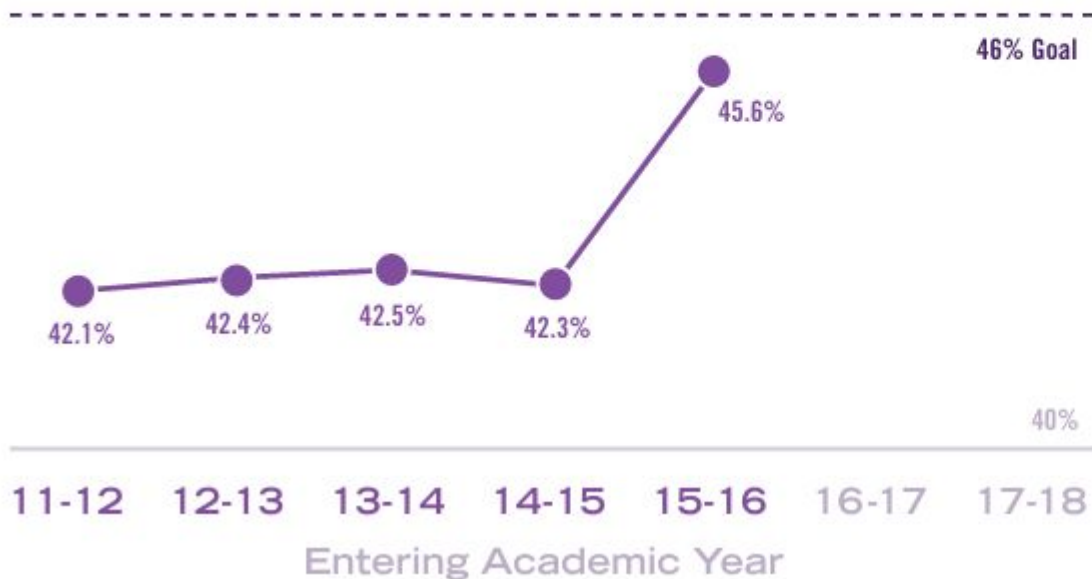
By AY 2025-26, 46% of entering students from AY 2015-16 will have completed a certificate, associate's or bachelor's degree (up from 42% for AY 2011-12 students).

Importance of Student Persistence

Barriers to Persistence

*Research at Broad Access Institutions:

- Familial obligation
- Lack of financial support
- Part-time enrollment
- Full-time employment
- Other psychosocial & societal factors

WSU Early Alert Outreach:

1. Personal
2. Financial
3. Academic concerns
4. Transfer, military, mission

*Crisp et al., 2016; Fong et al., 2017; Murphy et al., 2020

Barriers to Completing a Degree

WSU Graduation Survey

- Financial Issues
- Academic Challenges
- Personal Reasons
- Needed Additional Support Services
- Work Demands
- Mental Health
- Academic Preparation
- Lack of Engagement
- Mismatch with Institution

Link to report

Hands-on Worksheet

1. Dashboard walkthrough
2. Choose a student demographic and college/department
3. Find a trend or data point of interest
4. Report out

WSU Report Gallery

Student Persistence and Success [Tableau]

The Student Persistence & Success Dashboard provides users additional flexibility in reporting out student retention, persistence, graduation, and other measures of student success for WSU'

Weekly Enrollment Dashboard [Tableau]

Weekly Enrollment Dashboard details key enrollment metrics for upcoming semesters during open registration periods. This report highlights ongoing point-in-time enrollment trends for matriculated, degree-seeking students, courses Budget-Related FTE totals, and Semester-to-Seme

Key

Program Review Undergraduate [Tableau]

This dashboard is designed to provide all key data points for degree-granting programs needed for the required program review process. The visualizations are designed to be proactive and easy to digest so that those completing their review have access to the necessary data elements in one standardized report. Information includes items such as

Keywords: Enrollment | Majors | Program Review | SCH - FTE
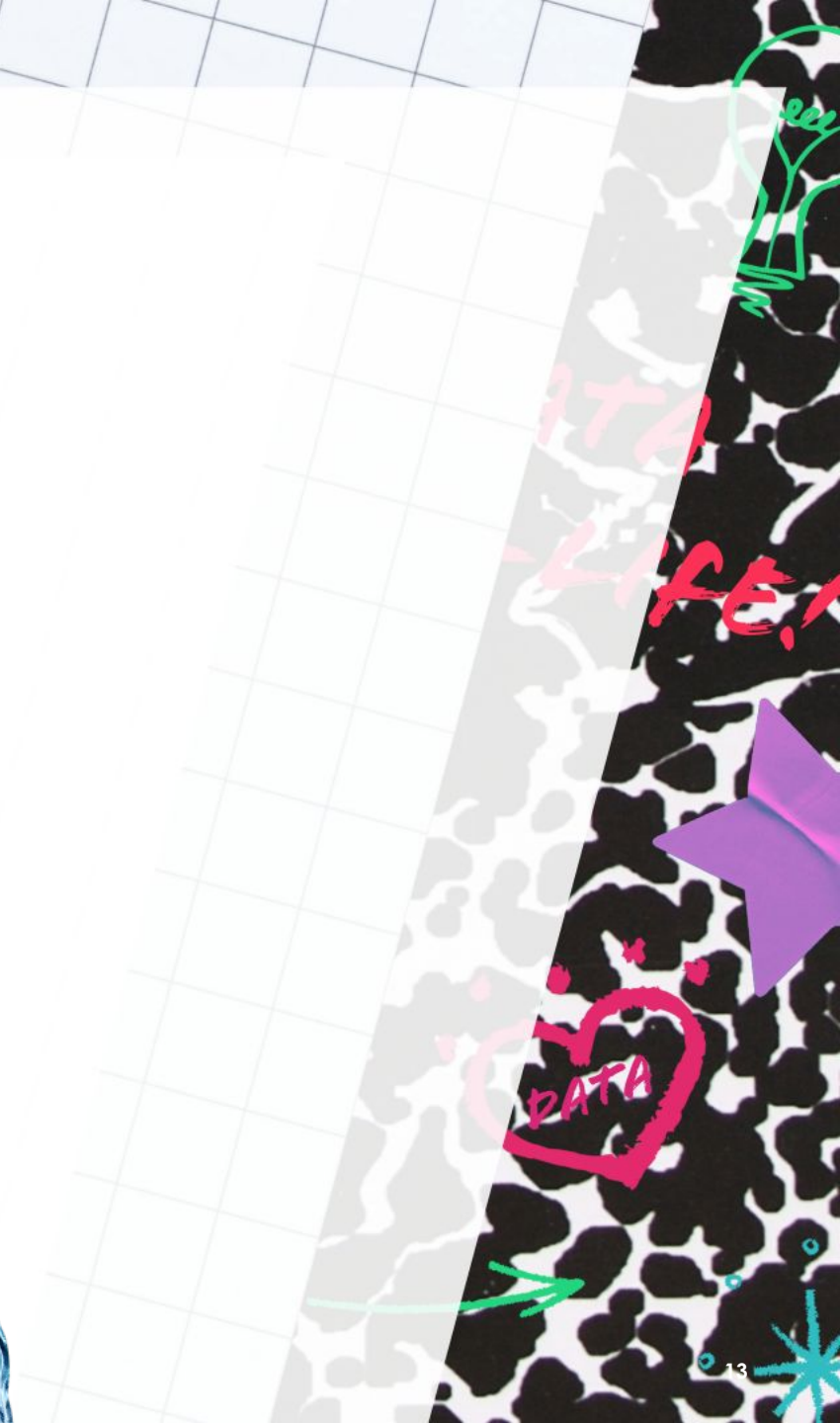
LOVE DATA WEEK
DATA + YOU
4-EVER!

Hands-on Worksheet: Report Out

1. Dashboard walkthrough
2. Choose a student demographic and college/department
3. Find a trend or data point of interest
4. Report out

Wrap up

Insights, takeaways, and thoughts

LOVE DATA WEEK
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4-EVER!

How did we do?

Thanks for attending this Love Data Week session.

Your candid feedback is appreciated.