Retention is UP 12%:
The Secrets to Success...Without Money
Washburn University Profile

- 44% First-Generation
- 87% Kansas Residents
- 45% Pell Eligible
- 33% racial/ethnic minority
- 21.8 ACT average
Changes to Organizational Structure

University Libraries Organizational Chart

Dean of University Libraries, and Center for Student Success and Retention

Friends of the Library

Faculty Library Committee

Administrative Specialist to the Dean

Associate Dean of University Libraries

Curriculum Resource Center
Digital Initiatives
Information Literacy Program
Liaison Program
Library Operations
Special Collections & Archives
Changes to Organizational Structure
# Strategic Spending

<table>
<thead>
<tr>
<th>FY</th>
<th>WU Libraries</th>
<th>CUSP</th>
<th>CSSR</th>
<th>Total</th>
<th>Credit Hrs</th>
<th>Tuition Income</th>
<th>Retention</th>
<th>Tuition Increase</th>
<th>Total</th>
<th>Unit Net Income</th>
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<td>2008</td>
<td>1,859,282.00</td>
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<td>2009</td>
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<td>220,640.00</td>
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<td>2011</td>
<td>1,958,933.00</td>
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<td>2,377,817.00</td>
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<td>260,496.00</td>
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<td>2012</td>
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<td>2,603,820.00</td>
<td>1,598</td>
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<td>62.20%</td>
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<td>2013</td>
<td>2,099,341.00</td>
<td>569,147.00</td>
<td>2,668,488.00</td>
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<td>478,949.00</td>
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<td>66.70%</td>
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<td>2014</td>
<td>2,086,322.00</td>
<td>674,771.00</td>
<td>2,761,093.00</td>
<td>3,851</td>
<td>886,475.00</td>
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<td>64.50%</td>
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<tr>
<td>2015</td>
<td>2,038,322.00</td>
<td>674,771.00</td>
<td>2,713,093.00</td>
<td>3,601</td>
<td>893,048.00</td>
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<td>65.50%</td>
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<td>2016</td>
<td>1,948,322.00</td>
<td>746,769.00</td>
<td>2,695,091.00</td>
<td>3,772</td>
<td>993,095.00</td>
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<td>68.40%</td>
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<td>2017</td>
<td>1,965,650.00</td>
<td>759,571.00</td>
<td>2,725,221.00</td>
<td>3,539</td>
<td>966,147.00</td>
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<td>71.90%</td>
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<td>2018</td>
<td>1,995,700.00</td>
<td>867,719.00</td>
<td>2,863,419.00</td>
<td>3,515</td>
<td>987,715.00</td>
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<td>73.67%</td>
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Notes:
- 1
- 2
- 3
- 4
- 5
- 6
- 7
WU101: The Washburn Experience

- USLO: Information Literacy
- University Required Course
- Three Credits, Graded
- Faculty Instruction
- Class size: 25 to 38
- Five Learning Areas

Success Team:
1. Lead Faculty
2. Librarian
3. Academic Advisor
4. Peer Educators
WU101: The Washburn Experience

**II: Developing a Community of Learning & Literacy weeks 1-3**
- Syllabus Overview
- Q&A Session
- Amazing Library Race*
- Campus Tour/Scavenger Hunt
- Student Life
- Campus Connections
- Transition Survey*
- Sexual Assault Prevention*

**II: Planning for FUTURE Success weeks 4-6**
- Communicating with Faculty
- Academic Planning
- Registering for Classes
- Planning for your Career
- Financial Aid & Scholarships
- Financial Literacy
- Goal Setting
- iRead Discussion

**II: Information Literacy and Technology weeks 7-9**
- Academic Integrity*
- Critical Thinking, Reading, and Writing
- Your Online Profile
- Information Literacy Block:*  
  - Introduction
  - Finding Information
  - Evaluating Information
  - Citing Sources
  - Using the Web for Research

**II: A Community of Learning & Literacy weeks 10-12**
- Check-up Survey*
- Learning Styles
- Study Skills & Note Taking
- Presentation Skills
- Test Taking Strategies
- End of Semester Stress
- Time Management
- Peer Educator Q&A
- Washburn History

*Dates for topics in **bold** will be released over the summer. These dates cannot be changed.

**II: Engaging in a Diverse World weeks 13-15**
- Making Smart Decisions
- Wellness Literacy
- Ethics & Values
- Trip to Moline
- Alumni/International House Tours
- Exploring Diversity
- Applying Diversity
- Giving Back to WU
- Final Portfolio Presentations
### Gateway Courses

#### Student Performance

<table>
<thead>
<tr>
<th>Recommended</th>
<th>Intensive</th>
<th>Demanding</th>
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<tbody>
<tr>
<td>AN112: Cultural Anthropology</td>
<td>AR102: Survey of Art History II</td>
<td>AN116: Physical Anthropology</td>
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<tr>
<td>AR103: Intro to Art</td>
<td>BI150: Evolution</td>
<td>BI100: Intro to Biology</td>
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<tr>
<td>CM101: Computer Competency</td>
<td>CH103: Intro to Forensic Chemistry</td>
<td>BI202: Biology of Behavior</td>
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<tr>
<td>CN150: Public Speaking</td>
<td>CJ100: Crime and Justice in America*</td>
<td>EN100: Developmental English</td>
</tr>
<tr>
<td>EC100: Intro to Economics</td>
<td>CN101: Principles of Human Comm</td>
<td>GG103: World Regional Geography</td>
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<tr>
<td>HI112: History of the US II</td>
<td>EN101: Freshman Composition</td>
<td>MA103: Basic Algebra</td>
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<tr>
<td>MM100: Intro to Mass Media</td>
<td>GG101: Intro to Geography</td>
<td>MA104: Intermediate Algebra</td>
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<tr>
<td>PO106: Government of the US</td>
<td>HI111: History of the US I</td>
<td>PH104: Freshman Logic</td>
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<tr>
<td>PS120: Meteorology</td>
<td>MA112: Essentials of Math</td>
<td>PH115: Philosophy of Love and Sex</td>
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<tr>
<td>SO100: Intro to Sociology</td>
<td>MU100: Enjoyment of Music</td>
<td>RG101: Intro to Religion</td>
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<tr>
<td>TH202: Acting I</td>
<td>TH102: Intro to Theater</td>
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</table>

* course does not fulfill general education
Small Interventions: DFW Rates

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall 2011</th>
<th>Fall 2017</th>
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<tbody>
<tr>
<td>Biology</td>
<td>43.9%</td>
<td>42.2%</td>
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<tr>
<td>Psychology</td>
<td>44.1%</td>
<td>23.5%</td>
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<tr>
<td>Int. Algebra</td>
<td>54.5%</td>
<td>40.0%</td>
</tr>
<tr>
<td>College Algebra</td>
<td>51.9%</td>
<td>45.0%</td>
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<tr>
<td>Essential Math</td>
<td>21.3%</td>
<td>34.8%</td>
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Fall 2011  Fall 2017
Academic Probation

- **Fall 2014**
  - 75 suspensions
  - 12% good standing
  - 45% raised GPA
- **Fall 2017**
  - 8 suspensions
  - 40% good standing
  - 81% raised GPA

GPA Increase Among Cohorts

- **All Probation/Warning**
- **3+ Meetings**
- **1-2 Meetings**
- **Non-Participants**
First Generation Students

- 20% increase in the retention of minority students in 2 years
- 250 community volunteer mentors
Summer Bridge

- 45% planned to attend college
- 95% persistence rate
- 3.44 cum GPA average
Why does Institutional Research Matter?

Retention
Graduation

AY2010: 37%
AY2011: 34%
AY2012: 37%
AY2013: 35%
AY2014: 36%
AY2015: 33%
AY2016: 37%

AY2010: 62.2%
AY2011: 66.7%
AY2012: 64.5%
AY2013: 65.5%
AY2014: 68.4%
AY2015: 71.9%
AY2016: 73.7%
Questions?

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