THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

Maximize Student Success at UNCP

Chunmei Yao, Ed. D.
Office of Institutional Research
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Introduction

- Primary IR's Functions & Services
- RWA Reports for Deans and Chairs
- Using Predictive Modeling to Improve Retention Rate

THE UNIVERSITY OF NORTH CAROLINA AT
PEMBROKE

Institutional Planning
- Enrollment Planning
- Space Utilization
- Delaware Study

Reporting & Analysis
- Federal Level
- System Level
- Related Associations
- Institutional Level

Surveys & Analysis
- NSSE/ FSSE
- Graduating Senior Survey
- Sophomore Survey
- Alumni Survey
- Institutional Profile
- CUPA
- College Portraits
- Survey Analysis

Assessment Testing
- CLA
- HEIghten

Research
- Retention Study
- Course taking Pattern
- .....

Maximize Student Success

Students Success

- What does that mean to us under the performance based funding model?
  - More new Freshmen and new transfer students return to UNCP in their 2nd and 3rd years;
  - Have more students graduate from UNCP;
  - Have more graduated seniors find a job within six months after graduation.

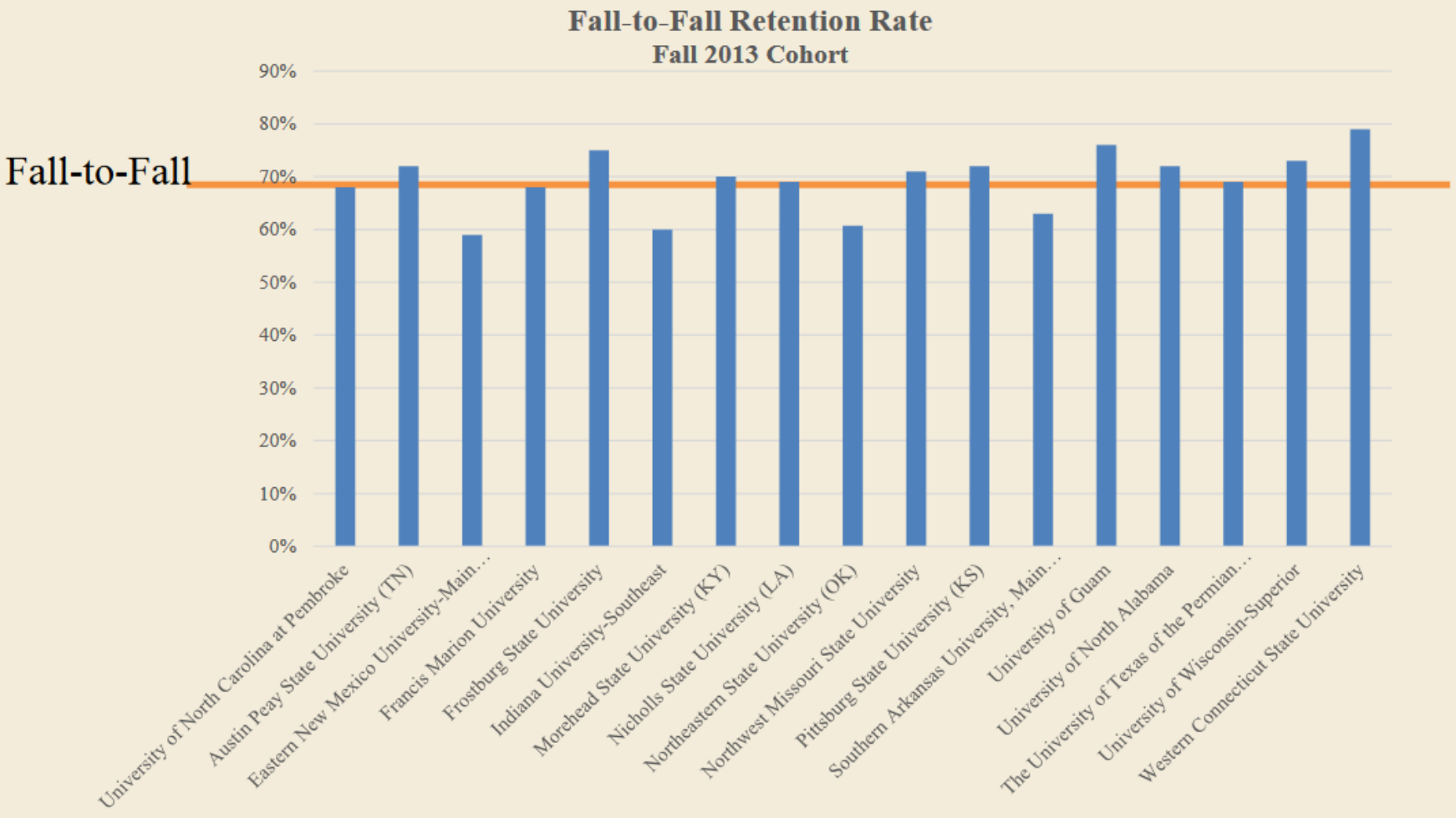
First-time, Full-time Freshman Retention Rates

Cohort 2000 ~ 2014

Cohort	Original Number	After YR 1	After YR 2	After YR 3	After YR 4	After YR 5	After YR 6	After YR 7	After YR 8	After YR 9	After YR 10
2000	567	68.6	54.1	46.6	25.4	9.3	5.6	3.5	3.4	1.9	1.9
2001	688	72.2	50.6	45.3	26.6	11.8	5.5	3.5	3.2	3.1	1.5
2002	710	67.2	48.2	43.2	25.2	8.9	4.2	1.8	1.7	1.3	1.0
2003	794	67.1	50.3	42.9	23.4	9.2	4.5	2.8	1.1	0.8	0.4
2004	741	72.3	53.7	47.2	28.9	10.7	3.9	2.7	1.6	1.1	0.8
2005	961	67.5	47.5	41.5	24.9	9.1	4.2	1.7	1.6	1.4	1.1
2006	929	71.5	50.8	46.2	27.6	9.6	4.4	1.8	0.9	1.0	.
2007	1101	67.4	49.6	43.4	21.6	9.0	2.5	2.3	1.2	.	.
2008	1057	67.7	51.3	41.2	25.2	7.9	3.2	1.8	.	.	.
2009	1202	72.9	48.7	44.4	23.4	7.9	2.2	.	.	.	.
2010	1039	62.4	48.2	41.9	20.2	6.2	.	.	.	.	.
2011	1018	64.4	50.4	46.8	24.9	.	.	.	.	.	.
2012	1012	67.7	52.8	44.1	.	.	.	.	.	.	.
2013	1033	68.1	53.0	.	.	.	.	.	.	.	.
2014	1050	66.7	.	.	.	.	.	.	.	.	.

Source: Obtained from GA Dashboard, January, 2016.

Peer Comparison



10-Years Graduation Rates

Cohort 2000 ~ 2014

Cohort	Original Number	After YR 1	After YR 2	After YR 3	After YR 4	After YR 5	After YR 6	After YR 7	After YR 8	After YR 9	After YR 10
2000	567	0	0	1.2	20.1	34	37.6	39.5	40	41.3	41.8
2001	688	0	0	0.7	14.7	27.5	34	35.8	36.8	37.4	38.4
2002	710	0	0	0.1	14.2	28.7	33.4	35.4	36.3	36.6	36.8
2003	794	0	0	0.6	16.4	30	34.1	35.9	36.5	37	37.2
2004	741	0	0	0.4	15.2	31.8	37.5	39.3	40.5	40.9	41.2
2005	961	0	0	0.4	14.8	30.1	33.5	35.8	36.2	36.9	37.1
2006	929	0	0	0.6	15.9	28.5	34.2	36.3	37	37.4	.
2007	1101	0	0	0.1	15.4	28	32.7	33.9	34.9	.	.
2008	1057	0	0	0.5	14.9	30.1	34.2	35.6	.	.	.
2009	1202	0	0	0.6	18.1	33.5	38.3	.	.	.	.
2010	1039	0	0	1.3	20.1	33	.	.	.	.	.
2011	1018	0	0.2	1.5	20.6	.	.	.	.	.	.
2012	1012	0	0.3	2.1	.	.	.	.	.	.	.
2013	1033	0	0.2	.	.	.	.	.	.	.	.
2014	1050	0	.	.	.	.	.	.	.	.	.

Source: Obtained from GA Dashboard, January, 2016.

Peer Comparison

Graduation Rates at Start School

Cohort 2009

UNC Institutions	4YR Rate (%)	6 YR Rate (%)
University of North Carolina Pembroke		
Appalachian State University		
East Carolina University		
Elizabeth City State University		
Fayetteville State University		
North Carolina A&T State University		
North Carolina Central University		
North Carolina State University		
University of North Carolina Asheville		
University of North Carolina Chapel Hill		
University of North Carolina Charlotte		
University of North Carolina Greensboro		
University of North Carolina Wilmington		
University of North Carolina School of Arts		
Western Carolina University		
Winston-Salem State University		

Source: The Office of Institutional Research, General

* Graduation Rates for Students who Started and Gr

4 YR Average Rate
6 YR Average Rate
UNCP 6 YR Average Rate
Diff.

*** UNCP is the last 2nd among UNC systen**

Graduation Rates at Any UNC System

Cohort 2009

UNC Institutions	4YR Rate (%)	6 YR Rate (%)	Diff
University of North Carolina Pembroke	**19.7**	**44.8**	**6.5**
Appalachian State University	48.5	76.3	5.4
East Carolina University			
Elizabeth City State University			
Fayetteville State University			
North Carolina A&T State University			
North Carolina Central University			
North Carolina State University			
University of North Carolina Asheville			
University of North Carolina Chapel Hill			
University of North Carolina Charlotte			
University of North Carolina Greensboro			
University of North Carolina Wilmington			
University of North Carolina School of Arts			
Western Carolina University			
Winston-Salem State University			

Source: The Office of Institutional Research, Gener

* Graduation Rates for Students who Started at o

4 YR Average Rate
6 YR Average Rate
UNCP 6 YR Average Rate
Diff.

*** UNCP is the last 3 among UNC system.**

Graduation Rates at Any U.S. Institutions

Cohort 2009

UNC Institutions	4YR Rate (%)	6 YR Rate (%)	Diff (L-C)
University of North Carolina Pembroke	**21.0**	**49.0**	**10.7**
Appalachian State University	50.0	81.0	10.1
East Carolina University	39.0	71.0	9.0
Elizabeth City State University	44.0	52.0	13.2
Fayetteville State University	18.0	39.0	7.3
North Carolina A&T State University	21.0	49.0	5.3
North Carolina Central University	18.0	49.0	7.3
North Carolina State University	NA	NA	NA
University of North Carolina Asheville	43.0	75.0	15.1
University of North Carolina Chapel Hill	83.0	92.0	1.9
University of North Carolina Charlotte	30.0	66.0	12.7
University of North Carolina Greensboro	37.0	68.0	11.8
University of North Carolina Wilmington	55.0	82.0	10.8
University of North Carolina School of Arts	NA	NA	NA
Western Carolina University	41.0	69.0	11.7
Winston-Salem State University	NA	NA	NA

Source: The Office of Institutional Research, SAM, 8-9-16

* Students started at UNCP and graduated in any institutions in United States.

** Data obtained from Student Achievement Measure.

***NA: Not Available.

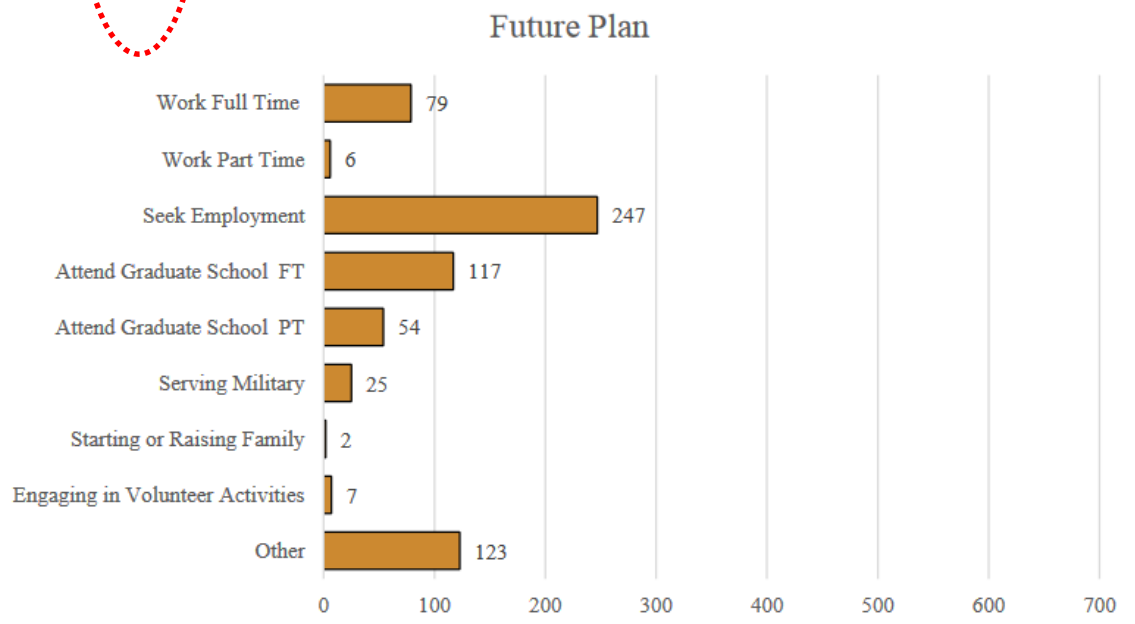
Placement

Table 11. Primary Activity in Year After Graduation

Activity	1993-94	2003-04	2008-09	2012-13	Total
UNC Pembroke					
Employed full-time	87%	73%	57%	59%	62%
Employed part-time, do not want full-time	0%	2%	0%	3%	1%
Employed part-time, want full-time	13%	7%	17%	6%	10%
Employed in a service program	0%	0%	0%	2%	1%
Self-employed	0%	0%	0%	1%	0%
Student in a degree program	0%	10%	9%	17%	12%
Intern	0%	2%			
Seeking employment	0%	4%			
Raising a family	0%	0%			
Military service	0%	0%			
Something else	0%	4%			
Don't know	0%	0%			
Total	100%	100%	1(		

AY 2015-16 Future Plan

- 50%: Employed or seek employed;
- 26% attended graduate school



- What we can do to maximize student success at UNCP?
  - Engagement
  - Interact more often with faculty inside and out side of classroom
  - Finance support
  - ……
- **Using data & predictive modeling to promote student success.**

IR: What we are going to do …

Providing Strategic, Timely, Accurate Information to Inform Decision Making

List of RWA Reports

1. Degrees Conferred Grad Term;
2. Students Mid-term and Final Grades;
3. Grades grouped by ABC and DWF by Subject;
4. Undergraduate Students with Advisors
5. Enrolled by Major and Department
6. Online, on-campus, Ext Course Enrollment

Access to RWA Reports

DEMO!

https://braveweb.uncp.edu/

- **Term Filter**
  - 201610: Fall 2015
  - 201620: Spring 2016
  - 201630: 2016 Summer I
  - 201640: 2016 Summer II

Predictive Modeling

- What is Predictive Modeling?
  - Analyze the Past & Predict the Future
  - Construct an attrition modeling using 3-YR FR cohort information;
  - Run the current FR cohort & assign each Freshman **an attrition probability** **& which** **an attrition group** he/she belongs.

Attrition Probability Matrix

Group	Count	Risk Probability		Risk Level
		Small	Large	
1	103	56%	90%	High Risk
2	115	48%	56%	
3	117	43%	48%	
4	117	39%	43%	
5	118	34%	39%	Medium Risk
6	117	30%	34%	
7	118	27%	30%	Low Risk
8	117	22%	27%	
9	118	15%	22%	
10	117	1%	15%	

2nd Focus Group

1st Focus Group

Attrition Probability

Demo!

Derek Oxendine, Ph.D.
Center for Student Success

Center for Student Success

- Academic Advising
- Academic Engagement
- College Opportunity Program
- New Student Programs
- TRiO: Student Support Services
- Writing Center

Fostering Student Success

(UNC Policy 400.1.5)

- Section 3 - Establish student success and support structure to review and issue reports on:
  - Retention, progression, graduation, and time to degree
  - Course scheduling of required courses
  - Grade requirements for general education and their impact on time to degree
  - **Academic advising system and its impact on time to degree**

Approved January 2013

FUSS Regulations

(UNC Policy 400.1.5[R])

- Advising - Campuses shall develop policies to monitor the availability of appropriate and timely academic advising, particularly for first-time undergraduates and first-semester transfer students to:
  - Assist students in making effective academic and career decisions,
  - Increase the potential for students selecting appropriate courses and schedules,
  - Provide students with assistance in selecting a major in a timely fashion,
  - Prevent excessive changes of major,
  - Increase students' awareness of an appropriate course load and academic assistance available to them, and
  - Provide information as appropriate on course selection and the impact on tuition surcharge.

Approved April 2013

FUSS Regulations

(UNC Policy 400.1.5[R])

- Early Warning System – Each campus will have an early warning system (EWS) to alert relevant campus personnel to signs of poor academic performance by a student or of behavior likely to lead to a student not making Satisfactory Academic Progress.
  - HAWK Alert Program

FUSS Guidelines

(UNC Policy 400.1.5[G])

- EWS will identify students experiencing or at risk of academic difficulty.
- EWS will monitor
  - First time freshmen and transfers
  - Sophomores
  - Student athletes
  - Students not in good academic standing
  - Readmit students returning from a suspension or on probation
  - At-risk populations as determined by the campus

Approved August 2014

FUSS Guidelines

(UNC Policy 400.1.5[G])

- Requires one alert be sent each semester no later than the 3rd week of the classes.

- Chief academic officers, deans, and department chairs are responsible for ensuring the faculty and other relevant campus personnel comply with the EWS.

- **GA Initiative to Promote Student Success**
  - Par Framework
- **Next steps?**