The University of Mississippi

STUDENT PERSISTENCE
AND THE FRESHMAN
COHORT RETENTION TOOL

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FIRST-YEAR EXPERIENCE
Overview

- Freshman Cohort
- Retention and Student Persistence
- Freshman Retention Tool
Cohorts

• What is the freshman cohort?
• There are two “buckets” incoming Fall semester students go into:
  – First time in college (Freshmen)
  – Not first time in college (Transfer)
• Each of these “buckets” has sub-buckets:
  – Full-Time
  – Part-Time
Cohorts

• How do we decide who is in the freshman cohort?
  – Census date
    • Historically this has been the 10th day of classes (ex. Fall 2017 = September 1st at 11:59:59 pm)
    • For fall 2018, this date was changed to 11/01 for all IHL institutions
    • Fall 2019, it will be 11/01 or revised
Cohorts

• Freshman Cohort is:
  – First time in college
  – Full-time freshmen
  – As of the institutional census date

• Used as the basis for the 4-year and 6-year graduation rates

• Used to report fall-to-fall retention
Retention and Student Persistence

• Institutions retain students
• Students persist
• Fall-to-Spring (internal measure)
• Fall-to-Fall (reported measure)
  – IHL
  – IPEDS
  – Other publications
Retention Tool

- Created during the 2013-14 academic year; first full use was the 2014-15 academic year
- Homegrown with Information Technology
- Collaborative tool
- Who can use the Retention Tool?
  - Assigned academic advisors to the cohort
  - Dean’s Offices
  - Chairs of Departments
  - CSSFYE
  - Retention Advisory Board
  - Financial Aid
  - Offices that are responsible for holds
Retention Tool: Access

• Access in one of two ways:
  – www.olemiss.edu/retentiontool; you will be asked to sign in to myOleMiss.
  – Sign-in to myOleMiss
    • Use the search function in the top right corner to search for “retention”
    • The retention tool is your only option.
Retention Tool: Use

- The Freshman Cohort Retention Tool is designed to provide better tracking of retention efforts and more up to date information on students in the freshman cohort groups. Advisors, chairs, deans, offices responsible for holds, and offices related to retention efforts have access to the Freshman Cohort Retention Tool to monitor and update activity related to individual students. With this tool, users may view current information about student schedules, holds, academic standing, majors, and contact information for the student and related persons. All user activity is logged.
Retention Tool: Getting Started

• Choose your retention year. Retention year is the same as the fall semester year. Defaults to current cohort class.

The Freshman Cohort Retention Tool is designed to provide better tracking of retention efforts and more up-to-date data.
Retention Tool: Getting Started

• You can filter by students with your holds, if you own a hold:

![Freshman Cohort Retention Tool](image)
Retention Tool: Student Info

• Quick glance:
  – Photo
  – Contact status of a student
  – ID number, major, resident gpa, program of study
  – Contact information: email, phone number, address, alternate email
  – Holds information
  – Contact information for students’ parents/guardians including FERPA
  – Notes inputted for each student from across campus
Retention Tool: Student Info

**NAME OF STUDENT**

**Can be contacted.**

- student number: 
- school: School of Engineering
- program: B.S.E.E. in Electrical Engineering
- schedule: Spring Schedule, Fall Schedule
- standing: GOOD
- resident gpa: 2.56
- ethnicity: White
- gender: M
- resident: Yes
- cellphone: 
- telephone: 
- email: @go.olemiss.edu
- external email: @outlook.com
- home address: 
- local address: Oxford, MS 38655

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The University of Mississippi
## Retention Tool: Parent Info/FERPA

| 9116 - Accounts Receivable Hold | $4,570.24 |
| 9103 - Advisor Hold |

| father |  |  |
| email |  | @hotmail.com |
| ferpa | No Academic | Accounting | Financial Aid |

| mother |  |  |
| email |  |  |
| ferpa | No Academic | Accounting | Financial Aid |

| other |  |  |
| phone |  |  |
| ferpa | No Academic | Accounting | Financial Aid |
Retention Tool: Contact Status/Notes

Set contact status for this student.
Any choice other than "can be contacted" will mark the student as "do not contact." Please be as specific as possible.

Can be contacted.

Send email notification.
Enter email addresses separated by commas.

Add a note about this student.

Submit

Joseph B Hemphill (Financial Aid) on 10/23/2018 at 09:52:41

Student note.
Sent Student e-mail about options
Set contact status for this student.

Any choice other than "can be contacted" will mark the student as "do not contact." Please be as specific as possible.

- Can be contacted.
- Pending student action.
- Do not contact.
- Not returning for monetary reasons.
- Not returning because of grades.
- Not returning because homesick/distance from home.
- Not returning due to social fit.
- Not returning deferred admission to X university.
- Not returning due to health/medical issues
- Not returning due to personal/family issues
- Not returning due to legal/disciplinary reasons.
- Not returning due to major fit.
- Not returning for athletic reasons.
- Not returning, military orders.
- Not returning, other.
Set contact status for this student.

Any choice other than "can be contacted" will mark the student as "do not contact." Please be as specific as possible.

Not returning due to social fit.

Send email notification.

Enter email addresses separated by commas.

Add a note about this student.

Submit

Molly Anne Coleman (Ctr for Student Success & First Year Exp) on 04/09/2019 at 16:51:43

Student contact status changed.

Transferring to U Tennessee, closer to home and lots of friends at UT

Student status updated: Not returning due to social fit.
Retention Tool: Data (2018 Cohort)

• Fall-to-Spring reasons for leaving (93.87% retained)
  – Homesick/distance from home (32)
  – Grades (33)
  – Deferred Admission (3)
  – Health/medical (19)
  – Legal/disciplinary (1)
  – Major fit (9)
  – Personal/family (27)
  – Social fit (28)
  – Athletics (2)
  – Money (49)
  – Military (4)
  – Other* (4)

*Deceased student; job opportunity; veteran who decided college was not a good fit; residence hall incident
Retention Tool: Benefits

- Reasons for leaving
- Making use of exclusions
- Collaborative effort across campus
- Can inform programming
- Repository of rich information
Questions?

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