

# The University of Mississippi



## STUDENT PERSISTENCE AND THE FRESHMAN COHORT RETENTION TOOL

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CENTER FOR STUDENT SUCCESS AND  
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 10<sup>th</sup> day of classes (ex. Fall 2017 = September 1<sup>st</sup> 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](http://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.

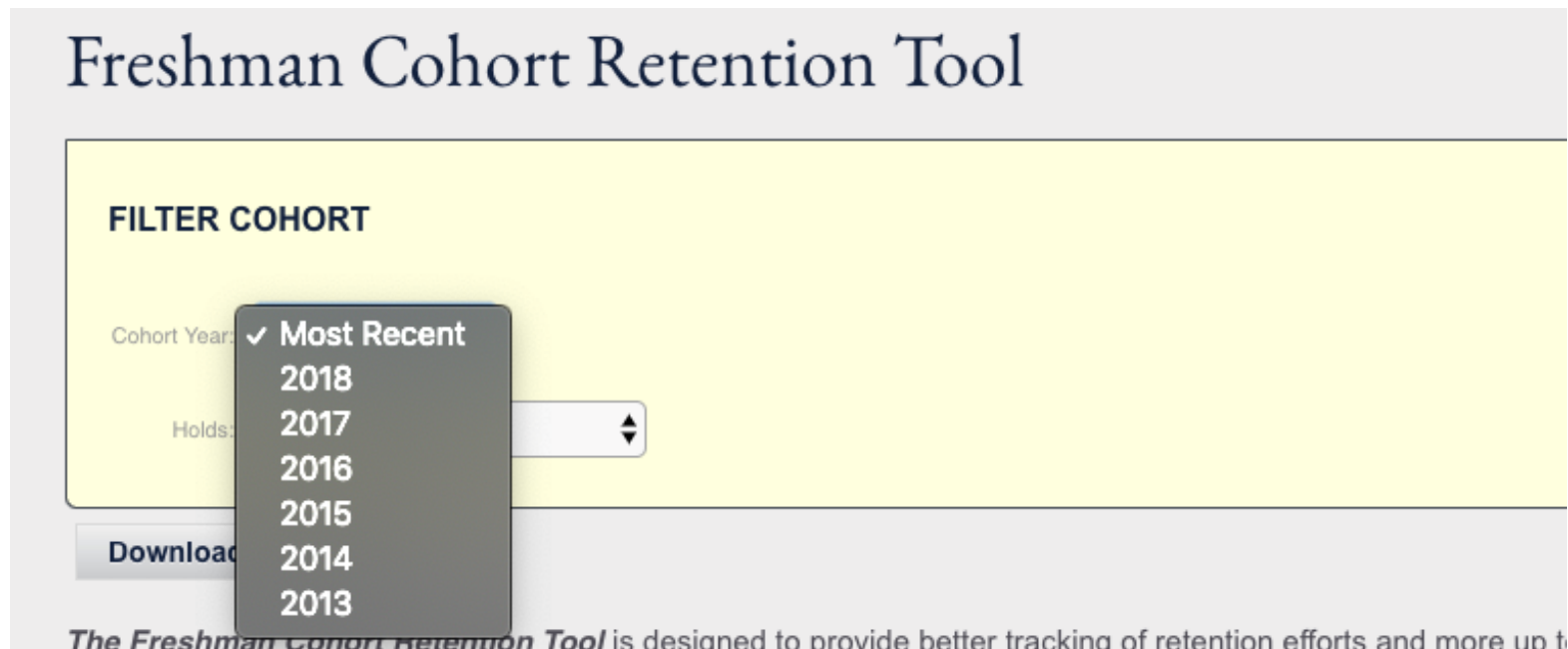


# Retention Tool: Use

- ***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.



Freshman Cohort Retention Tool

**FILTER COHORT**

Cohort Year:  Most Recent  
2018  
2017  
2016  
2015  
2014  
2013

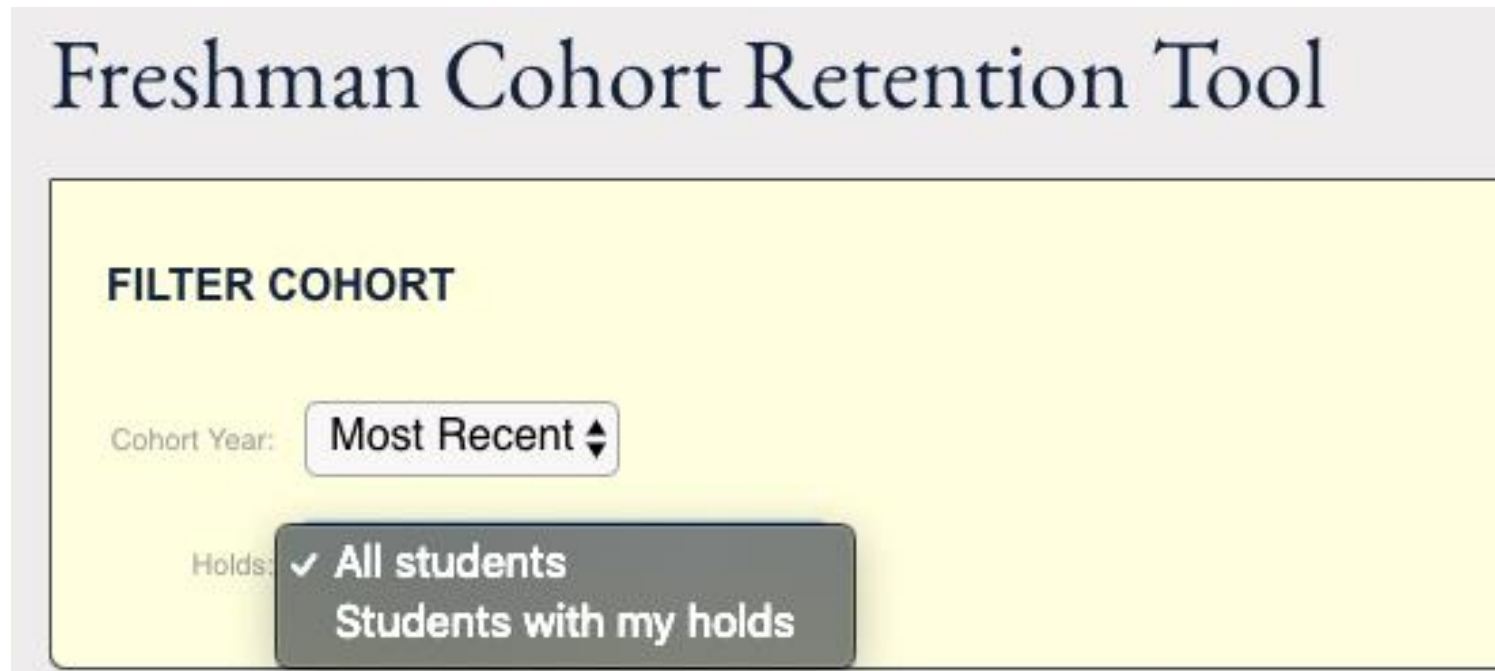
Holds:

Download

*The Freshman Cohort Retention Tool is designed to provide better tracking of retention efforts and more up to*

# Retention Tool: Getting Started

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



Freshman Cohort Retention Tool

**FILTER COHORT**

Cohort Year: Most Recent ▾

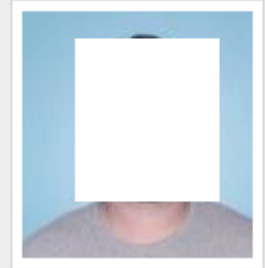
Holds:  All students  
 Students with my holds

# 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	[REDACTED]
school	<b>School of Engineering</b>
program	<b>B.S.E.E. in Electrical Engineering</b>
schedule	<b>Spring Schedule</b> <b>Fall Schedule</b>
standing	<b>GOOD</b>
resident gpa	<b>2.56</b>
ethnicity	<b>White</b>
gender	<b>M</b>
resident	<b>Yes</b>
cellphone	[REDACTED]
telephone	[REDACTED]
email	[REDACTED]@go.olemiss.edu
external email	[REDACTED]@outlook.com
home address	[REDACTED]
	<b>Oxford,MS 38655</b>
local address	[REDACTED]
	<b>Oxford,MS 38655</b>

# Retention Tool: Parent Info/FERPA

9116 - Accounts Receivable Hold	\$4,570.24		
9103 - Advisor Hold			
father email ferpa	No Academic	@hotmail.com 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**

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

### Student note.

Sent Student e-mail about options

# 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.
- 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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