

# The Admission Process – Debt, Inclusion, Retention

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## Case Study Scenario

- Your campus has decided to decrease its discount rate from 25% to 20% and now require more students to take out loans to finance their education. In an effort to reduce possible attrition, you have been charged with identifying ways to increase retention or implement strategies to ensure any student attrition is minimal.
- What are some action steps you should take?

## 2007 Satisfaction Results

- Quality Instruction
- Faculty are knowledgeable (seeking experts)
- Register with ease
- Tuition paid is a worthwhile investment
- Advisor is knowledgeable
- Experience intellectual growth

Noel-Levitz, 2007

**Remember Your Population**

## Importance – Four Year Private

1. Instructional Effectiveness
2. Academic Advising
3. Safety and Security
4. Student Centeredness
5. (tie) Recruitment and Financial Aid
6. (tie) Registration Effectiveness
7. (tie) Concern for the Individual
8. (tie) Campus Climate
9. Campus Support Services
10. Service Excellence
11. Campus Life

Noel-Levitz, 2007

## Importance – Four Year Public

1. Academic Advising
2. Instructional Effectiveness
3. Safety and Security
4. Registration Effectiveness
5. Recruitment and Financial Aid
6. (tie) Concern for the Individual
7. (tie) Campus Climate
8. Student Centeredness
9. Campus Support Services
10. Service Excellence
11. Campus Life

Noel-Levitz, 2007

## Importance – Two Year Colleges

1. Instructional Effectiveness
2. Registration Effectiveness
3. Academic Advising
4. Concern for the Individual
5. Academic Services
6. Admissions and Financial Aid
7. Safety and Security
8. Student Centeredness
9. Campus Climate
10. Service Excellence
11. Campus Support Services

Noel-Levitz, 2007

**What are some action steps you  
should take?**

## Action Steps

- Financial Aid Process and Procedure
  - New and Returning Students
- Internal Marketing
- Academic Advising
- First Year Programs
- Learning Support

## Web Resources / Included in CD

- What Works in Student Retention?
  - <http://www.act.org/path/postsec/droptables/pdf/FourYearPublic.pdf>
- Student Retention Practices at Four-Year Institutions
  - <https://www.noellevitz.com/NR/rdonlyres/9D1C966B-8E05-47AF-BAAD-298A93DB48A3/o/Retentionpractices4year0507.pdf>
- Retention Theory and Practices – On CD