

Student Retention and Persistence

	Fall 2021	Fall 2023	Trend	Target	MFI Rating
Fall to Winter	73%	75%	↑	79%	
Fall to Fall	48%	Data Pending		48%	

Mission Fulfillment Indicator (MFI) 11 measures the rates at which cohorts of award-seeking credit students new to Lane in fall are retained the next term (winter) or persist to the next year (fall) by enrolling in at least one course. Retention and persistence are critical indicators of mission fulfillment due to their direct correlation to student goal attainment. Note that fall-to-fall persistence does not require continuous enrollment during intervening terms.

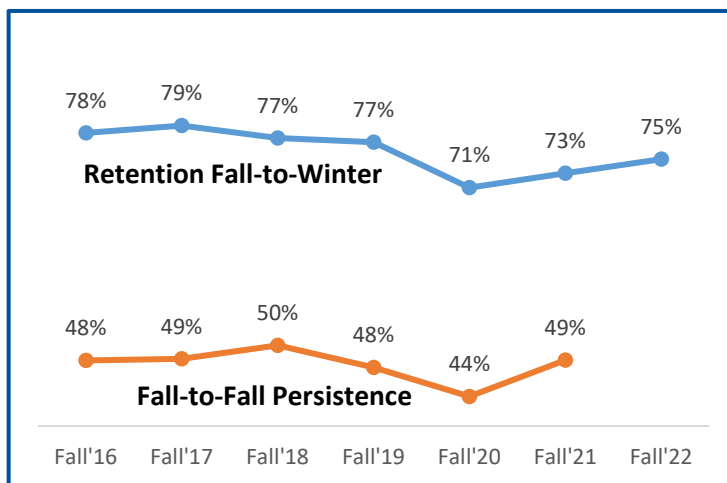


Figure 1: Retention and Persistence Rates for Fall Term Cohorts

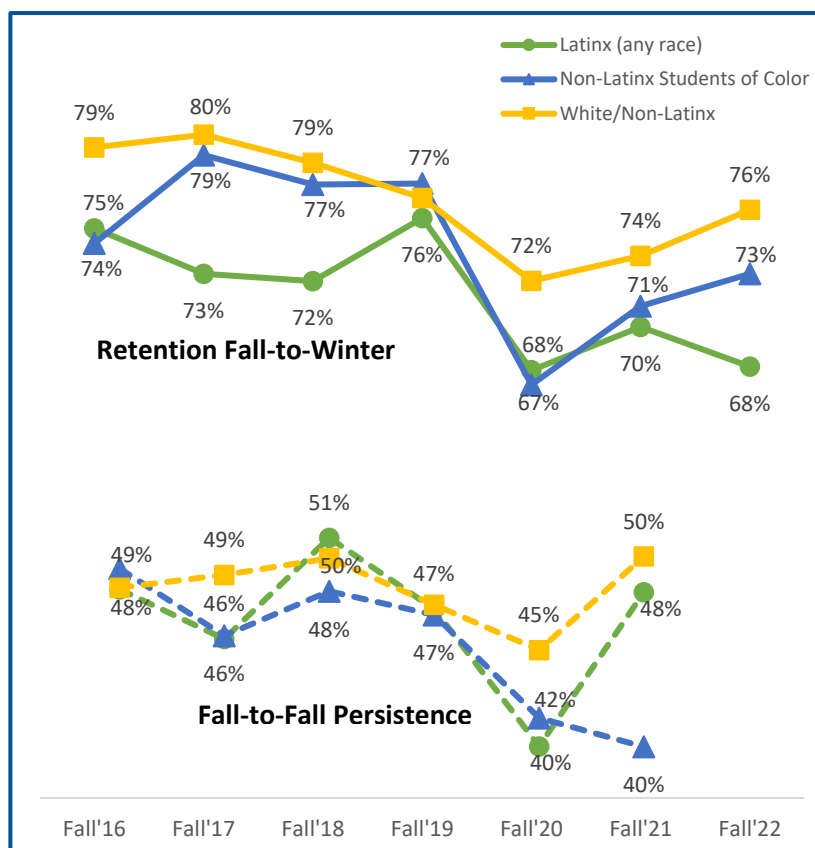


Figure 2: Retention and Persistence Rates for Fall Term Cohorts Disaggregated by Race/Ethnicity

Discussion

Changing the way that LCC approaches student success through Early Outreach has helped identify students' needs early, rather than reacting to students who are already struggling. The Early Outreach program is designed to catch students before they begin to struggle in their first term and provide tailored support services. The program also responds to reports that are submitted by faculty who may be concerned about a student's attendance or notice a change in grades or behavior. LCC has also explored registration events called RegFest. The events are staged as a one-stop for students to apply, complete course placement, and receive Financial Aid and enrollment information.

Another feature that was implemented in 2022-2023 is the use of text messaging through the software platform EAB Navigate. The text campaigns are strategic in publishing information that is helpful to students and focus on support or reminders that lead to registration readiness. Last year, Lane developed a partnership with Motimatic. This partnership helps drive returning students back to LCC through social media marketing efforts. The partnership has proven to be effective and is much more efficient than placing outbound calls that do not get answered. The company's marketing efforts are specific to LCC and have messaging that helps students understand the value of returning to college.

Peer Comparisons

The accreditation process calls for evidence-informed self-reflection along with meaningful comparison against peers to provide a contextualized perspective on an institution's quality. Based on Voluntary Framework of Accountability (VFA) 2019 cohort data, Lane's fall-to-winter retention rate is similar to that of comparable Oregon community colleges.

	Fall 2019 Cohort	Percent Retained
Lane	1,584	81.5%
Chemeketa	2,170	80.6%
Linn-Benton	1,473	77.2%
Mt Hood	1,406	74.0%

Lessons Learned & Next Steps

A number of efforts undertaken in 2022-2023 will continue, including those that provide an opportunity for collaboration across the college. One example of a partnership between Student Affairs, IR, and Academic Affairs was a NWCCU pilot project focused on sharing retention data by course. Faculty were provided with data about how many students from their current class had registered for a class in the next term. Faculty were asked to communicate with the students in their classroom and were given information about RegFest and other events where they could get assistance and support. The faculty were kept up-to-date on the percentage of students from their courses registered for the following term and were encouraged to have ongoing, proactive conversations about the importance of registration and retention with individual students. Continued development of opportunities to collaborate and careful tracking of data will be important to supporting student retention and persistence.

The 2022-2023 call to action related to retention and persistence drove change and innovation and has been successful. Data suggests that the steps taken did result in an enrollment increase. However, there was a lack of strategic tracking to help identify which efforts had the best results or promoted retention in a significant way. Next steps and future year planning will focus more on strategic measurement of the impacts of individual initiatives as well as returning to the Strategic Plan to design implementation. Lane will also take the recommendations from AACRAO consultants and begin to prioritize and implement changes that will focus on the student experience as it relates to registration, enrollment, and retention efforts. The College will focus on improving systems and processes and will continue to build on the work that has been done over the last year.