



Institutional Effectiveness Presents:



***Conversations
about Winthrop Data***

Retention Report

January 29, 2025



Agenda

- Introduction to the Student Success Partners Series
- About the Data
- Retention Report Discussion
- National Student Clearinghouse Dashboard
- Large Group Discussion
- Wrap-up
- Next Session





Student Success Partners: Conversations about Winthrop Data

- Data Transparency
- Student Success
- Conversations
- Partners





What is your Role?

- Not a committee or task force – simply a gathering of like-minded individuals invested in seeing our students succeed.
- Listen, participate, and take actionable information back to your office/division/program/college for consideration.
- **Bonus:** Look at and discuss data across divisions. Draw different data sets together around a particular concern. Generate ideas for a new study. Share some of your data.





Department of IE Staff

- Dr. Noreen Gaubatz – Director of Institutional Effectiveness and SACSCOC Liaison
- Dr. Zach Abernathy – Educational Data Scientist and Professor of Mathematics
- Dr. KB Gwebu – Director of Assessment
- Maria Linn – Director of Institutional Research
- Kelly Scott – Senior Data Analyst
- Nancy Scurry – Budget, Personnel, and Business Analyst





About the Data





What is Retention & Persistence?

Calculation of both rates is based on

- Fall-to-fall enrollment
- First-time degree-seeking undergraduates/FTIC (first time in college)
- Enrolled full-time as of student's first census date

Retention rate is the % enrolled at the SAME institution the next fall

- Focus is on the *institution*

Persistence rate is the % enrolled at ANY institution the next fall

- Focus is on the *student*
- Relies on National Student Clearinghouse tracking





Why do we track retention?

IMPROVEMENT:

- Academic preparedness
- Student satisfaction
- Student engagement
- On-time degree completion
- Recruiting strategies
- Program mix
- Financial health

ACCOUNTABILITY:

- Strategic plan/KPI metric
- House Ways & Means budget presentation
- State Accountability Report performance measure
- College rankings
- Federal & state reporting
- Institutional accreditation
- Program-level accreditation
- Program reviews





Retention Report

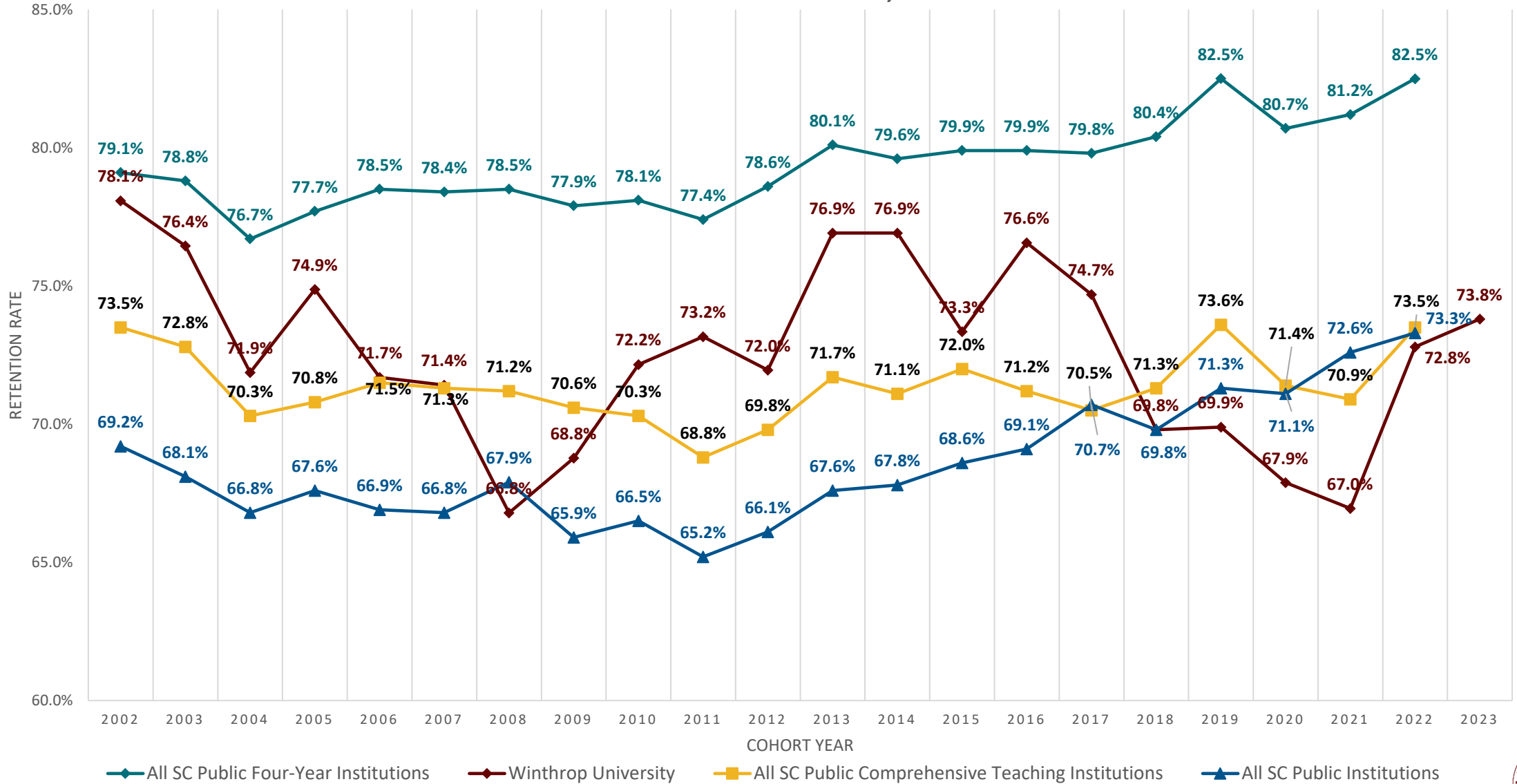
Maria Linn, Director of Institutional Research





Historical Retention Trends

FALL-TO-FALL RETENTION RATES OF FIRST-TIME, FULL-TIME FRESHMEN





Comparison Institutions

— All SC Public Comprehensive Teaching Institutions

Comprehensive Teaching Institutions
The Citadel
Coastal Carolina
College of Charleston
Francis Marion
Lander
SC State
USC Aiken
USC Beaufort
USC Upstate
Winthrop

— All SC Public Four-Year Institutions

Research Institutions
Clemson
USC Columbia
Research Subtotal
Comprehensive Teaching Institutions
The Citadel
Coastal Carolina
College of Charleston
Francis Marion
Lander
SC State
USC Aiken
USC Beaufort
USC Upstate
Winthrop
Comprehensive Subtotal
Public Four-Year Total

— All SC Public Institutions

Research Institutions
Clemson
USC Columbia
Research Subtotal
Comprehensive Teaching Institutions
The Citadel
Coastal Carolina
College of Charleston
Francis Marion
Lander
SC State
USC Aiken
USC Beaufort
USC Upstate
Winthrop
Comprehensive Subtotal
Public Four-Year Total
Two-Year Regional Campuses of USC
USC Lancaster
USC Salkehatchie
USC Sumter
USC Union
Regional USC Subtotal

Technical Colleges
Aiken
Central Carolina
Denmark
Florence - Darlington
Greenville
Horry - Georgetown
Midlands
Northeastern
Orangeburg - Calhoun
Piedmont
Spartanburg CC
TC of The Lowcountry
Tri-County
Trident
Williamsburg
York
Technical Subtotal
Public Institution Total





What's available & where?

URL: www.winthrop.edu/ie/sharepoint-site

SharePoint

IR Winthrop Data (Login Required) Home INSTRUCTIONS Documents Back to Institutional Research Edit

+ New Page details Analytics Published 12/5/2024

Documents See all

+ New Upload All Documents

Name
Credit Hour Production
Degrees Conferred
Enrollment Data
Faculty Data
Faculty Load
Grade Distributions
Institutional Surveys
Retention Reports
S U Analysis

Data shared here are intended for the Winthrop community and are provided for business needs. Data use is provided responsibly, and we will comply with the Winthrop University Use of Information Technology Statement. Under no circumstances will we provide data to any Winthrop community member, student or faculty to any third party not authorized to receive such information for classroom use or research purposes.

If you have any questions, please contact Maria Linn, Director of Institutional Research, via email linnm@winthrop.edu.

If you need technical assistance, please contact Kelly Scott, Director of Institutional Research, at ext 4857 or kscott@winthrop.edu.

SharePoint

IR Winthrop Data (Login Required) Home INSTRU

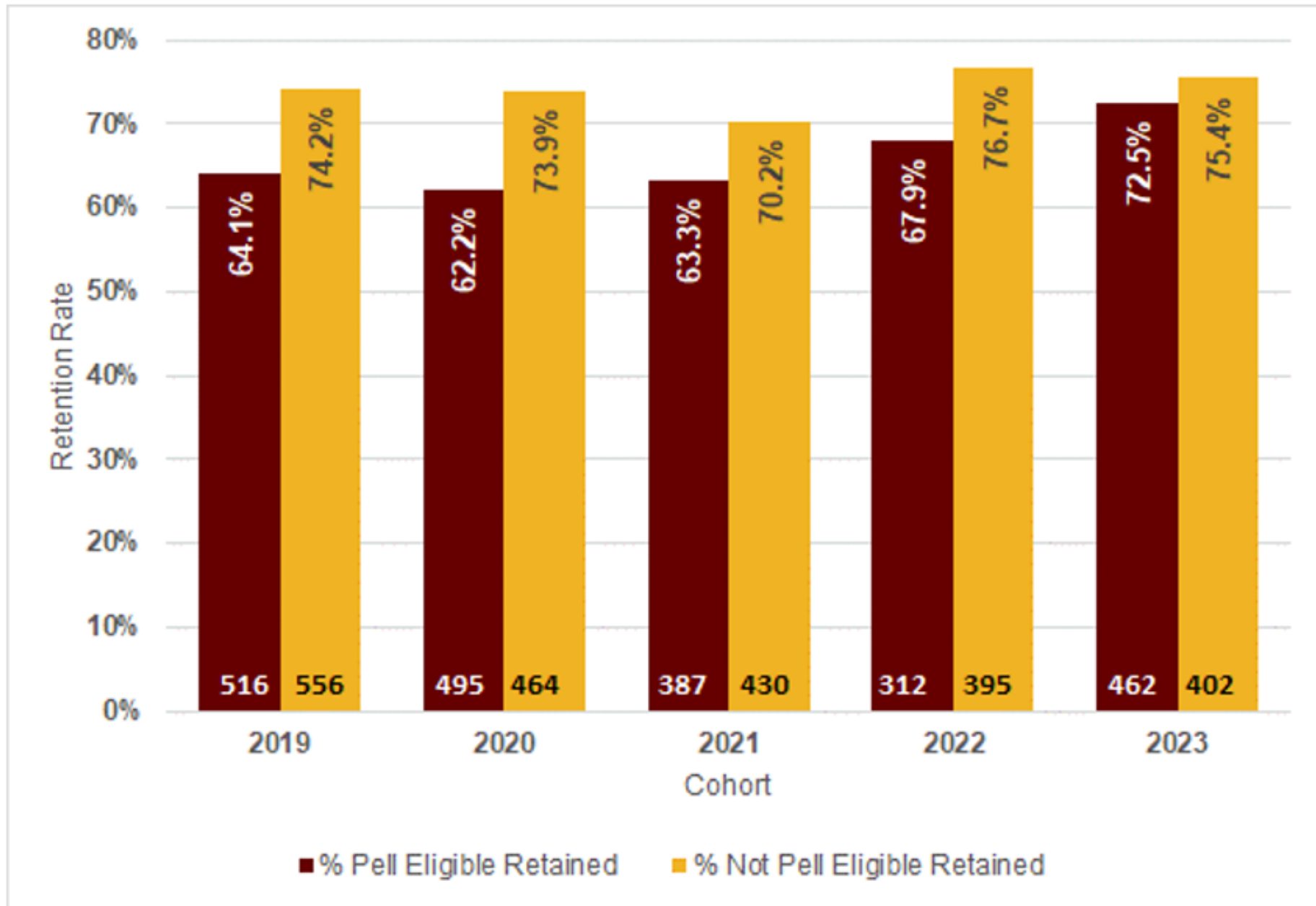
+ New Upload Edit in grid view Share

Documents > Retention Reports

Name
Reports from Previous Years
Fall 2023 to Fall 2024 Freshman Retention Report.pdf

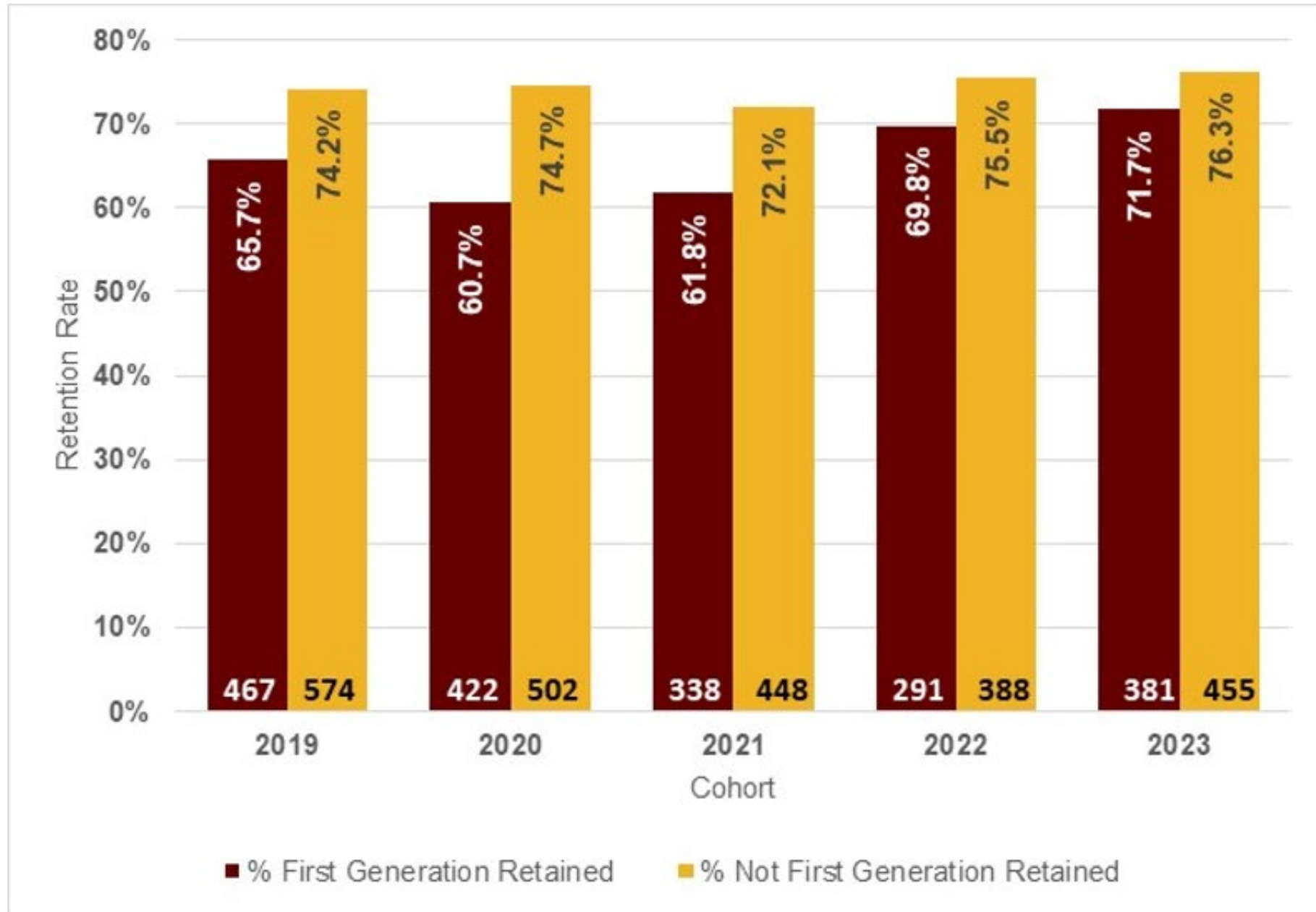


Fall-to-Fall First-Time, Full-Time Freshman Retention Rate by Pell Eligibility

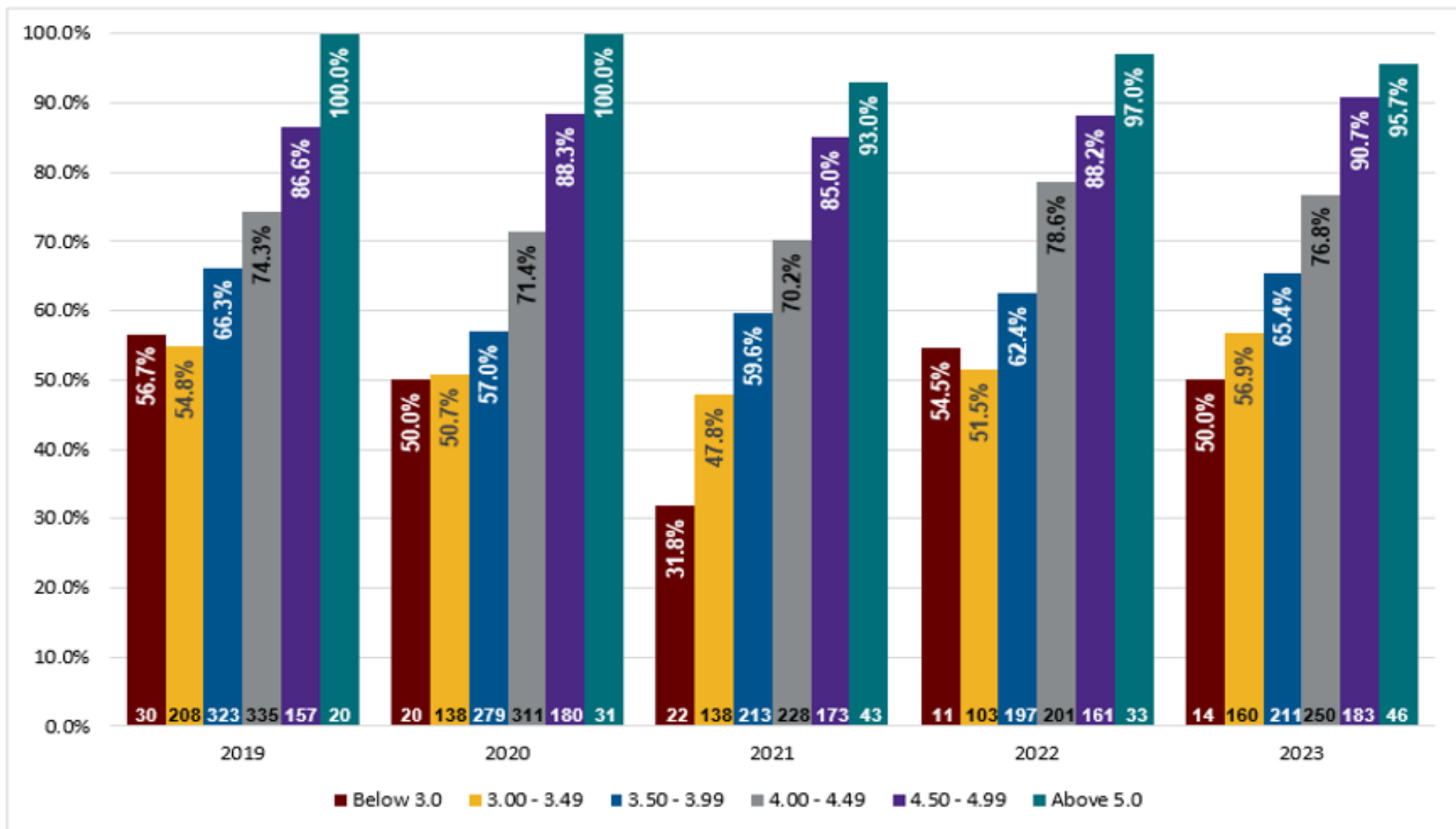




Fall-to-Fall First-Time, Full-Time Freshman Retention Rate by First Generation in College



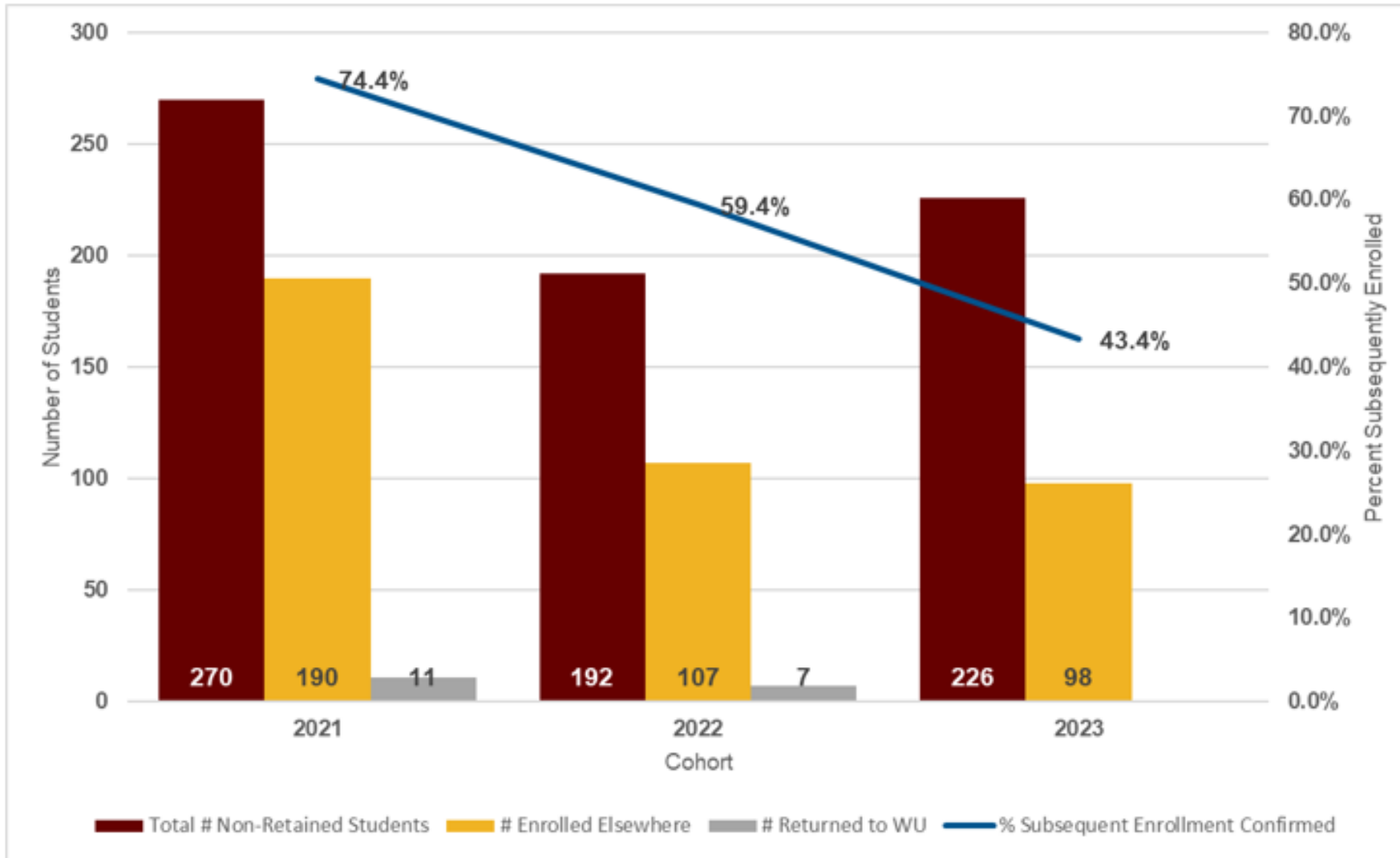
Fall-to-Fall First-Time, Full-Time Freshman Retention Rate by High School GPA, Five-Year Trend



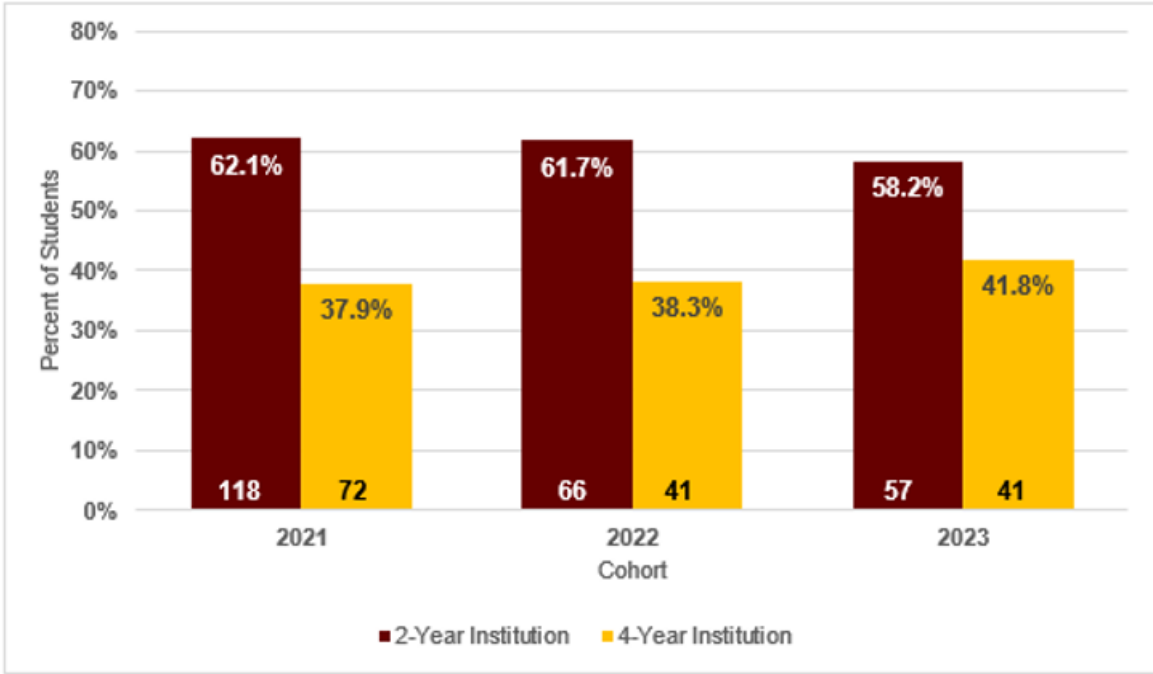


What happened to non-retained freshmen?

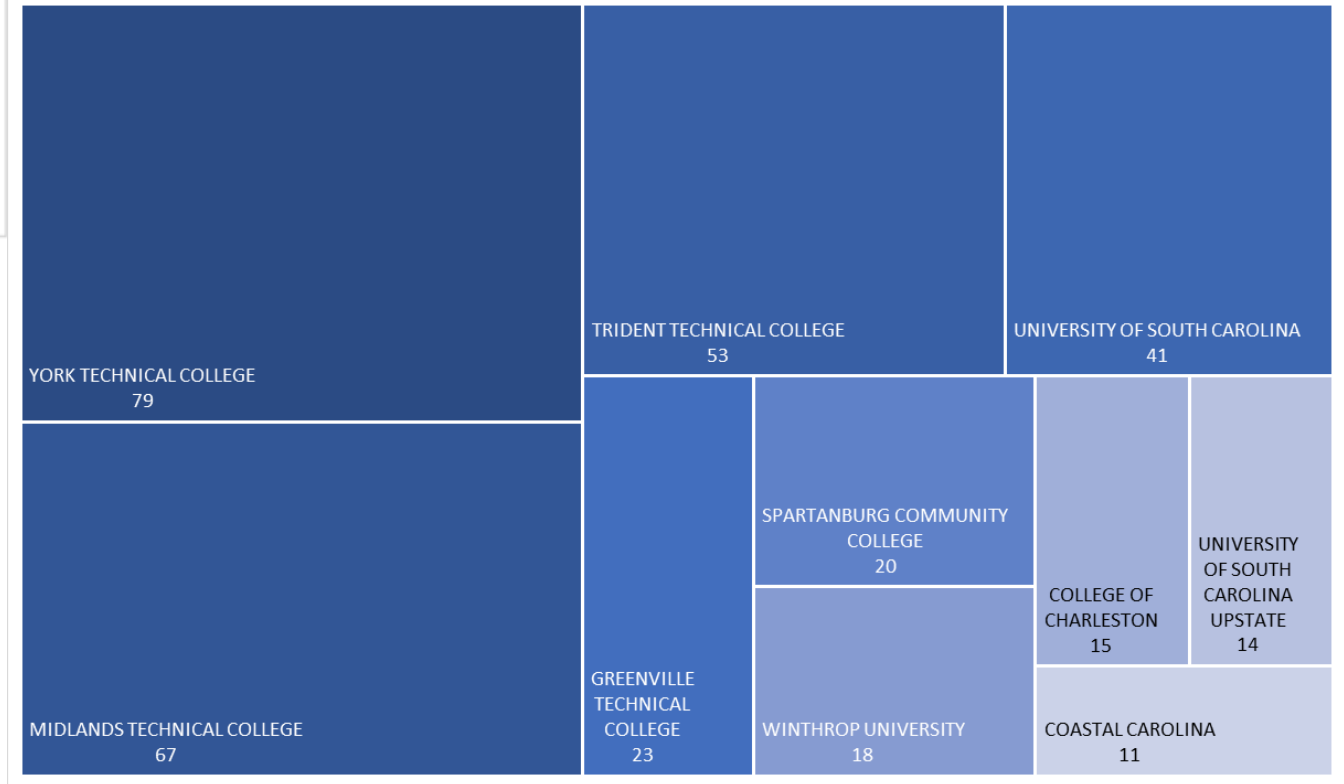
Subsequent Enrollment Status of Non-Retained First-Time Full-Time Freshmen



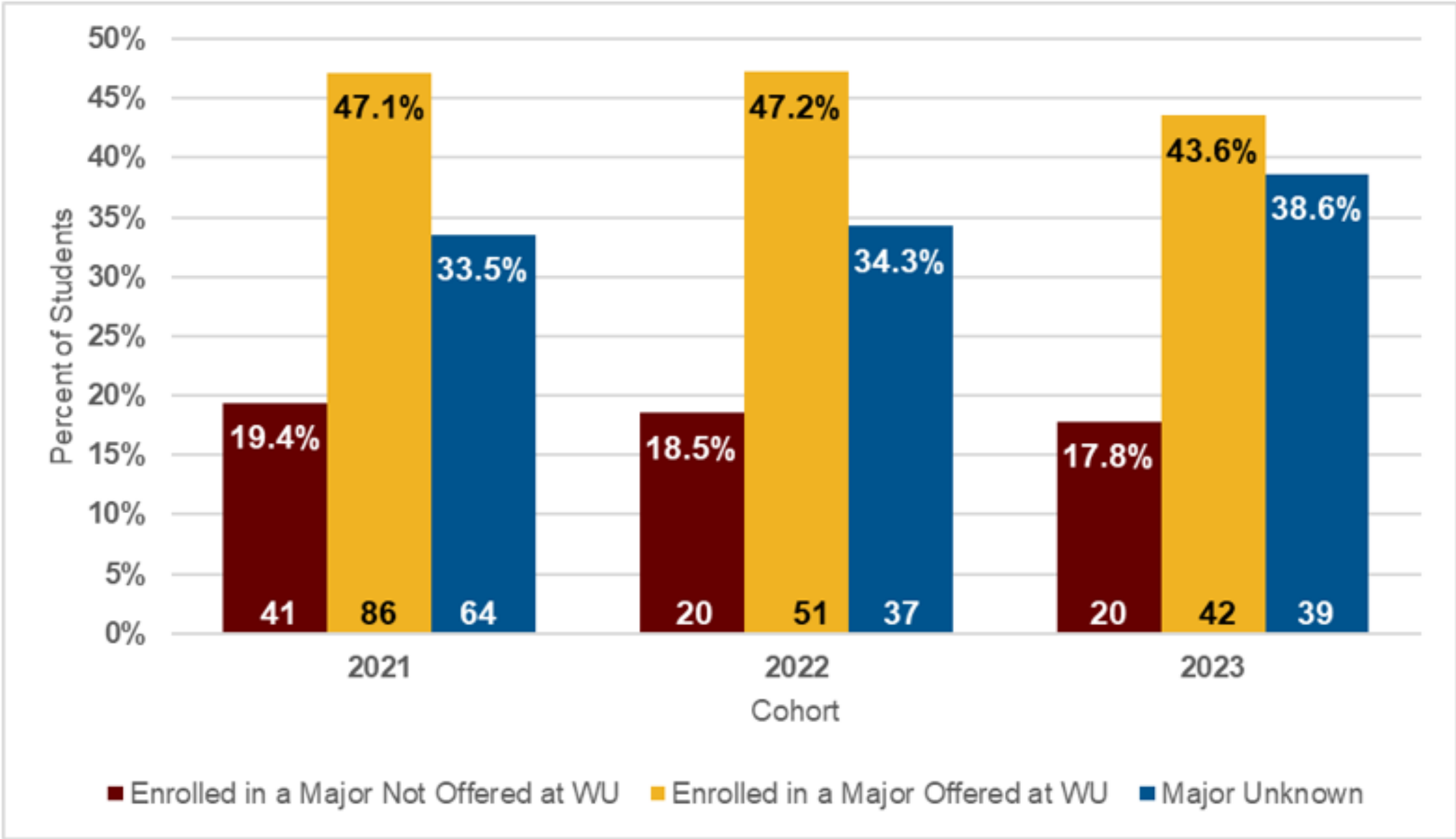
Subsequent Institution Type of Non-Retained First-Time Full-Time Freshmen



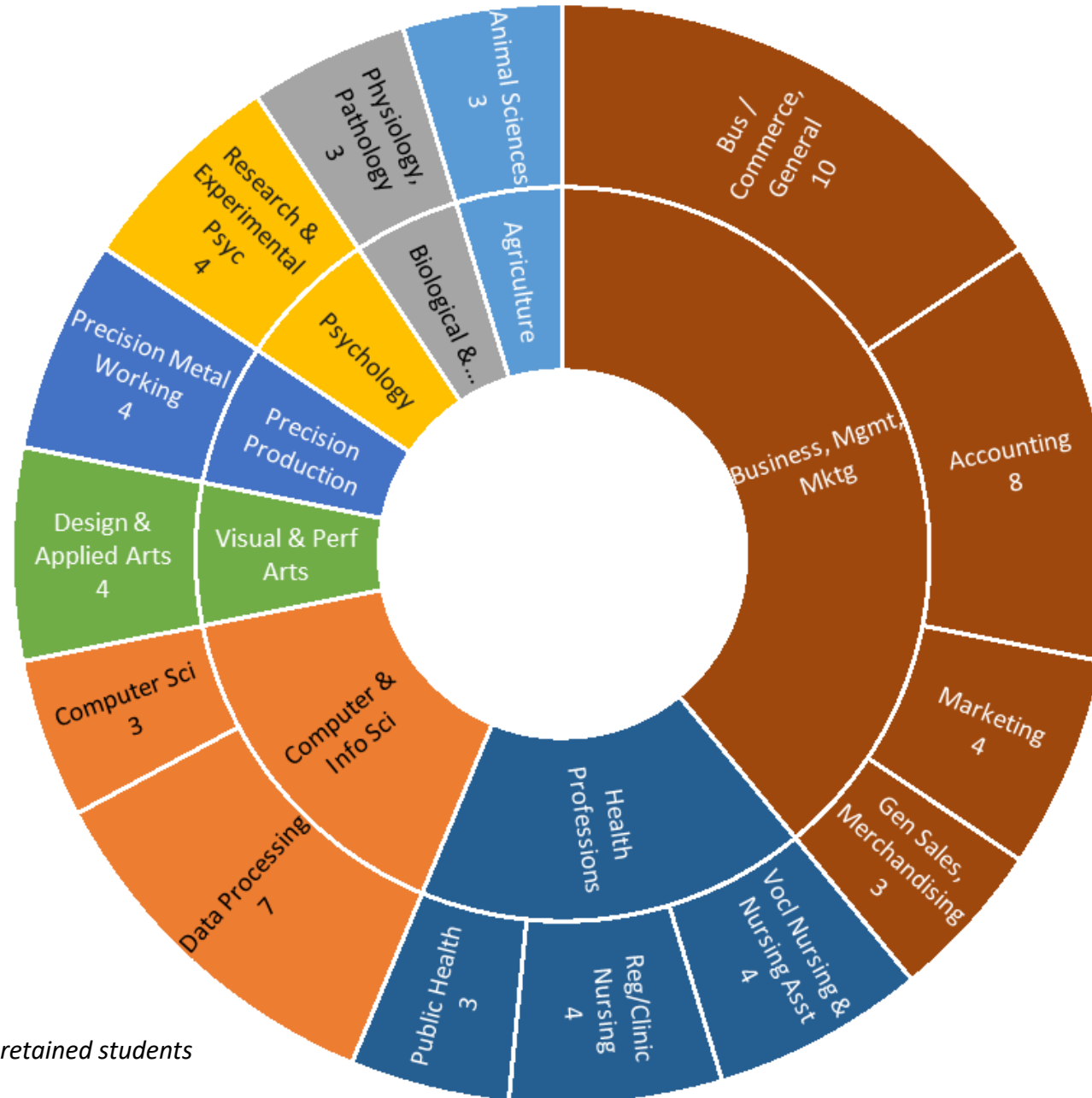
Top Ten Subsequent Institutions Attended by Non-Retained Freshmen, 2021-2023 Cohorts



Major at Transfer Institution of Non-Retained First-Time Full-Time Freshmen



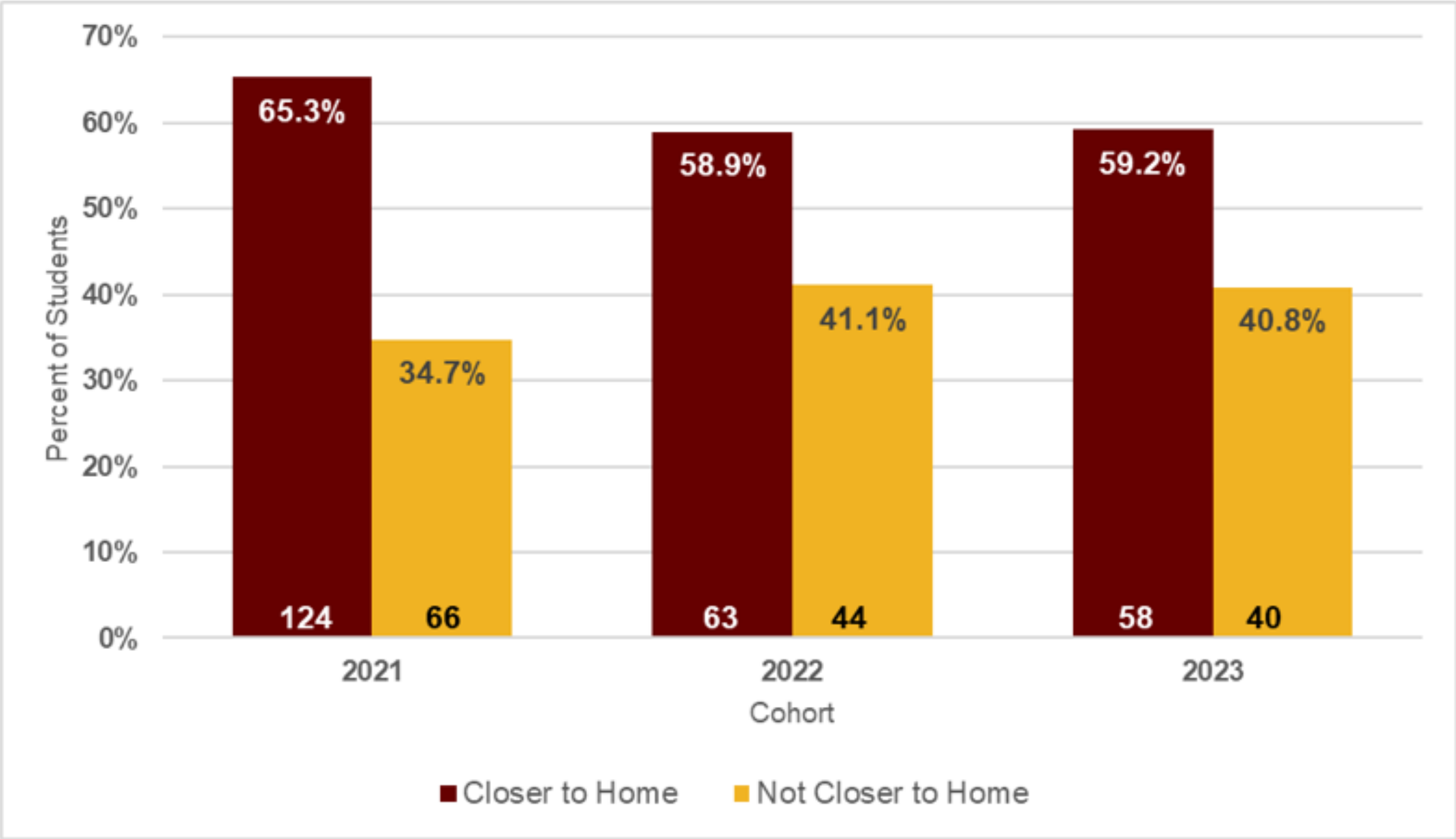
Majors Pursued by Non-Retained Freshmen Not Offered* at WU, 2021-2023 Cohorts



*Based on 4-digit CIP code.

Includes only programs with 3 or more non-retained students enrolled.

Location of Transfer Institution of Non-Retained First-Time Full-Time Freshmen





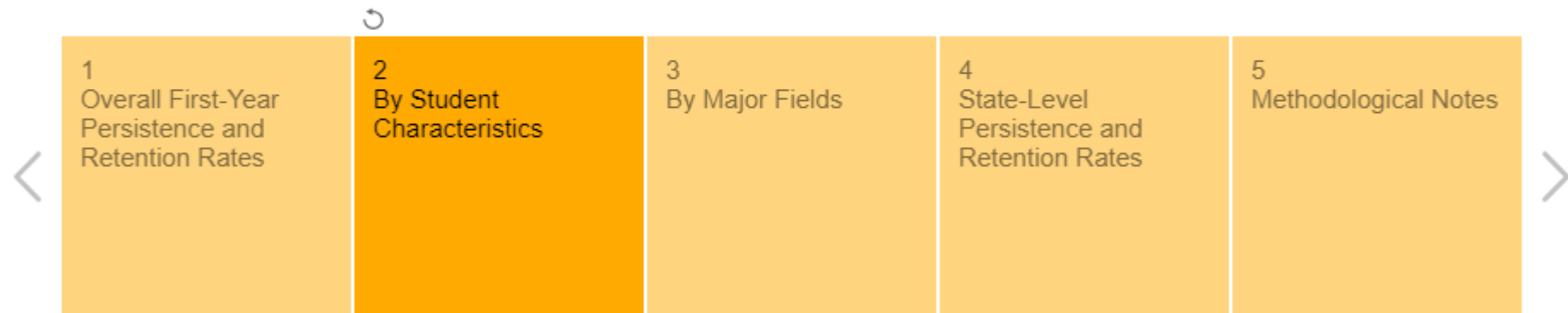
Let's Navigate to NSC's Dashboard

URL: <https://nscresearchcenter.org/persistence-retention/>

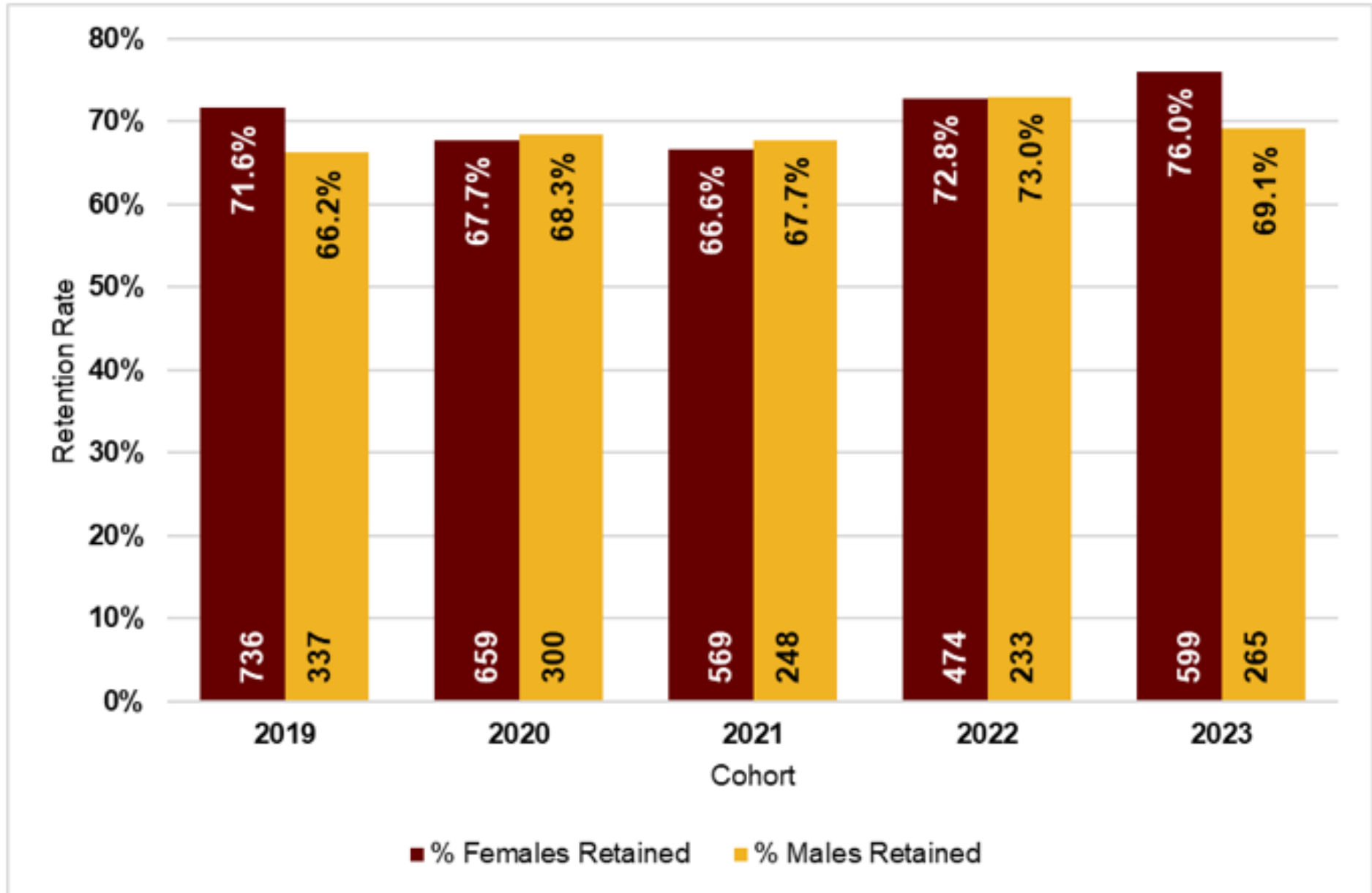
- **Scroll down & choose By Student Characteristics**

Beginning Postsecondary Students Each Fall, 2013 to 2022

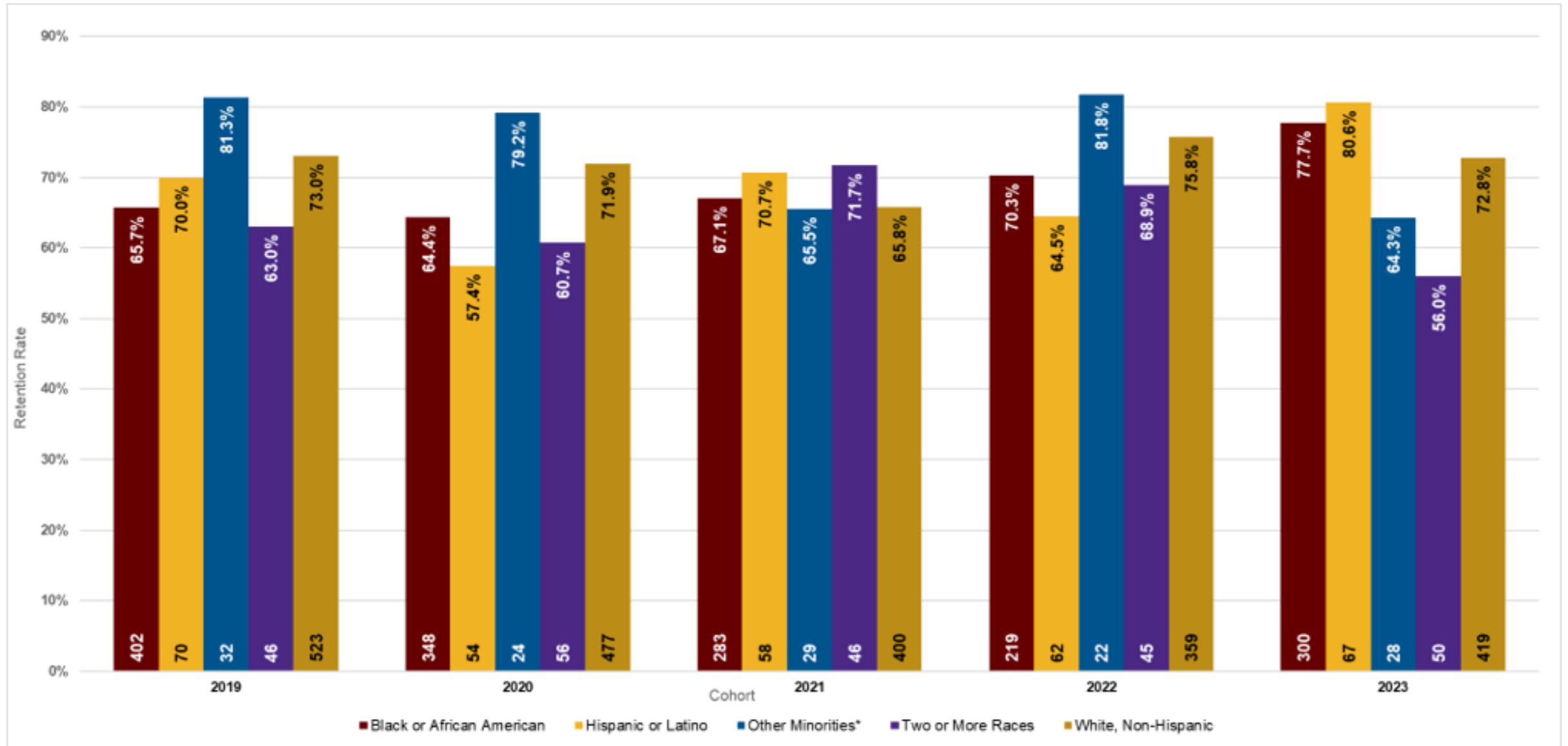
Navigate using the tabs at the top of the dashboard to see details for student characteristics, major fields, and states.



Fall-to-Fall First-Time, Full-Time Freshman Retention Rate by Gender, Five-Year Trend

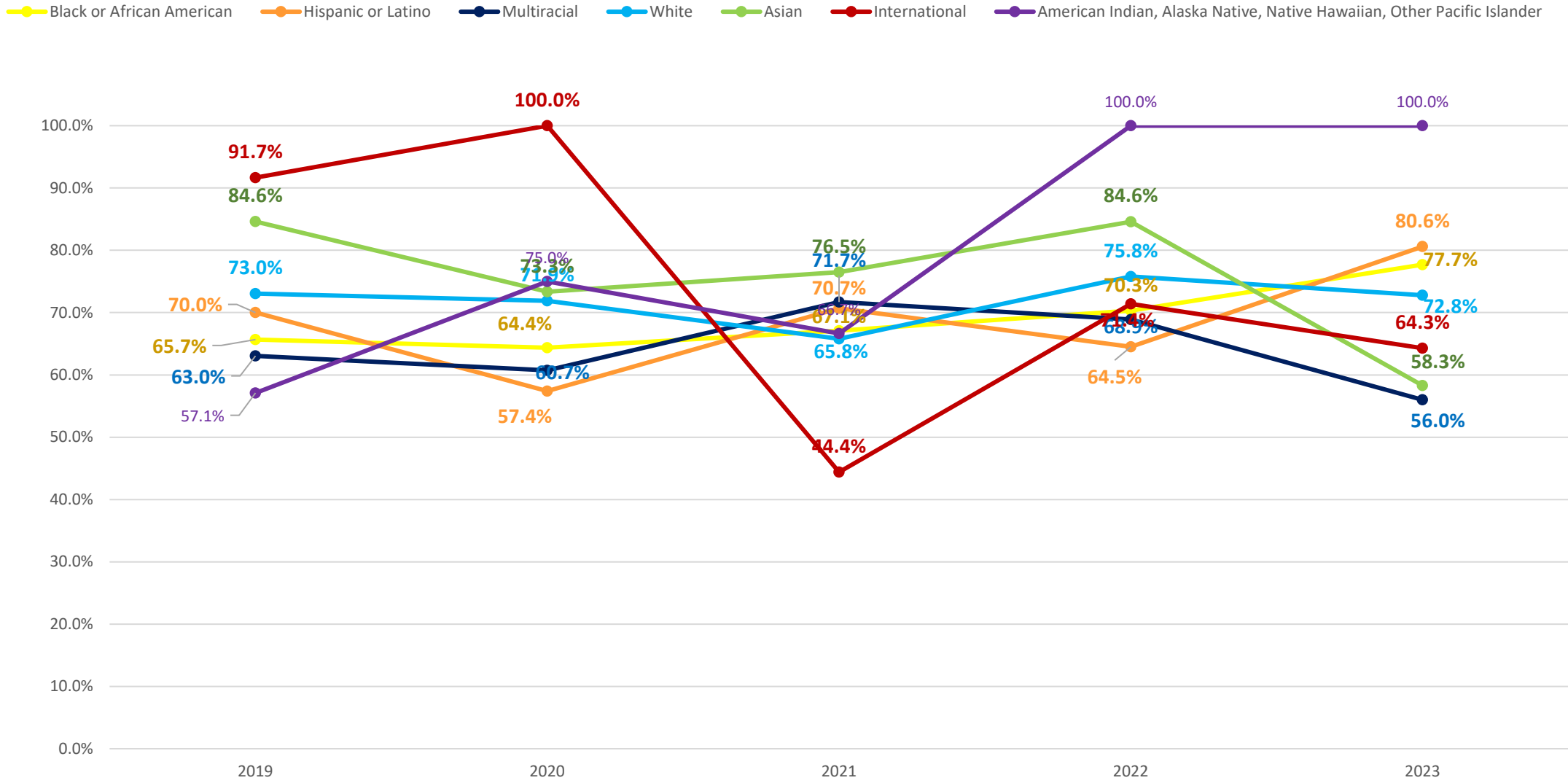


Fall-to-Fall First-Time, Full-Time Freshman Retention Rate by Race/Ethnicity, Five-Year Trend



*In this graph, the category "Other Minorities" includes American Indian/Alaska Native, Asian, International, and Native Hawaiian/Other Pacific Islander.

Fall-to Fall First-Time, Full-Time Freshman Retention Rate by Race/Ethnicity, Five-Year Trend





Discussion

Reflecting on what surprised you and what you learned about the data presented today,

1. What are some of Winthrop's strengths in retaining new freshmen?
2. What are some opportunities for Winthrop to improve in retaining new freshmen?





Wrap-Up

- **Thank you** for attending! **Vinyl sticker** is our departing gift to you.
- Feel free to take the **handout** with you for future reference.
- Please, complete an **evaluation form** – on paper or scan the QR code.





Join us for our next session!

*Student
Success*

PARTNERS

Alumni Survey Results

**Conversations
about Winthrop Data**

Tuesday, Feb. 25, 2025

2:00-3:15 p.m.

DiGs 114

www.winthrop.edu/ie/ssp