

UAA Retention

FALL 2015-19

What percentage of new entering students return the following fall?

FIRST-TO-SECOND FALL RETENTION

measures the percentage of students who enter the institution for the first time in a given fall semester and return the following fall. UAA presents the rates for two populations:

1) the nationally reported first-time, full-time, baccalaureate degree seeking student retention rate, represented by the **green line**, has been consistently tracked by UAA. These students account for 27% of all new undergraduate entrants.

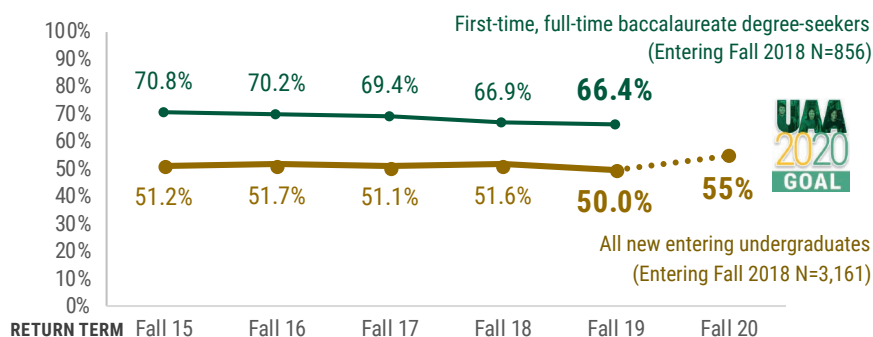
2) all new undergraduate students (including non-degree seeking, transfers, and full and part-time students), are represented by the **gold line**. This measure reflects the UAA 2020 goal of improving this rate to 55% by 2020.

The 3-year UAA 2020 strategic plan, adopted in spring 2017, focuses on improving student success. Full implementation of the Student Success Initiative began in fall 2018. The new Office of First Year Student Advising and Success increased advising and developed Academic Pathways for 40 degree programs to guide students in the placement and selection of courses for timely degree completion. For more on these initiatives visit the First Year Advising & Student Success website: <https://www.uaa.alaska.edu/academics/office-of-academic-affairs/student-success/>

Unfortunately, in this pivotal year, UAA faced a historic funding crisis in the summer of 2019. The uncertainty created by this crisis resulted in a 13% drop in enrollment from fall 2018 to fall 2019 (-1,878). The decline in the retention rate had a significant impact on the total fall enrollment. A 55% retention rate would have yielded 159 more students in fall 2019.

Retention rates declined for all sub-cohorts from fall 2018. Some of the steepest declines were seen among baccalaureate-seeking first-generation and underprepared students.

5-Year First-to-Second Fall Retention Trends



Fall 2019 2nd Year Retention Rates by Sub-Cohort and Race/Ethnicity

BY CHARACTERISTIC	FULL-TIME		PART-TIME		TOTAL (FT&PT)	
	Baccalaureate	All	Baccalaureate	All	Baccalaureate	All
TOTAL	66.4%	61.2%	41.5%	38.7%	61.0%	50.0%
Enrolled in 0-Level Math/Writing	50.3%	45.2%	41.8%	35.7%	51.4%	41.3%
First Generation	56.0%	56.5%	33.3%	37.8%	50.6%	49.7%
Pell Eligible	59.3%	54.2%	38.2%	43.8%	55.5%	50.7%
UA Scholar	83.4%	80.0%	25.0%	25.0%	82.1%	77.9%
AK Native/AKN Multi/American Indian	49.6%	43.3%	32.6%	30.1%	45.5%	38.4%
Hispanic/Hispanic Multi	60.5%	62.1%	46.2%	42.1%	56.9%	53.1%
African American	66.7%	61.4%	44.4%	39.5%	62.2%	52.0%
Asian	74.4%	69.3%	38.5%	50.0%	69.5%	63.1%
Native Hawaiian/Pacific Isl	77.8%	75.8%	41.2%	53.1%	67.7%	66.1%
White	69.2%	62.1%	45.9%	41.2%	64.0%	52.9%

Cohort by Characteristic (N=3,161 students)

- Part-time: 50%
- Baccalaureate Degree Seeking: 35%
- Associate Degree Seeking: 19%
- Not admitted to a degree program: 35%
- Enrolled in 0-Level Math/Writing: 17%
- First Generation: 16%
- Pell Eligible: 24%
- UA Scholar: 7%
- Alaska Native: 12%
- Hispanic: 8%
- Asian: 5%
- Native Hawaiian/Pacific Islander: 4%
- African American: 3%
- White: 41%

NOTES: **1)** Percentages in **Red** highlight rates that are below 50.0%, the fall 2019 rate for all entering undergraduates. **2)** The Baccalaureate category above includes only first-time freshman students (no transfers). **3)** Students enrolled in one or more 050-099 math and/or writing courses are defined as "underprepared" by UA Statewide.

SOURCE: UAA Office of Institutional Research, Student Progress Model Cohort Data, Fall Opening Freeze.

What percentage of new entering students return the *third* fall?

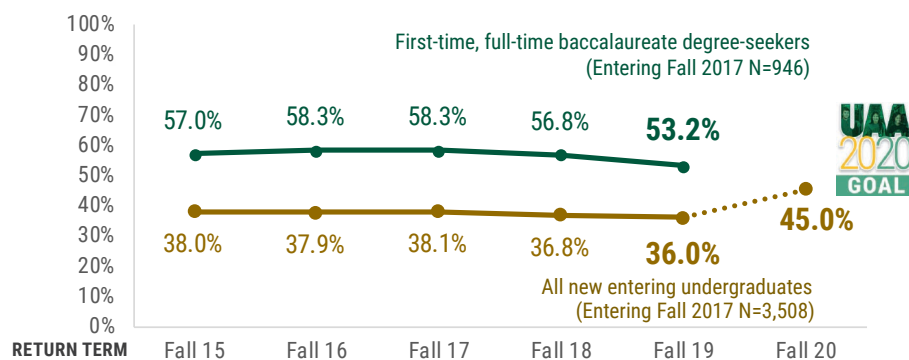
FIRST-TO-THIRD FALL RETENTION measures the percentage of students who enter the institution for the first time in a given fall semester and return in the third fall term two years later. These students may or may not have enrolled continuously since their entry. UAA presents the rates for two populations:

- 1) first-time, full-time, baccalaureate degree seeking students returning the third fall, represented by the **green line**; and
- 2) all new undergraduate students (including non-degree seeking, transfers, and full and part-time students) returning the third fall, represented by the **gold line**. This measure reflects the *UAA 2020* goal of improving this rate to 45% by 2020.

National metrics on retention focus on the first to second year. *UAA's 2020* goals recognize the importance of retaining students into their third year. Since 1999, the average retention rate for all new undergraduate entrants returning in the third fall has been just under 35%. The *UAA 2020* goal was ambitious, to improve that rate to 45%.

Given the increased emphasis on student success and retention, the declining rates for both first-to-second fall and first-to-third fall retention are worrisome. The UAA Office of Student Affairs conducted a "UAA Misses You" survey in September 2019 (*Student Affairs Assessment webpage*). Typically, responses to why students do not enroll involve personal and financial situations. While those reasons continue, this year, 86.7% of respondents cited "Uncertainty about UAA's future and/or the potential loss of academic programs" as the most influential reason for not enrolling or returning.

5-Year First-to-Third Fall Retention Trends



What were the enrollment patterns for all new undergraduates entering in fall 2017?

Enrollment pattern of those RETURNING for third year (N=1,264)

- 77% (968) were enrolled continuously (no stop-outs)
- 15% (186) skipped one semester
- 6% (76) skipped two semesters

What happened to those who did NOT enroll in fall 2019? (N=2,244)

- 3% (88) received an award from UAA

Fall 2019 Third Year Retention Rates by Sub-Cohort and Race/Ethnicity

BY CHARACTERISTIC	FULL-TIME		PART-TIME		TOTAL (FT&PT)	
	Baccalaureate	All	Baccalaureate	All	Baccalaureate	All
TOTAL	53.2%	44.6%	29.8%	26.4%	48.2%	36.0%
Enrolled in 0-Level Math/Writing	38.7%	33.7%	33.3%	31.9%	37.2%	33.0%
First Generation	47.1%	40.5%	28.1%	28.1%	42.6%	36.0%
Pell Eligible	47.4%	38.9%	23.3%	22.7%	41.6%	33.5%
UA Scholar	66.3%	62.8%	57.1%	38.5%	65.9%	61.5%
AK Native/AKN Multi/American Indian	32.6%	32.2%	18.9%	27.0%	29.6%	30.1%
Hispanic/Hispanic Multi	50.0%	47.0%	24.0%	23.7%	43.7%	35.2%
African American	57.1%	38.8%	20.0%	21.6%	47.4%	31.4%
Asian	63.2%	57.6%	47.8%	37.8%	60.5%	50.2%
Native Hawaiian/Pacific Isl	33.3%	35.7%	50.0%	46.2%	36.8%	39.0%
White	56.9%	45.2%	30.7%	27.8%	51.6%	37.4%

NOTES:

- 1) Percentages in **Red** highlight rates that are below 36.0%, the fall 2019 rate for all entering undergraduates.
- 2) The Baccalaureate category includes only first-time freshman students (no transfers).
- 3) Students enrolled in one or more 050-099 math and/or writing courses are defined as "underprepared" by UA Statewide.