



New Insights and Change Using the Noel-Levitz College Student Inventory

Summer Institute on First-Year Assessment
July 18-20, 2004

Retention Activity:

Draw a line from the boxes below to the appropriate Freshman in the picture

Will Graduate
From ASU

Will Drop Out:
Needs
Financial Aid

Will Graduate
From ASU

Will Transfer after
One Year

Will Drop Out:
Homesick

Will Graduate
From ASU



Party Animal:
Probation,
Drop-out,
Return,
Graduate in 10
Years

Will Graduate
From...
Somewhere Else

Why Did Appalachian Choose the CSI? Seeing a Negative Retention Change

- Retention on a downward trend
 - Reported in 1999-2000
 - 1989 1st to 2nd year retention: 86.7
 - 1998 1st to 2nd year retention: 81.1
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What is the College Student Inventory?

- One piece in a retention management program
 - Form A (194 Items)
 - Form B (100 Items)
 - Individual Student Reports:
 - Student, Advisor, Summary
 - Translated Data
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Translated Data

- Academic Motivations
 - Dropout proneness
 - Academic difficulty
 - Educational stress
 - Receptivity to institutional help
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Translated Data

- Motivational Assessments
 - Dropout proneness
 - Educational stress
 - Receptivity to academic assistance
 - Family emotional support
 - Desire to finish college
 - Amount of financial support
 - Sense of financial security
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What is the Cost?

- Cost of CSI

- Noel-Levitz CSI On-Line
\$7.25 per on-line survey
5% Handling Fee
(About \$19,000 for a class of 2,500)

- Cost of Attrition

- \$85,000=Estimated value of each 1% reduction in 1st-to-2nd year attrition rate for the 1998 freshman class
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How Does Appalachian Use the CSI?

CSI Use 2000-2002

- Administration
- CSI Report/Data Use
 - Advisor Reports
 - Student Reports
 - Two opportunities for discussion
 - Referral Website
 - Translated Data

Administration and Report Use Has Changed Over Time As A
Result of....

Findings

- Translated Data Findings from the Very First Cohort
 - 2000 Freshman Cohort
 - 1-Year Retention Rate: 83.2% (2,555 in original cohort)
 - Learning Community Students: 86.8% (of 1,027)
 - Non-LC: 80.8% (of 1,528)
 - LC Students with High Dropout Proneness had a higher 1-year retention rate than Non-LC Students
 - 77.3% LC retained vs. 66.8% Non-LC,
CSI Dropout Proneness Scale Score
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Findings

- Translated Data Findings from the Very First Cohort
 - 2000 Freshman Cohort
 - LC Students with Low “Receptivity” scores/percentiles had a higher 1-year retention rate than Non-LC Students
 - 85.9% LC retained vs. 78.2% Non-LC,
CSI Receptivity to Institutional Help Scale Score
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Findings

- 2002 Freshman Cohort
 - Report will be on the IRAP website soon....
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Findings

- So Should All Freshmen be in a Learning Community?
 - Developing an LC “Need” Criteria
 - Using multiple variables from the Noel-Levitz CSI/RMS generated scales/% (very non-scientific):

2000 Cohort Actual LC Students:

“Should be LC”: 86.1% Retained

“Don’t Need LC”: 86.3% Retained

“Either Group”: 88.4% Retained

Findings

- Using multiple variables from the Noel-Levitz CSI/RMS generated scales/%:

2000 Cohort Actual Actual Non-LC Students:

“Should be LC”: 75.5% Retained

“Don’t Need LC”: 88.2% Retained

“Either Group”: 86.9% Retained

This criteria not used, but the idea behind it is

Change As a Result of Findings

CSI Use 2003-2004

- CSI Administration at Appalachian
 - CSI Report/Data Use
 - Advisor Reports
 - Student Reports
 - Two opportunities for discussion
 - Referral Website
 - Translated Data
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Research Continues

- Significant findings don't apply to all cohorts for all variables
 - 1st Cohort Began Graduating in 2004
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Positive Change?

- Retention with the CSI:
 - 2000 retained to 2001: 83.1%
(Cohort total: 2,555)
 - 2001 retained to 2002: 81.5%
(Cohort total: 2,312)
 - 2002 retained to 2003: 83.1%
(Cohort total: 2,419)
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Changing Our Thinking

- Retention Beyond the 2nd Fall
 - Retention to Graduation
 - Moving from “retention” to “student success”
 - Campus Retention Management Team
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For Questions or More Information

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