

Educational Policy Institute's

Retention 2017

Student Success Symposium — May 22-23 — St. Louis, MO



SAINT LOUIS
UNIVERSITY™



Educational
Policy
Institute

www.educationalpolicy.org

AGENDA

Monday

May 22

8:30AM — 9:00AM

CONTINENTAL BREAKFAST

9:00AM — 9:45AM

Student Retention—The Past, President, and Future of Student Success

Dr. Watson Scott Swail, Educational Policy Institute

The opening keynote will provide an overview and reflection and where we've come in the retention issue, where we currently reside, and where things may go in the near- and long-term future.

9:45AM — 11:00AM

The Market Imperative—How and Why Student Persistence Organizes the Undergraduate Market.

Dr. Robert Zemsky, University of Pennsylvania

Why knowing the territory is the key to understanding what is—and is not—possible if the goal increasing student success in an age of stratified markets. The key is understanding the roles geography, college readiness, and market smarts play in determining who is likely to graduate.

11:00AM — 11:15AM

BREAK

11:15AM — 12:30PM

A Primer for Institutional Retention

Mr. Jay Goff, Saint Louis University

This session provides an opportunity to review the fundamental underpinnings of student retention from a practitioner perspective. The session is designed for institutions starting, or re-evaluating, their student persistence plans. Core retention benchmarks and assessment activities will be covered.

12:30PM — 1:30PM

LUNCH

1:30PM — 2:00PM

Higher Ed Version 2.017: State and Federal Higher Education Trends in a New Era.

Ms. Zora Mulligan, Missouri Commissioner of Higher Education

Colleges, universities, state and federal policy-makers, and foundations coalesced around the “Big Goal” announced by then-President Barack Obama and reiterated in states including Missouri. The completion agenda continues – but it now does so in a space where our elected officials are asking new questions about higher education. This session will outline the Trump and Greitens administrations’ statements on higher education and discuss how to keep completion front and center.

2:30PM — 2:45PM

Partnering for Student Financial Success.

Mr. Jonathan Sparling, American Student Assistance

While school personnel understand the necessity for financial education—and many have a desire to provide information and tools to their students—campuses often need a more structured roadmap to successfully gain cross-departmental buy-in and implement a financial literacy program. This session outlines a comprehensive approach to financial education on campus—highlighting “pain points” for many campus offices, best practices for collaborating across campus units, and ideas for creative partnerships.

- 2:45PM — 3:00PM **BREAK**
- 3:00PM — 3:45PM **Academic Customer Service is Key to Student Retention.**
Dr. Neal Raisman, NRaisman & Associates
 Studies show that up to 76% of attrition is due to weak or poor academic customer service. Academic, not retail customer service. But then what is academic customer service and how can I apply it to retain more students in an environment in which some feel students are not customers? The session will answer that and provide techniques everyone will agree upon.
- 3:45PM — 4:45PM **Trends in Big Data in Recruitment.**
Mr. Christopher Shaffer, Shawnee State University
 This session will focus on big data sets you can review to determine how you are analyzing your market. Should you offer a new program? Are there enough jobs for your students? If so, where are they? Are you running out of traditionally aged college students? In this session, Mr. Shaffer will show participants how to find and analyze data to meet your institutional goals.
- 4:45PM — 5:00PM **Presidential Welcome**
- 5:00PM — 7:00pm **Reception**
- Tuesday** **May 23**
- 8:30AM — 9:00AM **CONTINENTAL BREAKFAST**
- 9:00AM — 10:15AM **Advancing a Framework for Student Success.**
Jillian Kinzie, Associate Director, Center for Postsecondary Research and NSSE Institute
 We know a lot from research about what facilitates student success, and can rely on a range of empirically-tested approaches and time-honored practices about what to do. Yet, the implementation of what works is at best uneven across institutions and among students. This calls for greater consideration about what to do and how this must occur. This session offers a quick review of what we know about what supports student success, advances emerging propositions from the field, and presents a framework to organize our efforts to increase student success.
- 10:15AM — 10:45AM **Fostering and Tracking Graduate Student Success.**
Dr. Anne Edmunds, St. Mary's University
 Graduate student enrollment issues receive less attention than those at the undergraduate level. This session will share one institution's efforts to foster graduate student success by providing a robust orientation, seminars to support research and writing, and a collaborative learning space exclusively for graduate students. Additionally, the session will describe efforts to track master's degree completion by developing a rubric for cohorting students.
- 10:45AM — 11:00AM **BREAK**

- 11:00AM — 12:00PM **Applying NSSE Findings to Create Environments for Student Success.**
Jillian Kinzie, Associate Director, Center for Postsecondary Research and NSSE Institute
What latest lessons can we draw from National Survey of Student Engagement (NSSE) results and findings about the learning environment for student success? This session will focus on recent NSSE findings about student engagement factors that most influence retention and graduation and the importance of learning support in the first college year.
- 12:00PM — 1:00PM **LUNCH**
- 1:00PM — 2:00PM **A Case Study for Retention.**
Mr. Jay Goff, Saint Louis University
The featured case study model is structured to provide a review of fundamental strategies and tactics that need to be incorporated into most retention plan's assessments, programs and policies. This session will cover a sample model for developing a campus retention philosophy, committee structures and operational plans.
- 2:00PM — 2:30PM **Improving Student Success and Retention through a Comprehensive Faculty Advisement Initiative.**
Mr. Edward Goodman, City University of New York
Over the past several years, the Business & Technology Department of LaGuardia Community College - CUNY, in conjunction with a College-wide retention initiative, has developed and implemented a multi-layered faculty advisement plan to support the success and retention of its business majors. This presentation will detail the various elements of this plan and its implementation, and share what the Department has learned regarding improving students success and retention through such a comprehensive faculty advisement plan.
- 2:30PM — 2:45PM **BREAK**
- 2:45PM — 3:45PM **How We Used This Conference to Make Change.**
Mr. Christopher Shaffer, Shawnee State University.
Five years ago Chris attended this conference as an attendee. His home institution slowly implemented many of the things that he learned here. This session is a case study in theory and practice in how Shawnee State University implemented the changes and how the University was impacted. Participants will leave with a framework to implement the strategies discussed.
- 3:45PM — 3:50PM **SYMPOSIUM SUMMARY**
Dr. Watson Scott Swail, Educational Policy Institute
Dr. Swail will provide a brief summary of some of what we learned at this year's event.

FEATURED SPEAKERS



WATSON SCOTT SWAIL is President & CEO of the Educational Policy Institute, is recognized internationally for his research on retention of under-represented students in higher education and has published extensively in national journals and publications. He is considered an expert in the areas of college access, financial aid, and college student retention and persistence. Dr. Swail is well published in these areas, including 2003's *Retaining Minority Students in Higher Education* (Jossey-Bass) and his new book, *Finding Superman: Debating the Future of Public Education in America*, released in June 2012 by Teachers College Press. He is currently working on his next retention book and also another higher education book, *The ROI of Higher Education*.

Prior to establishing EPI, Dr. Swail served as the Founding Director of The Pell Institute and Vice President of the Council for Opportunity in Education in Washington, DC. He previously served as senior policy analyst with SRI International and associate director for policy analysis with the College Board. While with the Board, Dr. Swail co-directed the Trends in College Pricing and Trends in Student Aid reports released in the U.S. each fall.

Dr. Swail earned an Ed.D. in Educational Policy at the George Washington University, an M.S. at Old Dominion University, and a B.Ed. from the University of Manitoba.



ROBERT ZEMSKY has spent his career at the University of Pennsylvania focusing on how best to keep universities true to their missions while at the same time remaining market smart. He currently serves as chair of The Learning Alliance, a broad coalition of experts assisting institutions of higher learning in striking the balance between market success and public mission. He also is currently a Senior Scholar for the [Alliance for Higher Education and Democracy \(Penn AHEAD\)](#) at Penn GSE.

At Penn, Prof. Zemsky serves as the university's chief planning officer and is the founding director of the university's Institute for Research on Higher Education, one of the country's major public policy centers specializing in educational research and analysis. In his research, Prof. Zemsky pioneered the use of market analyses for higher education. Something of a contrarian, Prof. Zemsky recently described himself in the Chronicle of Higher Education as being "old and round enough to be mistaken for a pooh-bah." He was a member of the Secretary of Education's National Commission on the Future of Higher Education. He has forcefully argued that colleges and universities need to be transformed from within.

Prof. Zemsky is the author of several books, including *Remaking the American University: Market Smart and Mission Centered* with Gregory Wegner and William Massy (2005) and *Making Reform*

Work: The Case for Transforming American Higher Education (2009). In 1998 he received a Doctor of Humane Letters (Hon.) from Towson University and in 2008 a Doctor of Humane Letters (Hon.) from Franklin and Marshall College. He holds a B.A. from Whittier College, and an M.A. and Ph.D. from Yale University.



JAY GOFF is vice president for enrollment and retention management at Saint Louis University, where he oversees undergraduate and graduate admission, student financial services, student educational services, TRIO programs, international services, enrollment outreach and territory development and the office of the registrar. With over 20 years experience in university enrollment, strategic planning and communication programs, Mr. Goff's mission-centric approach has achieved record enrollments, retention, diversity and graduation rates. He has focused on building a team oriented and data driven division that stresses service focused student success plans.

Prior to SLU, Mr. Goff was the vice provost and dean of enrollment management at Missouri University of Science and Technology in Rolla, Missouri for over ten years. His leadership at Missouri S&T has been credited with raising the national academic profile of the student body, increasing enrollment by nearly 60 percent, setting institutional records for diversity and student success rates, in addition to other milestones for the research intensive school. Mr. Goff has consulted with over 30 institutions in eight countries and has served as the national coordinator of AACRAO's strategic enrollment management conference for four-year colleges and universities since 2009.

Mr. Goff has served as the Missouri representative to the ACT testing services Board of Directors since 2004 and was a member of ACT's national education advisory board. He is also on the board of directors for the Educational Policy Institute (EPI) in Washington D.C. Mr. Goff earned his master's degree in communication studies from the University of Kansas and a bachelor's degree in mass communication from Southeast Missouri State University.



NEAL RAISMAN is a leading authority and consultant on customer service and retention in higher education. Dr. Raisman's best-selling books such as *The Power of Retention: More Customer Service In Higher Education*, have been purchased by 63 percent of all colleges in the U.S. In 2012 the Educational Policy Institute published another Policy Perspectives by Dr. Raisman titled *The Cost of College Attrition at Four-Year Colleges & Universities*.

Dr. Raisman's work in customer service began in 1999 when hired to figure out why a large multi-campus college was losing students. Dr. Raisman has worked with over 400 colleges in the United States, Canada, and Europe to research and solve customer service issues. He also works with corporations and businesses that wish to better understand the higher ed market and students.

Raisman is a highly sought after speaker, trainer, consultant, researcher, and marketer on customer service. His firm, N.Raisman & Associates, is the leading customer service consulting group for retention, enrollment, morale, and marketing for higher education and businesses that work with colleges in the US, Canada, and Europe. His customer service and retention blog www.academicmaps.blogspot.com with its discussions of recent research and solutions to customer service issues is very popular and read by over 2,000 colleges, universities and business that work with academia each week.

Raisman has a Ph.D. from the University of Massachusetts in Amherst in neurolinguistics, was a Fulbright Fellow in France, has published five books and over 300 articles.



JILLIAN KINZIE is the Associate Director of the Center for Postsecondary Research & NSSE Institute at Indiana University. Her center coordinates the National Survey of Student Engagement (NSSE).

Dr. Kinzie Jillian is interested in understanding how institutions use student engagement data and other assessment results to inform improvement efforts in undergraduate education; differences in student engagement by gender, race-ethnicity, and first-generation status; and assessing the impact of programs and practices designed to support student success (learning communities, undergraduate research, service-learning, etc.).

Dr. Kinzie received her PhD from Indiana University in higher education with a minor in women's studies.



CHRIS SHAFFER serves as Director of Institutional Effectiveness and Planning at Shawnee State University in Portsmouth, Ohio. In this role, Mr. Shaffer works for the provost on strategic initiatives such as operational review, economic development, grants, and governmental reporting. He is an expert data analyst and authority of Tableau software.

Prior to joining Shawnee State University, Mr. Shaffer worked as a program manager and state alternate for the governor of the state of Ohio to the Appalachian Regional Commission, regional economic development agency that represents a partnership of federal, state, and local government. He was also the operations manager in the Governor's Office of Faith Based and Community Initiatives. Mr. Shaffer was recently appointed by Governor John Kasich to the state commission of service and volunteerism, ServeOhio.

Mr. Shaffer is a combat veteran of Operation Iraqi Freedom where he served as the platoon leader of a field artillery platoon. He received his undergraduate degree at the United States Military Academy at West Point and received his M.B.A. at Ohio Dominican University in Columbus.



FRED PESTELLO became the 33rd president and chief executive officer of Saint Louis University in 2014. He is the first permanent lay president of Saint Louis University since its founding in 1818. As president, Pestello oversees one of the nation's leading Jesuit research universities with nearly 13,000 students, more than 7,000 employees, an annual operating budget of more than \$775 million and an endowment of \$1.1 billion.

SLU accomplishments during Pestello's tenure include a \$115 million investment in student housing and a historic partnership with SSM Health that includes the building of a \$550 million hospital and outpatient facility at the SLU Medical Center. During his tenure, SLU has enrolled its most talented first-year class. Pestello actively sustains a campus-wide focus on inclusivity, having peacefully resolved a major campus protest in fall 2014.

Pestello joined SLU after serving six years as president of Le Moyne College, achieving record-breaking levels of enrollment, endowment and campus construction. Prior to that appointment, Pestello was faculty member, department chair, associate dean and provost and senior vice president for educational affairs during his 25-year career at the University of Dayton.

Pestello earned his bachelor's degree at John Carroll University and completed his graduate work in sociology at the University of Akron.

RETENTION 2017 PARTICIPANTS

Mrs. Karen Allman

Office Support Staff
UMSL College of Education Office of Advising and
Student Services
St., Louis, Missouri
allmank@umsl.edu

Mrs. Sarah Ambrose-Roman

Executive Assistant to the Dean
New Jersey City University
Jersey City, New Jersey
sroman1@njcu.edu

Mrs. Marion Berry

Director of Academic Success
Harris-Stowe State University
St. Louis, Missouri
BerryM@hssu.edu

Ms. Amelia Blanton Hibner

Program Coordinator
Saint Louis University
St. Louis, Missouri
ablanto1@slu.edu

Dr. Stephen Brown

Associate Dean of Student Development
California Baptist University
Riverside, California
stbrown@calbaptist.edu

Ms. Sabrina Brown

Director of Retention and International Programs
Harris-Stowe State University
St. Louis, Missouri
BrownSab@hssu.edu

Mr. Reynolda Brown

Chief of Staff
Harris-Stowe State University
St. Louis, Missouri
BrownRe@hssu.edu

Mr. Alan Byrd

Dean of Enrollment
University of Missouri-St. Louis
St. Louis, Missouri
byrdak@umsl.edu

Ms. Damaris Castillo

Assistant to the Dean
New Jersey City University
Jersey City, New Jersey
dcastillo@njcu.edu

Ms. Nancy Childrey

Academic Advisor
Saint Louis University
St. Louis, Missouri
sheen@slu.edu

Dr. Sean Chism

Retention Coordinator
University of Missouri-St. Louis
St. Louis, Missouri
chisms@umsl.edu

Ms. Erica Ciarlo

Nursing Retention Coach
St. Louis Community College
St Louis, Missouri
eciarlo@stlcc.edu

Dr. Rebecca De Leon

Director of Academies and High School Projects
South Texas College
McAllen, Texas
rdeleon_8106@southtexascollege.edu

Mr. Tyler DeShon

Assistant Director
Saint Louis University
St. Louis, Missouri
deshonta@slu.edu

Dr. Karen Dishauzi

Assistant Dean of Student Success
Logan University
Chesterfield, Missouri
karen.dishauzi@logan.edu

Ms. Haley Dixon

Retention Specialist
University of Missouri-St. Louis
St. Louis, Missouri
dixonh@umsl.edu

Dr. Anne Edmunds

Director of Graduate Student Success
St. Mary's University
San Antonio, Texas
aedmunds@stmarytx.edu

Mr. Chris Elam

Manager, Higher Education Partnerships
American Student Assistance
Boston, Massachusetts
celam@asa.org

Mr. Derrick Freeman

Academic Coach
University of Missouri - St. Louis
St. Louis, Missouri
derrick_freeman@umsl.edu

Dr. Margaret Garcia

Lecturer
Metropolitan State University of Denver
Denver, Colorado
mgarci25@msudenver.edu

Dr. Elizabeth Gassel Perkins

Provost
St. Louis Community College - Florissant Valley
St. Louis, Missouri
eperkins32@stlcc.edu

Ms. Jean Gilman Cox

Assistant VP of Enrollment and Dean of Admission
Saint Louis University
St. Louis, Missouri
jjgilman2@slu.edu

Ms. Tina Godar

Academic Advisor
Saint Louis University
St. Louis, Missouri
cgodar@slu.edu

Mr. Jay Goff

Vice President of Enrollment and Retention
Management
Saint Louis University
St. Louis, Missouri
goffjw@slu.edu

Mr. Edward Goodman

Director, Business Administration Program
LaGuardia Community College - CUNY
Long Island City, New York
egoodman@lagcc.cuny.edu

Ms. Karen Goos

Assistant Vice Provost for Enrollment
Management
University of Central Missouri
Warrensburg, Missouri
goos@ucmo.edu

Mrs. Jami Graham

Academic Success Center Director
East Central University
Ada, Oklahoma
jgraham@ecok.edu

Dr. Chauvette Green

Registrar
Harris-Stowe State University
St. Louis, Missouri
McElmurC@hssu.edu

Ms. Wendy Hamstra

Associate Dean of Admissions
Saint Louis University
St. Louis, Missouri
hamstraw@slu.edu

Mrs. Leah Harrelson

Academic Success Center Assistant Director
East Central University
Ada, Oklahoma
lharrelson@ecok.edu

Mrs. Michelle Henriquez

Nursing Retention Coach
St. Louis Community College
St. Louis, Missouri
mhenriquez@stlcc.edu

Dr. Ingrid Ilinca

Assistant Dean for Student Academic Success
Westminster College
Fulton, Missouri
ingrid.ilinca@westminster-mo.edu

Mr. Mortenous Johnson

Coordinator of First Year Experience
Central State University
Wilberforce, Ohio
mjohnson@centralstate.edu

Mrs. Wendy Kennedy

Executive Director
Albany State University
Albany, Georgia
wendy.kennedy@asurams.edu

Dr. Jillian Kinzie

NSSE Institute & NILOA Senior Scholar
Indiana University
Indiana, Indiana
jikinzie@indiana.edu

Dr. Ryan Klotz

Director, Enrollment Analytics
Saint Louis University
St. Louis, Missouri
rklotz@slu.edu

Ms. Kimberly Landis

Vice President
Educational Policy Institute
Virginia Beach, Virginia
klandis@educationalpolicy.org

Ms. Emily Laseter

English Instructor
Southern Union State Community College
Auburn, Alabama
elaseter@suscc.edu

Mr. Tommy Lucas

Doctoral Candidate
Saint Louis University
St. Louis, Missouri
tlucas@slu.edu

Dr. Marilyn McCaig

-driscoll children hospital
corpus christi, Texas
mccaigm@yahoo.com

Ms. Natasha Mokeyeva

Student Personnel Administration, Graduate
Student
Saint Louis University
St. Louis, Missouri
mokeyevana@slu.edu

Mr. John Mortensen

Assistant Vice President for Student Affairs
Utah State University
Logan, Utah
john.mortensen@usu.edu

Ms. Zora Mulligan

Commissioner
Missouri Coordinating Board for Higher Education
Columbia, Missouri
Zora.Mulligan@dhe.mo.gov

Ms. Luimil Negrón

Graduate Assistant for Latino Recruitment and
Retention
University of Missouri- St. Louis
St. Louis, Missouri
lmngd5@umsl.edu

Ms. Kayla Ohmes

Advising and Student Services
Saint Louis University
St. Louis, Missouri
ohmesk@slu.edu

Mr. Robert Pampel

Assistant Director
Saint Louis University
St. Louis, Missouri
pampelrj@slu.edu

Ms. Mariztel Pena

Coordinator of Academies and High School
Projects
South Texas College
McAllen, Texas
mpena59@southtexascollege.edu

Mr. Christopher Presley

Doctoral Candidate
Saint Louis University
St. Louis, Missouri
presleyck@slu.edu

Dr. Neal Raisman
President & CEO
Nraisman & Associates
nealr@greatservicematters.com

Mrs. Monica Ramos
Academies Specialist
South Texas College
McAllen, Texas
mramos17@southtexascollege.edu

Mr. David Rice
Associate Director - School of Medicine
Saint Louis University
St. Louis, Missouri
drice9@slu.edu

Dr. Mike Ruggless
Quality Assurance Specialist
Saint Louis University
St. Louis, Missouri
rugglessma@slu.edu

Dr. Shelley Sawalich
Dean of Students
Logan University
Chesterfield, Missouri
Shelley.Sawalich@logan.edu

Ms. Sarah Lynn Schmidt
Program Manager, Billiken Call Center
Saint Louis University
St. Louis, Missouri
slyon@slu.edu

Mr. Chris Shaffer
Shawnee State University
Portsmouth, Ohio
Cshaffer@shawnee.edu

Dr. Natissia Small
Assistant Dean of Students
University of Missouri-St Louis
St Louis, Missouri
natissia_small@umsl.edu

Mr. Jonathan Sparling
Campus engagement Ed Consultant
American Student Assistance
Boston, Massachusetts
jsparling@asa.org

Mr. Mark Steinlage
Associate Dean, Admissions
Saint Louis University
St. Louis, Missouri
msteinlage@slu.edu

Mrs. Alandrea Stewart
Director of Student Support Services
Harris-Stowe State University
St. Louis, Missouri
StewartA@hssu.edu

Ms. Ashley Storman
Student Services Coordinator
University of Missouri- St. Louis

Dr. Watson Scott Swail
President & CEO
Educational Policy Institute
Virginia Beach, Virginia
wswail@educationalpolicy.org

Dr. Larry Thompson
Associate Professor, and Chair Division Natural
and Physical Sciences
Lane College
Jackson, Tennessee
lthompson@lanecollege.edu

Ms. Lizzie Tran
Graduate Student
Saint Louis University
St. Louis, Missouri
tranelizabeth@slu.edu

Mr. Frank Tucci
Student Financial Services Counselor
Saint Louis University
St. Louis, Missouri
tuccifv@slu.edu

Mr. Troy Turnipseed

Associate Dean
Saint Louis University
St. Louis, Missouri
turniptp@slu.edu

Mr. Cari Wickliffe

Assistant Vice President and Director of Student
Financial Services
Saint Louis University
St. Louis, Missouri
wicklics@slu.edu

Dr. Robert Zemsky

University of Pennsylvania
Philadelphia, Pennsylvania
zemskyrm@upenn.edu