

Recruiting the Best Students and KEEPING Them!

February 10, 2011



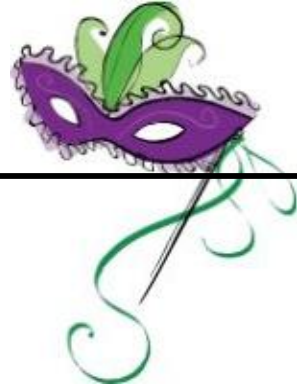
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You Don't Have to Take Notes!



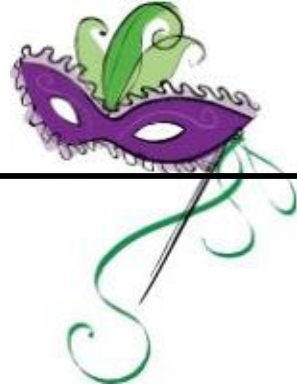
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What You Should Learn During This Presentation



1. Ideas on creating a positive classroom environment
2. The cost of a new student
3. Why it is so important to retain students
4. Student perceptions of your school
5. Student obstacles
6. The importance of the first three weeks
7. A team approach to retention
8. The impact of admissions, student services and faculty/curriculum
9. We can make a difference in retention



“We are leaders only if we can look through the eyes of our followers, and ask ourselves the questions that our followers would ask and answer them straight and clear.”

- John Klawson



The Cost to Acquire a Student



1. Over the last few years, Cost Per Enrollment has come down due to Internet lead generation
 - However with regulation we could see the cost for advertising, increasing as well as conversions are decreasing.
2. The average Cost Per Enrollment for a ground campus according to a 50 school study conducted by Gragg Advertising in 2010:
 - Per student: \$750 - \$1250
 - These are just advertising costs
3. Corporate education groups have expected a 10-20%% growth year over year for the last several years
4. But there is a limited target population
5. Cost per start will start to rise
 - This will continue until the competitive market “thins out”



Low Retention Makes No "Cents"!



1. How many new students did your school enroll last year?
2. What was your cost to enroll each new student?
3. How many of these new students withdrew?
4. How many withdrew in the first semester?
 - Second semester?
 - Thereafter?
5. What was the total loss of revenue because of these withdrawals?
6. What percent of your new students are referrals?
7. How much future revenue was lost because withdrawals won't recommend your school?
8. What effect have your withdrawals had on your default rate?



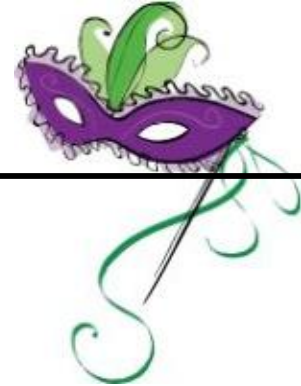
We Need to First Ask and Define



1. What is the philosophy of retention?
2. What are the objectives of retention?
3. Are your objectives written?
4. Who participates in retention?
5. What is your process for retention?
6. Who is accountable for retention?
7. How do you measure successful retention?



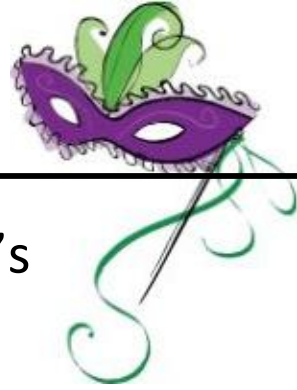
Know Your Students



1. Characteristics of our target demographic
 - Low self esteem
 - Many have dropped out of school
 - Left school because of unhappy circumstances
 - Students come to us with many obstacles to overcome
 - Need loads of motivation and lots of attention



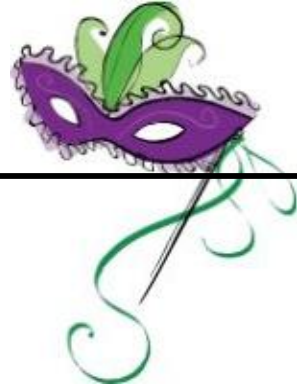
What Psychology Experts Tell Us



1. Motivation to participate is the result of an individual's perception of both positive and negative forces
2. Certain personality types are difficult to attract to education because of low self esteem
3. There is congruence between participation and anticipated learning outcomes
4. Higher order needs for achievement and self actualization cannot be fulfilled until lower-order needs for security and safety are met



What Does All of This Tell Us?

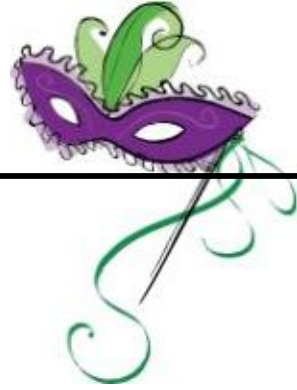


We must adopt a holistic approach to student retention and completion, because if we don't, we are just rolling the dice.





Obstacles – Situational Barriers



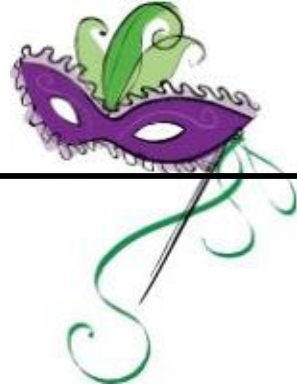
Why most of our students drop out of school

1. Family
2. Financial
3. Health
4. Transportation

**Based on a student persistency study conducted by Allan Quigley titled: "The First Three Weeks"*



Obstacles – Institutional Barriers

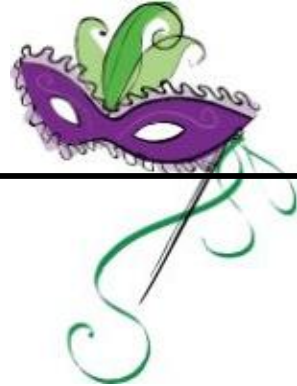


Red Tape

1. Rules and procedures
2. Which one of our students has not had to deal with some sort of red tape, such as:
 - Inconvenient class schedules
 - Getting back into school one day after the school policy for a leave of absence has expired
 - Getting a student ID
3. Our learners face institutional rules and procedures that too often seem to serve the institution – not the student.
4. Review your process.



Obstacles – Dispositional Barriers



Dispositional barriers

- Unique attitudes
- Personal values
- Unstated perceptions
- Mixed emotions

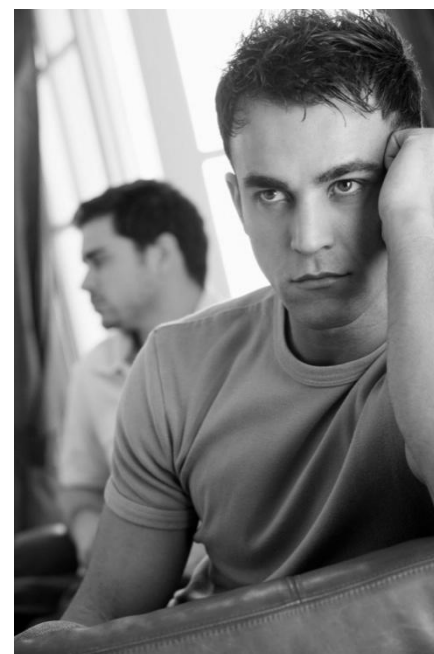
Our students come to us with hopes, dreams and aspirations, however they also come with low self-esteem.



Reasons Why Students Withdraw

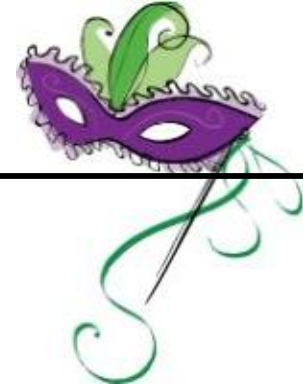


1. What percent of your students withdrew because they were dissatisfied with some aspect of the school?
2. What causes student dissatisfaction?
 - Self Perception
 - Admissions
 - Financial Aid
 - Student Services
 - Faculty/Curriculum





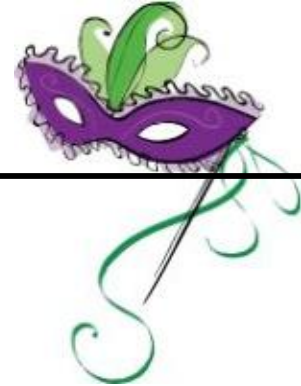
Dissatisfaction in Admissions



1. Miscommunication concerning the size of classes, type and amount of equipment, amount of nightly homework, etc.
2. Overselling student services, type of training being offered, future job expectation after graduation, etc.



Dissatisfaction in Student Services



1. Not paying close attention to the personal needs of students
2. Not helping students resolve personal problems when possible
3. Not creating a positive, highly motivational learning environment
4. Not providing social organizations or clubs that promote inclusion and a sense of belonging or identification with the school
5. Not providing an effective tutoring program



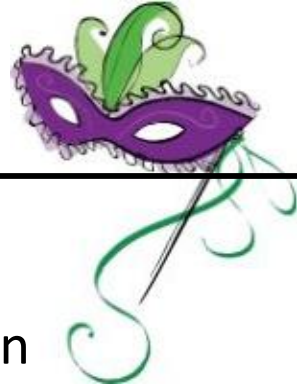
Dissatisfaction in Financial Aid



1. Financial Aid can be overwhelming
 - By not thoroughly explaining the processes, the student may not show for the FA appointment
2. Students don't know what to expect
3. Poor attitude from Financial Aid
 - Every department plays a role



Dissatisfaction in Faculty/Curriculum



The student feels:

- Frustrated because they lack the basic foundation necessary to succeed
- They are not being challenged
- They are feeling overwhelmed
- Too many subjects are not meaningful or important
- Instructors are inconsistent and/or unfair
- Subjects are inconsistent and/or unfair
- Grading system is inconsistent and/or unfair
- The pace of many subjects is too slow
- The pace of many subjects is too fast

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Creating a Positive School Environment



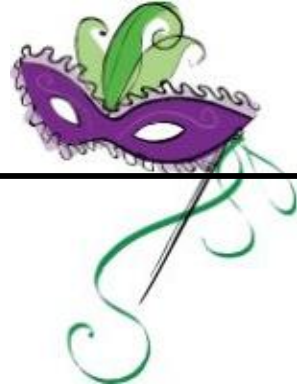
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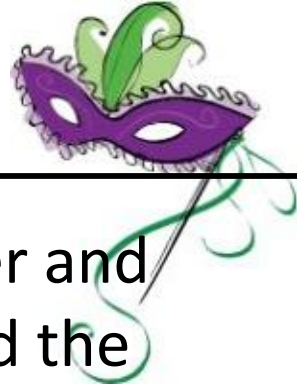
Does This Describe Your School?



1. Clean
2. Organized
3. Motivational
 - Brand oriented posters
 - Testimonials
4. Consistent
 - Everyone needs to convey the same message
5. Communicative
 - E-Newsletters
 - School Newsletter
 - Social Networks
 - Communication boards



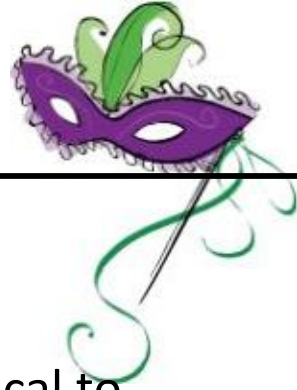
Thought



If we can understand dispositional barriers better and see the differences between our dispositions and the dispositions of our students more **clearly**, we can become more **effective** at our tutoring, teaching, counseling and retention.



The First Three Weeks in School



1. Research has shown that early teacher intervention is essential to student retention*
 - The first three weeks of school for our students are critical to retention.
2. Motivation in adults in school is a personally owned state.*
3. De-motivation is perceived as a teacher owned problem.*
4. Students who dropped out of school in the first three weeks had chosen not to talk with their teachers about their decision to quit during the decision period.*
5. The students that dropped out in the first three weeks and did not speak with their teacher, had spoken to a counselor at the school during the decision period.*
6. The students who spoke with the counselor were not the ones who (to the teacher) appeared to need the assistance.*
7. They were basically invisible in the classroom.*

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Team-Centered Approach to Retention



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A Team Approach

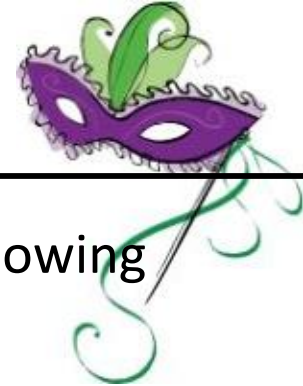


1. The school builds a support team that revolves around the student.
2. By meeting weekly:
 - To discuss all new starts
 - Identify at-risk students in the classroom
 - Identify and quickly respond to potential dispositional, institutional or other barriers





The Team



1. Should consist of one individual from each of the following departments:
 - Faculty
 - Student Services
 - Financial Aid
 - Placement
 - Admissions
 - Campus Director





Lowering Withdrawals

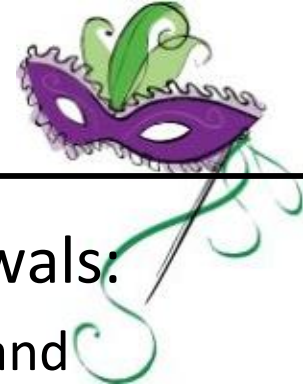


Ways to lower **Admissions** related withdrawals:

1. Under promise and over deliver
 - Walk through the process and help students understand that there will be:
 - Homework
 - Tough days
 - Difficult subjects
 - Enhance the benefits
 - You will have a better life
 - Heightened self worth
2. Follow their academic career
 - Walk the halls during break
 - Get to know students even if you didn't enroll them



Lowering Withdrawals

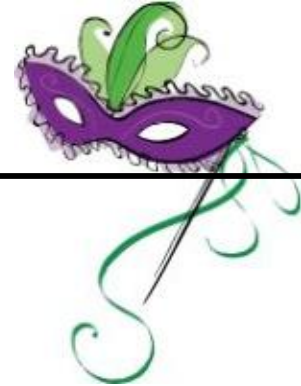


Ways to lower **Student Services** related withdrawals:

1. Conduct orientation classes that are informative and motivational
2. Create and utilize an effective 'faculty concerns' program
3. Establish with faculty and administrative staff the importance of viewing "problem students" as challenges to overcome
4. Promote a sense of pride and belonging by sponsoring and supporting social organizations and clubs



Lowering Withdrawals

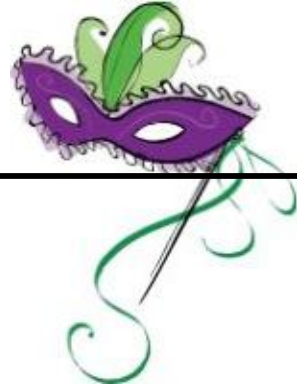


Ways to lower **Financial Aid** related withdrawals:

1. Helping students be prepared with the correct paperwork
 - Taxes
 - Social Security Card
 - Proper Identification
2. Understanding that students' past may them cause stress
 - Credit Scores
 - Bankruptcy
 - Criminal Record
3. Positive attitude from Financial Aid



Lowering Withdrawals



Ways to lower **Faculty/Curriculum** related withdrawals:

1. Find out where your students are academically by administering pre-assessment tests in reading, math, and English grammar
2. Schedule effective foundation classes for ALL students whose pre-assessment scores indicate a deficiency
3. Make certain all subjects scheduled in a student's first semester are meaningful, challenging and motivating
4. Provide an orientation class in the first semester that will help acclimate the student to their new school life



Lowering Withdrawals



5. Make certain that all subjects include these four components:
 - A stated purpose that convinces the student of the importance of the subject
 - A learning objective (s) that is clearly stated, easy to understand and achievable
 - A standard syllabus for each subject that is easy to understand followed by all instructors teaching the subject
 - A grading system that is fair and consistent
6. Add these components to your subjects when possible:
 - Challenging and fun exercises/assignments
 - Pre-testing
 - Post-testing
 - Anonymous course surveys



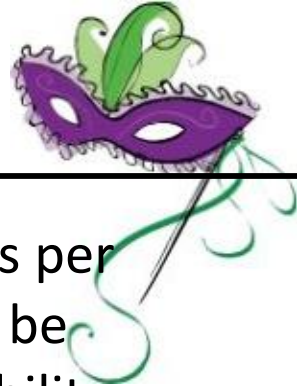
We Can Affect Our Retention Rates



1. Identify at risk students before they start
2. Establish a collaborative student support plan using a team centered approach
3. Understand the timeframe in which we must identify the at risk
4. Employ various groupings found to provide support for the at risk
5. Have an adult friendly student services department
6. Develop a strong faculty model that includes the right level of training and ongoing support for our instructors



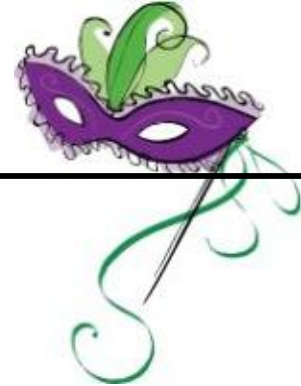
Conclusion



1. With the fluctuating costs of inquiries and enrollments per media source, and ever increasing competition, it will be necessary to increase retention rates to boost profitability.
2. By implementing simple programs, you can increase student retention.



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