Finding the Magic Number: Using Involvement Data to Uncover Key Indicators for Student Retention

VALDOSTA STATE UNIVERSITY
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Finding the Magic Number

- Enrollment Projections – The Myth and Mystery

How we think it happens
Making Magic Happen

Retention Projections

- Define the odds:
  \[
  \frac{P(Y = 1)}{P(Y = 0)}
  \]

- Log-Odds:
  \[
  \ln\left(\frac{P(Y = 1)}{P(Y = 0)}\right) = \ln\left(\frac{p}{1 - p}\right)
  \]

- Retention Probability:
  \[
  p = \frac{e^{\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_k x_k}}{1 + e^{\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_k x_k}}
  \]
The top five ways VSU can impact retention

1) Probation
2) Engagement / Event Attendance
3) English (First English Course Passing Score)
4) College (College of the XXXXX)
5) Math (First Math Course Passing Score)
Data Collection in Student Affairs
Valdosta State University

Valdosta State University
BLAZER LINK

Wednesday, Sep 27, 2:00 p.m.
My Friend's House: A Day Program For Seniors
Student Leadership and Volunteer Services

Friday, Feb 23, 5:00 p.m.
20th Annual Juried VSU Student Art Competition
College of the Arts

Sunday, Mar 4, 7:00 p.m.
Muscle Cut
Campus Recreation

Sunday, Mar 4, 9:00 p.m.
Tao Meditation
Campus Recreation

Monday, Mar 5, 5:00 p.m.
Power Pedal
Campus Recreation

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20th Annual Juried VSU Student Art Competition

Hosted by College of the Arts

Open to all currently enrolled VSU students, any major. $500 in Awards, NO Entry Fee, All Media Accepted

Deadline: 5pm, Friday, February 23
Enter up to 4 different works, any media
Upload (96dpi) jgs to this website:
Blog.valdosta.edu/studentcomp
(See details on website)

Questions? Contact Gallery Director Julie Bowland jabowlan@valdosta.edu

Location: Dedo Maranville Fine Arts Gallery

Add To Calendar
Data Dashboard
Student Portal
Connecting the Data Across Campus
Commuter Success Coaches & Resident Assistants

Knowing the data allowed us to target communication to new students who were not engaged.
### Engagement: Events Attended

<table>
<thead>
<tr>
<th>Term</th>
<th>Event Name</th>
<th>Event Host</th>
<th>Event Location</th>
<th>Start Date</th>
<th>End Date</th>
<th>Point Value</th>
<th>Event Source</th>
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<tr>
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<td>Leadership Retreat</td>
<td>Student Union Bathrooms</td>
<td>01/18/2020 09:00 AM</td>
<td>01/18/2020 04:30 PM</td>
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<td>Fraternity New Member Education</td>
<td>Fraternity and Sorority Life (Greek Life Office)</td>
<td>Bathrooms B &amp; C</td>
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<td>Sigma Alpha Epsilon</td>
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<td>Interfraternity Council</td>
<td>Student Union</td>
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<td>Interfraternity Council</td>
<td>SU Ballrooms</td>
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QEP

In the past, we knew our actively engaged students...
Early outreach for registration in future semesters via text campaigns

Targeted Financial Aid outreach to engage those who have not been actively engaged on campus
Questions