

Retention and Me

Individual Strategies for Retaining SMC Students

Fall 2024 Professional Development Day – August 22, 2024

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Agenda

- Introduction
- Retention Data Overview
- Current Retention Strategies
- Call to Action – Small Group Activity
- Final tips & takeaways

Retention Defined

“Retention” Rate refers to the number of students who are retained from one year to the next. It is often interchanged with “persistence”, which refers to the number of students who continue from fall to spring, rather than from Fall to the following Fall.

For the purpose of today’s workshop, we will use the broader understanding of retaining students, period:

- In your classes
- From term to term or year to year
- Ultimately, retaining them until they finish their goals

Retention is not an initiative, it’s a practice!

And it is more important than ever!

2024-2025 DPAC Action Plan

Identify the retention and persistence components of existing college plans and activities (e.g., *Strategic Enrollment Management (SEM) Plan, Student Equity Plan, Guided Pathways, Facilities Master Plan, Professional Development, Onboarding*), develop recommendations on how to improve coordination of the plans and develop recommendations on how to assess the annual impact of each plan on retention and persistence.





Retention Data Overview

Per the National Student Clearinghouse Research Institute:

- National, persistent rate = 76.5%
- National retention rate = 68.2%
- National Community College retention rate = 55%
- Institutions continue to retain Hispanic, Black and Native American students at rates significantly below the national rate (63.6%, 56.6%, and 52.8%, respectively, compared to 68.2% nationally).
- SMC's rates are far below those averages.



Overall Persistence & Retention Rates

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2021	Fall 2021
Fall Headcount	31,411	30,526	29,778	28,549	26,827	24,455	23,196	24,170
Persisted to Spring	21,529	20,873	20,309	19,693	18,423	16,156	15,611	16,362
%	68.5%	68.4%	68.2%	69.0%	68.7%	66.1%	67.3%	67.7%
Retained to Next Fall	15,030	14,563	13,964	12,971	12,176	10,678	10,494	****
%	47.8%	47.7%	46.9%	45.4%	45.4%	43.7%	45.2%	****



Current Retention Strategies

Some Retention Strategies

Direct Support:

- Redesign/ Student Success Teams
- GPS
- Basic Needs Resources
- Embedding Counseling
- Tutoring and Supplemental Instruction
- MOCAN

Indirect:

- Facilities
- Welcoming Environment

Classified Professionals

- Caring Campus

Faculty

- Classroom Policies
- Familiarity with College Resources

Managers

- Policies

Retention Best Practices

Retention is an institutional commitment and everyone's responsibility

- Engage early and often
- Provide welcoming environment
- Encourage success, especially when faced with challenges
- Communicate clearly and often
- Eliminate unnecessary barriers to access and success
- Identify struggles early and intervene
- Provide holistic supports
- Cultivate relationships
- Build community and a sense of belonging
- Help students find positive, enriching experiences both inside and outside of the classroom
- Seek feedback frequently and pivot when needed

A young man with dark hair and glasses is smiling as he works on a project. He is wearing a dark blue t-shirt. In the background, other people are visible, and the setting appears to be a bright, indoor space with large windows. A semi-transparent white box is overlaid on the left side of the image, containing text.

Call to Action

Small group activity

Activity

Guidelines:

1. Identify one person to take notes.
2. Allow each person in the group the opportunity to share ideas.
3. Respond to the question for each group.
 - Classified Professionals
 - Faculty
 - Managers
 - Institution
 - Individual

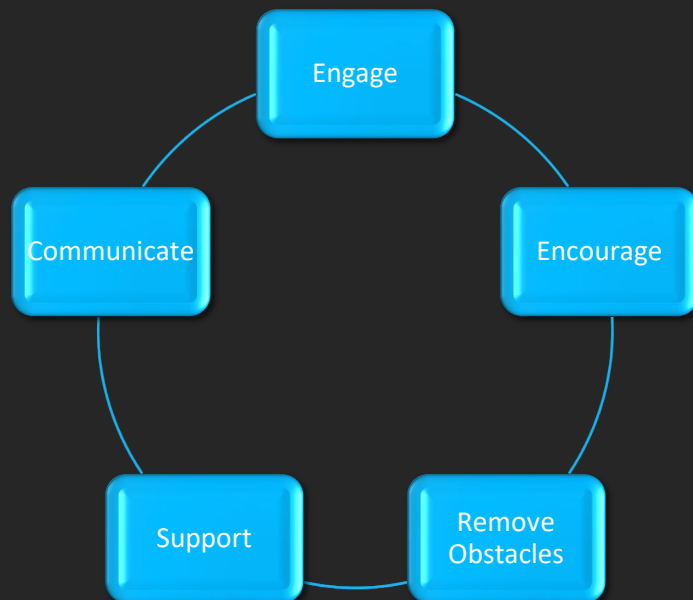
What are some things/activities that (each group) can implement to aide in student retention?

Individual: What are things that you can do to better retain SMC students?

GOALS:

- This activity will help identify strategies that employees can utilize to retain students at Santa Monica College.
- Each attendee will identify an activity, or activities, that they can implement to help support and retain students at the college.
- Each attendee will share out their ideas.
- All responses will be compiled and shared with the college community.

Final tips & takeaways



1. Every interaction matters
2. A word of encouragement can mean all the difference
3. Student success & retention are everyone's responsibility
4. Retention is critical for student success and the College's fiscal stability



Thank you

Feedback welcome @

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