

Understanding the Landscape of Student Success

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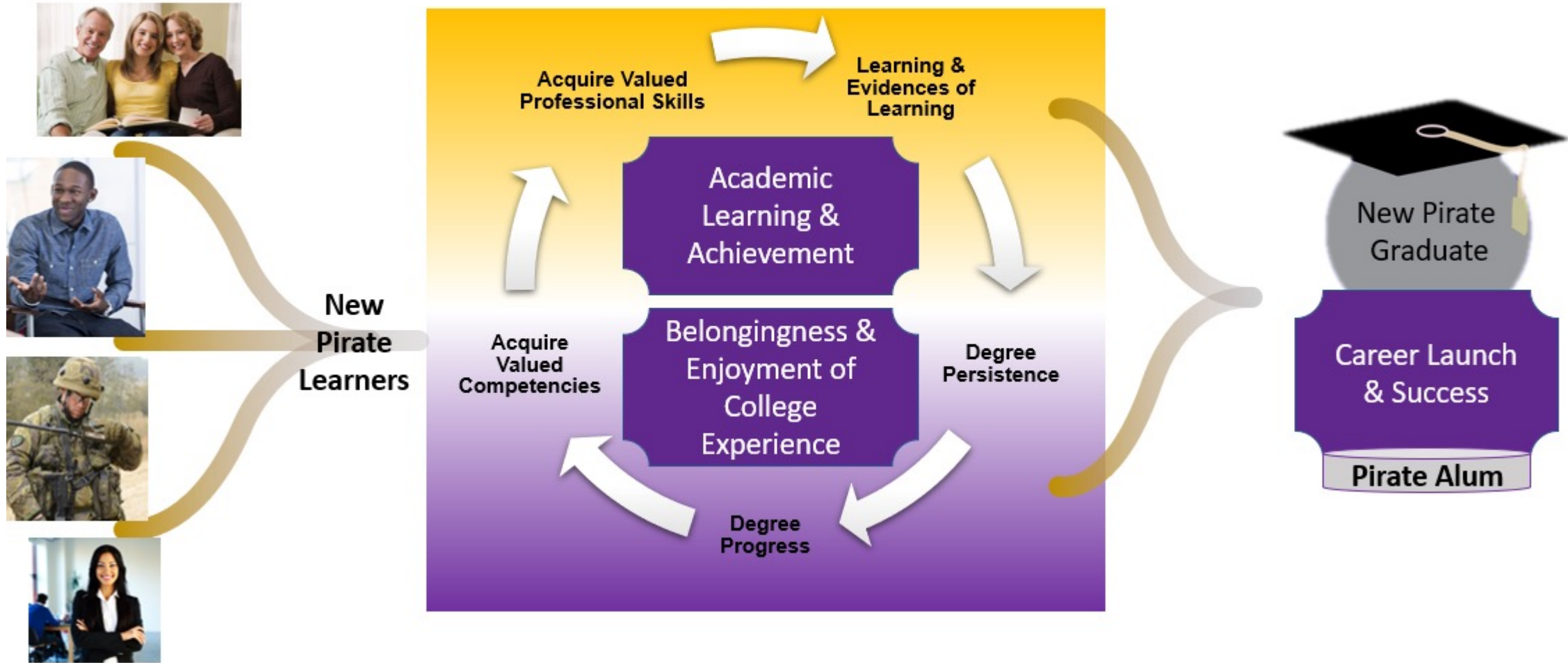
Provost and Senior Vice
Chancellor for Academic Affairs

Dr. Allen O. Guidry

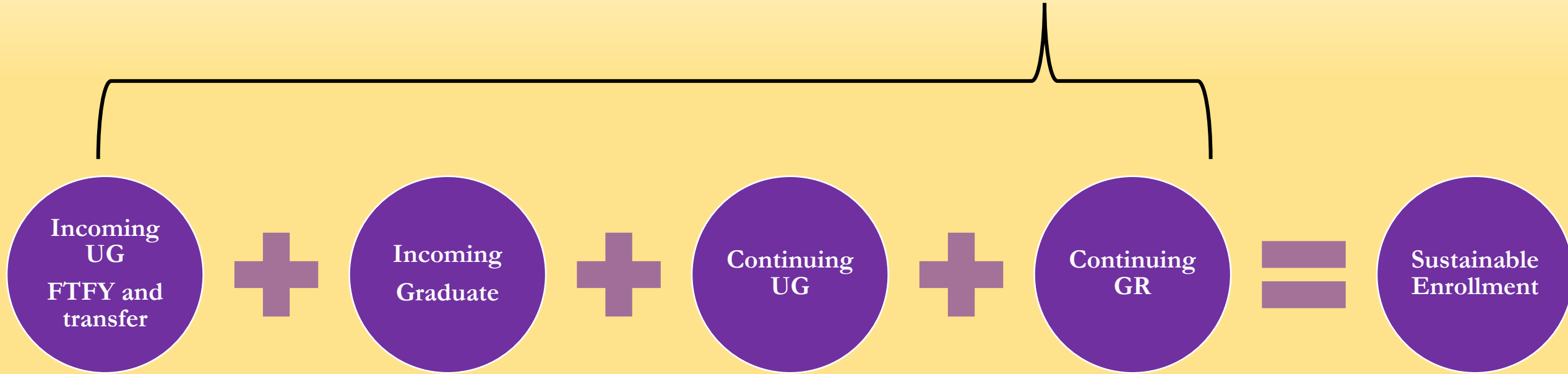
Associate Provost for Learner
Operations



Recall This Schematic From Last Year:



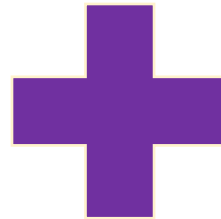
Student Enrollment: Understanding the Parts



Enrollment and Student Success are closely intertwined.

Enrollment and Student Success are also closely intertwined for ECU's allocations from the State of North Carolina.

- Student credit hour generation (50%)



- Metrics are weighted based on each goal having equal weight

Goal Weight	Goal	Metric	Metric Weight
25%	Increase Undergraduate Student Success	Four-Year Graduation Rate	12.5%
		Undergraduate degree efficiency	12.5%
25%	Increase Affordability	First Time Student Debt at Graduation	16.25%
		Transfer Student Debt at Graduation	8.75%
25%	Improve University Productivity	Education and Related Expenses per Degree	25%
25%	Campus-Selected Goal	Campus-Selected Metric	25%

*Note: Since campus-selected goal cannot be implemented until Year 2 (and incorporated into 2024 Short Session request), the three core goals will each have a weight of 33% in the initial year of implementation.

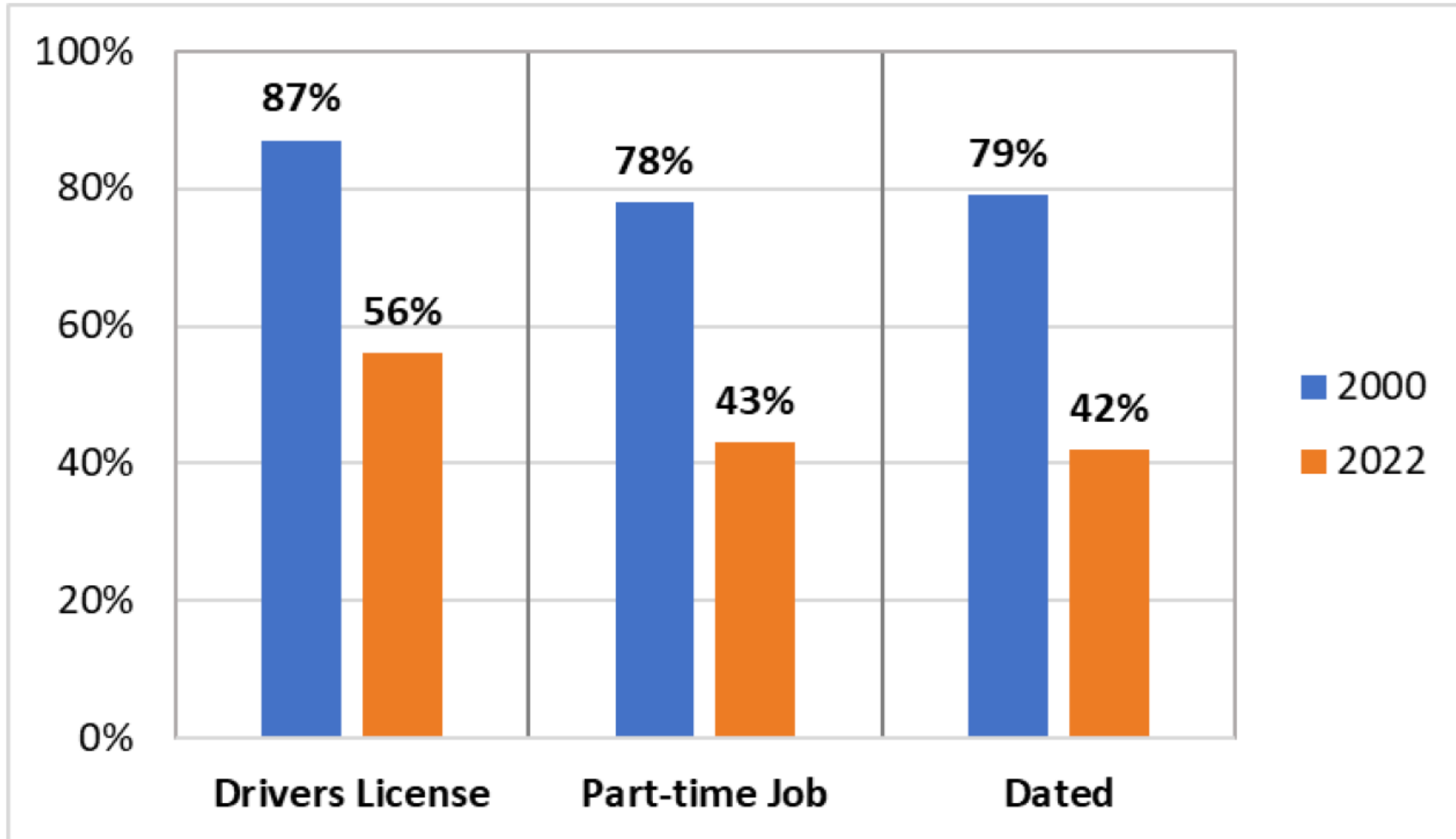
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Changes in the UNC system funding model require changes in our strategy




Percentage of 12th Graders Who Have:

Our students, their characteristics, and their needs are changing too...



Source: Monitoring the Future Study (Twenge, 2019, 2022 fig 1.13)



Student success and enrollment are
closely intertwined.

Students have changed

ECU's success relies on our students
thriving – into, through, and out of
ECU -- as graduates positioned for
success in the workforce.



Keys to sustainability and success

1. We must find ways to reach post-traditional learners
2. We must find ways to extend our position in the online learning space
3. We must take advantage of our hard-earned footholds in the out-of-state and international new student markets
4. We must find ways to reach grad students from other universities
5. We must smooth pathways and remove barriers for students as they matriculate
6. **We must communicate the ROI of an ECU degree**
7. **We must realize the incredible opportunity for sustainable enrollment through our student success efforts (finishing on time pays remarkable dividends for them and for ECU)**



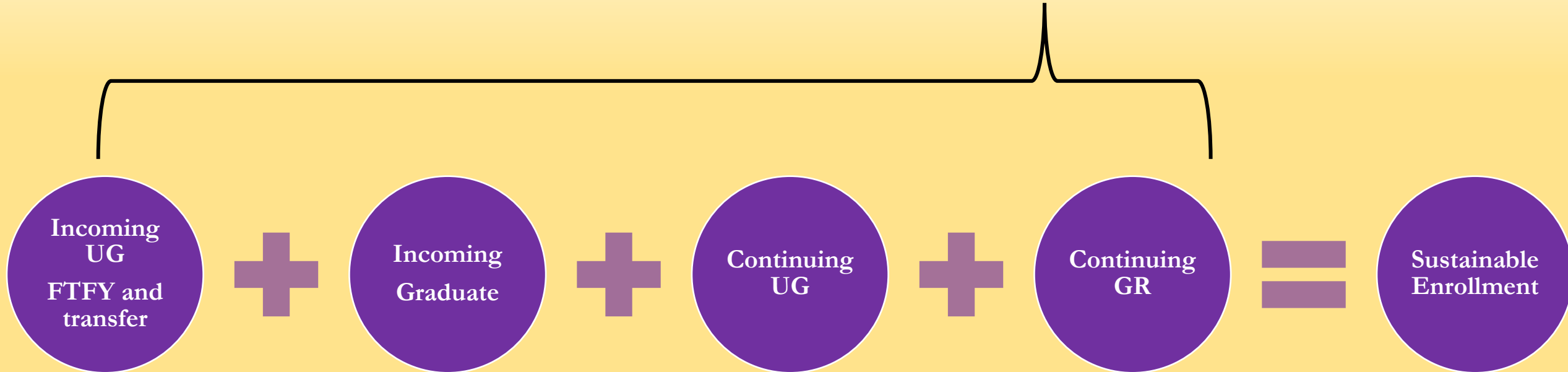
Fall 2023 as an example of the full picture

- Incoming first-time freshmen – up 4% (+153 students)
- Incoming transfer – flat (+ 15 students)
- Incoming graduate – down 1.6% (-30 students)
- Year 1-2 UG retention – up 2.1 %
- Year 2-3 UG persistence – down 2%
- Year 3-4 UG persistence – down 2%
- Total enrollment – down 1.3% (-366 students)

We must find ways to steadily retain, graduate,
and help more Pirates enter the workforce



Student Enrollment: Understanding the Parts



What Role Can the BOV Play in Students Succeeding?

- **Share the message of what an ECU degree has meant for you**
 - How did it prepare you for your career?
 - How did you leverage the academic experiences you had at ECU in building your own success?
 - How do you use your ECU network to continue to create opportunities for yourself?
- **Use your networks to help link our academic programs and our students to opportunities able to contribute to their success**
- **Share your stories with our current students** to help them see the benefits of persisting through their education and to help them envision their future success



Thank You For Being Ambassadors for ECU

Talking Points:

- **We are #1 in the UNC system for producing new Nurses, Allied Health Professionals, and Educational professionals**
- **ECU is top 4 in both undergraduate and graduate ROI in UNC system**
 - 98% of ECU programs have positive ROI (meaning the amount you make in your career exceeds the amount invested in your degree)
 - Median undergraduate program provided >\$500K over students' lifetimes and median graduate program provided > \$1.1M over students' lifetimes (both are greater than the system average)
- **Our 4-year graduation rate has climbed by 10% in the past 10 years**
- **ECU is perennially identified as a Military Friendly/Best for Vets institution**

