# Engaging Millenials & Gen Z:

Persistence Strategies for Today's Students

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Success Education Colleges

# Workshop Agenda

- Student Persistence
- The Impact of good Student Retention
- Student Retention Metrics
- Student Retention Strategies
- Retaining Millennials and Gen Z Students
- Retention Tools and Technology
- Staying Ahead of The Curve

# Student Persistence

•Academic Rigor
•Quality of Learning
•Aptitude
•Content Knowledge
•Critical Thinking Ability
•Technology Ability
•Study Skills
•Learning Skills
•Time Management
•Academic-related
extracurricular activities

•Financial Issues
•Educational Legacy
•Attitude toward learning
•Religious Background
•Maturity
•Social Coping Skills
•Communication Skills
•Attitude toward others
•Cultural Values
•Expectations
•Goal commitment
•Family Influence
•Peer Influence
•Social Lifestyle

Cognitive Factors

Social Factors

The
Student
Experience

**Institutional Factors**

Financial Aid, Academic Services, Student Services, Recruitment
and Admissions, and Curriculum and Instruction

Swail, Redd, and Perna, (2003)

# The Impact of Great Retention

- Student Experience
- Institutional Outcomes
- Institutional Reputation
- Social Media Reputation and Presence
- Improved Top Line
- Improved Bottom Line
- Increased ROI over Marketing Dollars Spent

**Process Improvement**

# Student Retention Metrics

- Leading Indicators
  - Attending Behavior
    - By Instructor
    - By Program
  - Student Satisfaction
    - By Instructor
    - By Program
  - LOA Requests
  - MTD Drops
  - Fails Posted
  - Academic Performance

- Lagging Indicators
  – Monthly Drops
  – Monthly Attrition Rate
  – Retention Rate
  – Graduation Rate

# Retention Strategies

- Clear Orientation
- Academic Coaching
- Life Skills Course
- Early Identification
- Early Engagement
- Tutoring
- Absentee Monitoring
- Instructor Stand Ups
- Communication Channels
- Student Recognition Programs

# Retention of Millennials and Gen Z

- Shorter Program Lengths
- Affordable Tuitions
- Socially Responsible Institutions
- WiFi Access On Campus
- On Demand Learning Resources
- Self Service through Technology
- Social Media in Student Life
- Less Reading / More Doing
- Gamification
- 3$^{rd}$ Space

# Retention Technology

- 2 Way Texting Platform
- Learning Management Systems
- Institutional Apps
- Student Portals
- Face Time / Video Calling Technology
- Electronic Message Boards
- Gamification of Curriculum
- Gamification of Campus Life
- More Liberal Device Usage Policies
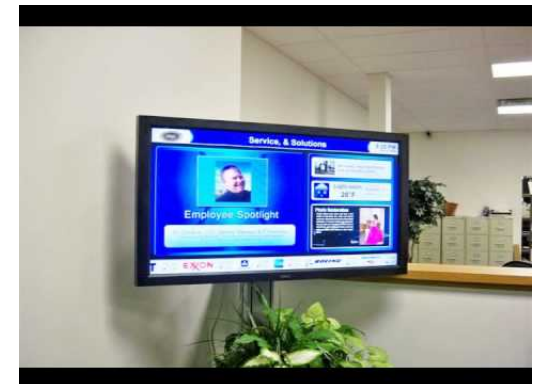
# Staying Ahead of The Curve

- Student Surveys
- Focus Groups
- Faculty Led Retention Committees
- Student Council / Student Body Meetings
- Conferences
- Publishing Partners
- K-12 Teaching / Learning Trends
- Social Media