

Enhancing College Retention Efforts: Lessons from Unreasonable Hospitality

Exploring the principles of Unreasonable Hospitality to improve student success

Agenda

- **Introduction**

Overview of the presentation's purpose and key topics

- **College Retention Challenge**

Understanding the current landscape and importance of college retention

- **Unreasonable Hospitality Principles**

Key lessons from the book that can be applied to college retention

- **Implementing Strategies**

Practical ways to create an exceptional student experience

- **Retention Team Roles**

Introducing the key personnel involved in driving student success

- **Measuring Success**

Relevant metrics and data points to track college retention improvement

- **Case Study**

Highlighting a real-world example of Unreasonable Hospitality in action

- **Next Steps**

Recommendations and action items for attendees to implement

“Hospitality is not something you do to someone, it's something you do for someone.”

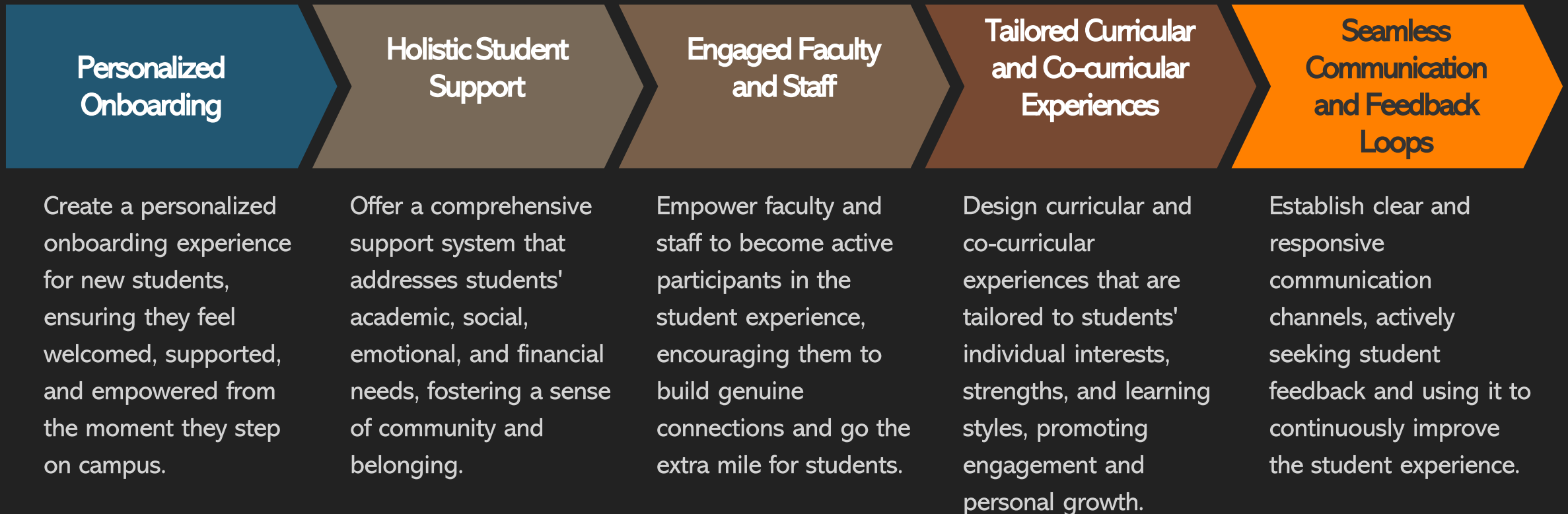
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Table of Contents: Unreasonable Hospitality

Chapter	Title
6	Pursuing a True Partnership
7	Setting Expectations
8	Breaking Rules and Building a Team
9	Working with Purpose on Purpose
10	Creating a Culture of Collaboration
12	Relationships Are Simple. Simple Is Hard.
2	Making Magic in a World That Could Use More of It

*Table of Contents, Unreasonable Hospitality by Will Guidara

Implementing Unreasonable Hospitality in Higher Ed



The Retention Team



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Vice President of Student
Affairs



Samantha Gonzalez

Director of Enrollment
Management



Tyrone Johnson

Academic Advisor



Jessica Patel

Peer Mentoring Coordinator

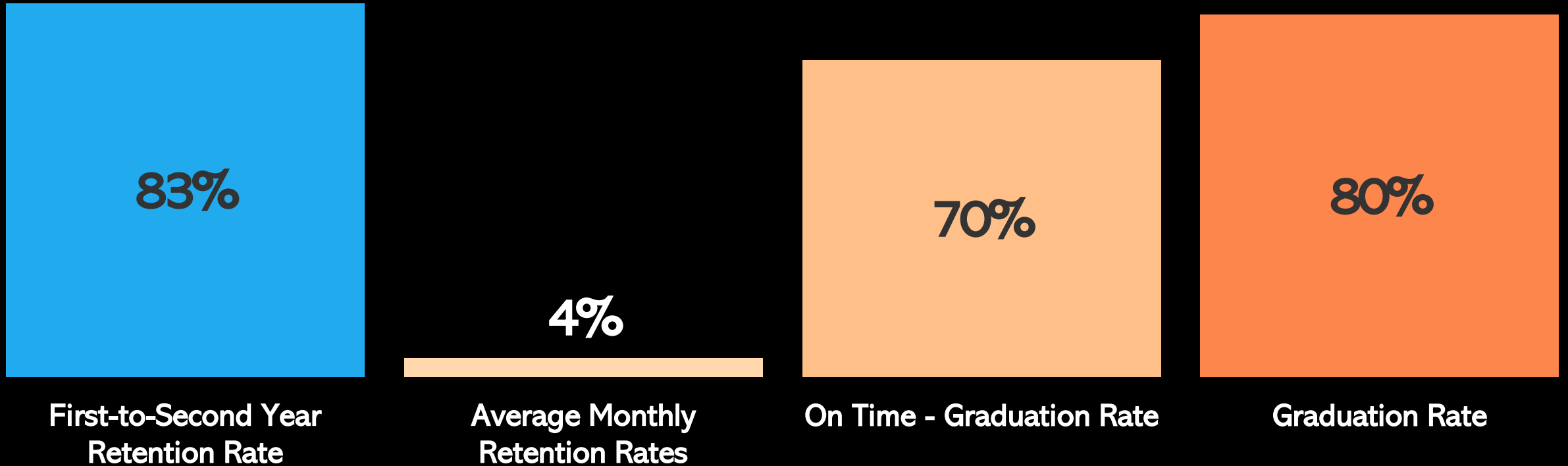


Dr. Liam O'Connor

Director of Counseling
Services

Measuring Success

Percentage of students retained from first to second year, average time to degree completion, and graduation rates



Case Study: Successful College Retention Initiative



Engaged Students

Students actively participating in campus life and programs



Collaborative Staff

Faculty and staff working together to support student success



Personalized Outreach

Targeted initiatives to connect with and support individual students

Next Steps

- **Establish a Student Retention Task Force**

Assemble a cross-functional team of administrators, faculty, and student representatives to collaborate on developing and implementing Unreasonable Hospitality-inspired strategies for improving college retention.

- **Conduct a Student Experience Audit**

Thoroughly evaluate the current student experience, from the application process to graduation, to identify areas for improvement aligned with the principles of Unreasonable Hospitality.

- **Implement a Holistic Onboarding Program**

Design a comprehensive onboarding program that goes beyond the traditional orientation, focusing on welcoming students, building a sense of community, and providing personalized support from the moment they enroll.

- **Enhance Student Engagement Opportunities**

Expand extracurricular activities, student organizations, and campus events that foster a strong sense of belonging and create opportunities for students to connect with their peers and the institution.

- **Develop a Proactive Advising Model**

Transition from a traditional reactive advising approach to a proactive model, where advisors regularly check in with students, provide personalized guidance, and identify and address any potential challenges early on.

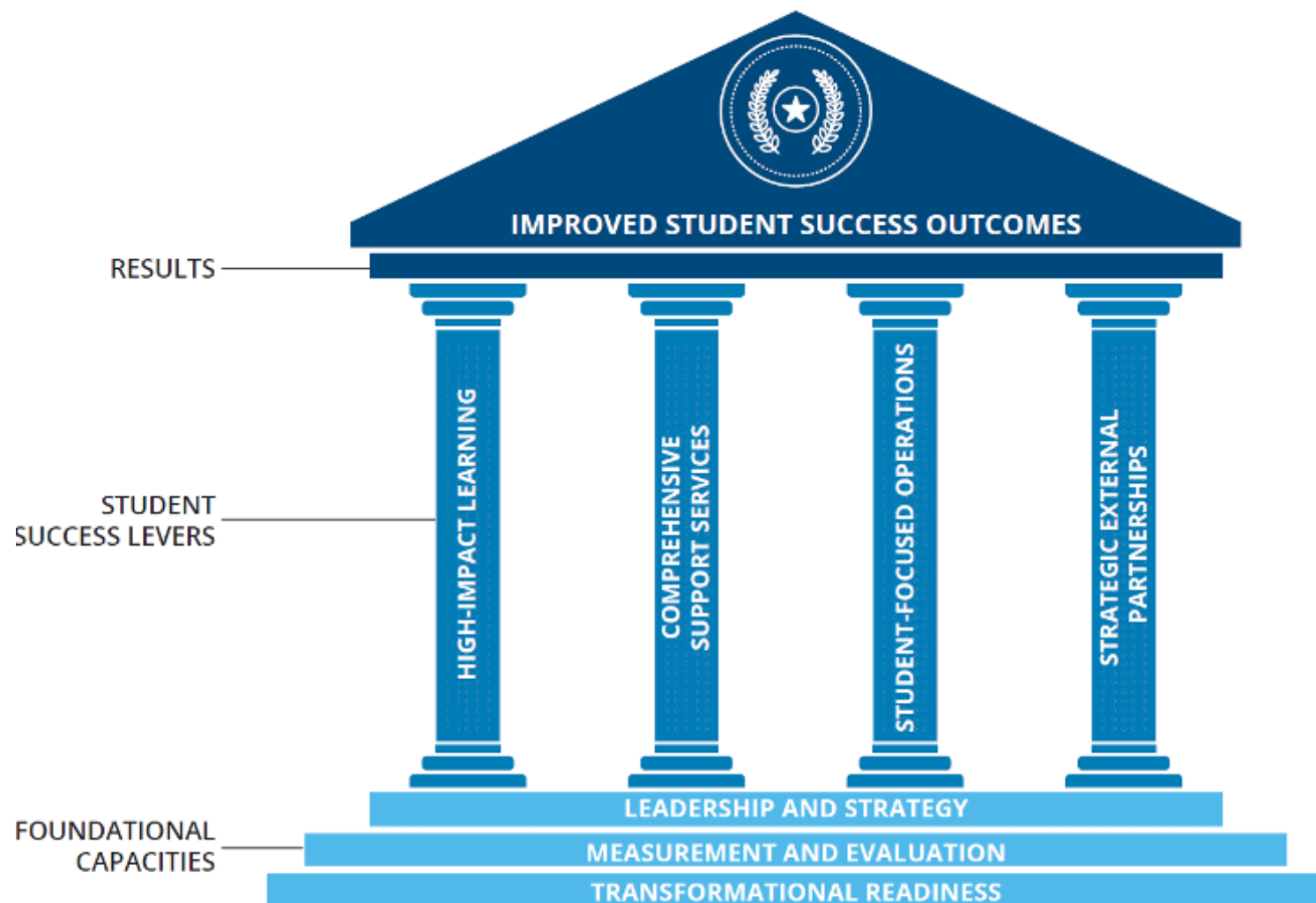
- **Implement a Comprehensive Student Support System**

Integrate various student support services (academic support, mental health resources, career counseling, etc.) into a seamless, easily accessible platform to ensure students have the resources they need to succeed.

The Challenge of College Retention

College retention is a critical issue facing higher education institutions across the United States. With rising tuition costs, increasing competition for students, and various socioeconomic factors impacting student success, colleges and universities are grappling with how to effectively support and retain their student populations.

Figure 2. Building an institution designed for student success



Source: Deloitte Consulting LLP.

Thank You

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Chief Operating Officer

Success Education Colleges