

DeAnza College



CAS Standards Self-Evaluation Presentation

RETENTION PROGRAM

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The purpose of the Retention Program is to gauge student needs, provide high frequency, high touch, and high-quality services, and strengthen familial relationships with students, resulting in increased student engagement, retention, persistence, and timely completion.

While we offer many integrated services designed to offer students comprehensive and equitable support (Stop-outs, Academic & Progress Probation, De Anza CONNECT, Low GPA), the Retention Program achievements center around the two largest service areas:

- Academic and Progress Probation
- De Anza CONNECT (Early Alert and Referral)

Over **80%** of the students served by the Retention Program are not associated with any similar student support program.

3,300 unduplicated students served by the Retention Program during the 2021-22 academic year

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The achievements for Academic and Progress Probation include:

- **16%** decrease (212 students) in the number of students on academic and progress probation over the course of the academic year (from Fall 2021 to Spring 2022)
- **303** students moved off Academic / Progress Probation during the 2021-22 Academic Year (Fall 2021 to Spring 2022)
- **400** Stop-out students on Academic and Progress Probation were assisted by the Retention Program during 2021-22 Academic Year (Summer 2021 to Spring 2022) in an effort to re-enroll

The achievements for De Anza CONNECT include:

- **72%** of the Winter 2022 CONNECT Student Cohort persisted to the spring 2022 term
- **40%** increase in the Course Success Rate over one term (Winter 2022 to Spring 2022) for students in the Winter 2022 CONNECT Student Cohort who re-enrolled in Spring 2022
- **18%** decrease in Withdrawals over one term (Winter 2022 to Spring 2022) for students in the Winter 2022 CONNECT Student Cohort who re-enrolled in Spring 2022

Highlights from Self-Assessment

- Many students disclosed the need for financial assistance
 - **55%** of Spring 2022 De Anza CONNECT students are low income
 - **57%** of Spring 2022 Academic and Progress Probation students are low-income
- Through the generous donations of the Foothill-De Anza Foundation and De Anza President Holmes' Chancellor's Circle, the Retention Program Strength Thru Adversity Scholarship is now available specifically for students on academic probation.
- The Retention Program increases access to student services by offering services in various modalities including phone calls, eAdvising, drop-in sessions, virtual workshops and virtual and in-person counseling appointments, including evening counseling appointments (4 pm to 7 pm)
- The disaggregated student demographic data for the Spring 2022 Academic and Progress Probation Student Cohort revealed:
 - **45%** of students on academic and progress probation are Latinx - while only
 - **25%** of De Anza's student population is Latinx – what we discovered is that for Spring 2022,
 - **13%** of De Anza's Latinx students (486 students) are on Academic / Progress Probation

Objectives and Key Results

The Retention Program will expand services to Stop-out students, students with a low term grade point average (GPA) and students on academic and/or progress probation students with Excessive Units.

Action Steps

- The Retention Program will reach out to students on academic and/or progress probation with excessive units, offer and provide academic and personal counseling.
- The Retention Program will reach out to students with a low term grade point average (GPA), offer and provide academic and personal counseling.
- Increase Retention Program in reach by calling every student on academic and progress probation at least once per term
- Aggressive call campaign during breaks to those students who have yet to register for the following term

Objectives and Key Results

The Retention Program will increase utilization of De Anza CONNECT, thus increasing student referrals and service to more students.

Action Steps

- In order to increase utilization of De Anza CONNECT, the Retention Program will continue to promote De Anza CONNECT to faculty, department chairs and division deans via flyers, emails and presentations
- Strengthen and expand ongoing and new collaborations with campus programs and resources

Working with the Scheduling And Reporting System (SARS), Argos and the Program Review Tool, the Retention Program has been able to:

- Establish initial baselines to capture future trends
- Recognize equity gaps and
- Develop a student profile

Through Program Review, the Retention Program documents key indicators and measurements such as retention, course success rates and persistence.

This data guides the Retention Program's data-informed decision making, continuous improvement and, coupled with qualitative student data, drives our student services.