

## **Enrollment Management Strategic Plan Goal 4: Student Persistence and Graduation**

The University will increase undergraduate retention and graduation rates.

### **Office of Retention & Student Success**

#### **Mission**

Lamar University's Office of Retention & Student Success proactively empowers all students to achieve their academic, personal, and professional goals through campus-wide collaborative advising and academic support.

#### **Vision**

The Office of Retention & Student Success envisions a campus on which all students have a team supporting each step of their journey; that there is someone there to help. To do this, the office works to create unique solutions for LU students based on best practices, real-time and historical data to explain why decisions are made, proactive outreach to increase service to students, and fluid connections and communication with academic and student support departments. As a result, we expect that students will feel a sense of belonging and concern for their success within a culture that supports them, even if they are not struggling.

#### **Values & Principles**

- We are student-focused. We choose the best solution to serve the student.
- We are collaborative. We are a team that works together and supports each other and our students.
- We are evaluative. We base our decisions on quantitative and qualitative data and continually assess and improve.
- We are outcome-oriented. We keep our focus on the overarching goals.
- We are adaptable and flexible. We are willing to change, improve, question, and progress for the sake of serving our students as best we can.
- We are honest. We are open and honest with one another, but always with professional discretion.

#### **Objectives and Strategies** (excerpted from Enrollment Management Strategic Enrollment Plan)

**Objective 4.1:** Achieve a 6-year graduation rate of 50% with overall undergraduate completion of 1,800 Bachelors students.

**Strategy 4.1a:** Create a campus culture of accountability for students' success

**Strategy 4.1b:** Reduce average credits to Bachelor's degree

**Strategy 4.1c:** Increase percentage of students completing 30 credit hours in first year

**Strategy 4.1d:** Increase the 8-year graduation rate of part-time students by 2%.

**Objective 4.2:** Achieve a 1-year Persistence Rate of 75% and a 2-year Persistence Rate of 60% through targeted student support services

**Strategy 4.2a:** Develop an appropriate organizational structure with targeted programming to support all LU students.

**Strategy 4.2b:** Develop a re-enrollment plan for continuing students

**Strategy 4.2c:** Create an academic support program for conditionally admitted students

**Strategy 4.2d:** Select and implement a campus-wide academic advising model

**Strategy 4.2e:** Realign and focus academic support services to campus-specific and student population-specific needs

**Strategy 4.2f:** Determine persistence by semester challenges

**Objective 4.3:** Achieve a transfer student 6-year graduation to persistence ratio of 80%

**Strategy 4.3a:** Create a Transfer Center with personalized support for students transferring from other institutions

**Strategy 4.3b:** Increase efficiency and speed of the process of accepting transfer credits

**Strategy 4.3c:** Create networking and engagement opportunities to assist transfer students in assimilating into the Lamar student culture.