

INSTITUTIONAL RESEARCH

A Second Look at First-Year Retention: 2017-18 Update on Freshman Retention

In our earlier report on Freshman Retention, [\(Link to Report\)](#) we discussed the critical importance of first-year retention for our student success efforts, as well as some work underway to improve retention. In this update to that report, we share the early results, just over one year after starting the Matadors Rising efforts (<https://www.csun.edu/matadorsrising>).

At CSUN, we have taken a multi-pronged approach to retention, including:

Outreach for re-enrollment

CSUN staff contact any students who are in academic good standing who have not re-enrolled for their third semester to encourage them to return to campus. This practice is not new with Matadors Rising; we have been doing this since 2013.

Graduation and Retention Specialists

A team of Graduation and Retention Specialist Advisors were hired as part of the Matadors Rising efforts, and in 2017, they reached out to all students in good standing who are still active but no longer enrolled at CSUN to see how we can help them return.

Additional time for developmental coursework

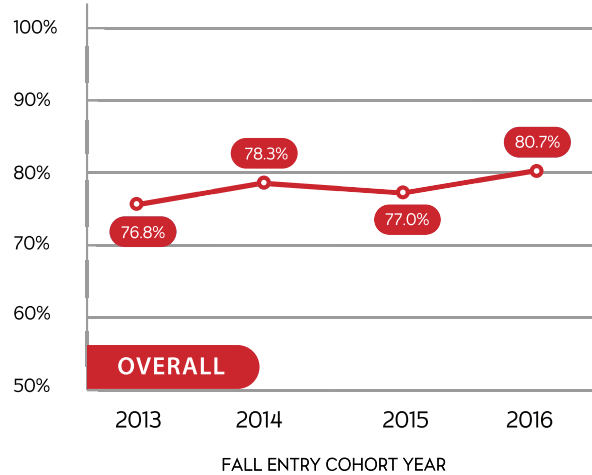
As of Fall 2016, we have been allowing students who did not finish their developmental coursework in their first year to stay at CSUN. Before 2016, students who failed to finish their developmental coursework in their first year were stopped out and most never returned. Now that we've given them extra time, many are still here and moving toward their degree.

Students are responding very positively to these contacts:

"She was super helpful and answered all my questions that I had. Walked me through every possible outcome. And helped me feel reassured of myself as a person and a student. I really enjoyed the experience that she had with me, it made me feel that I was talking to someone real and who didn't just say things because it was her job."

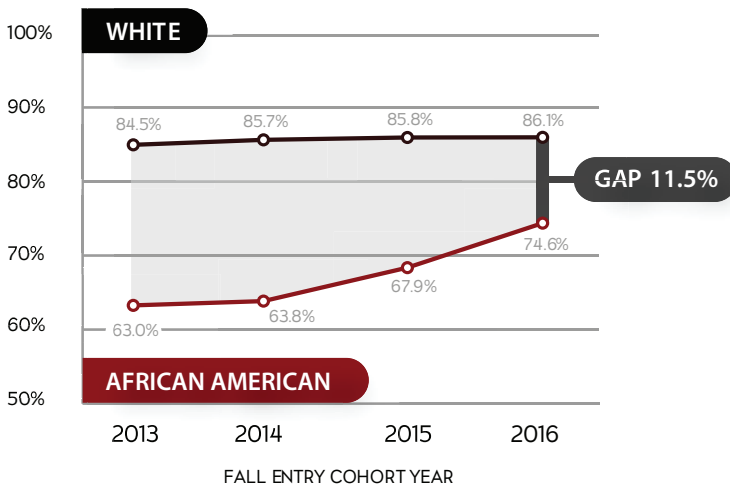
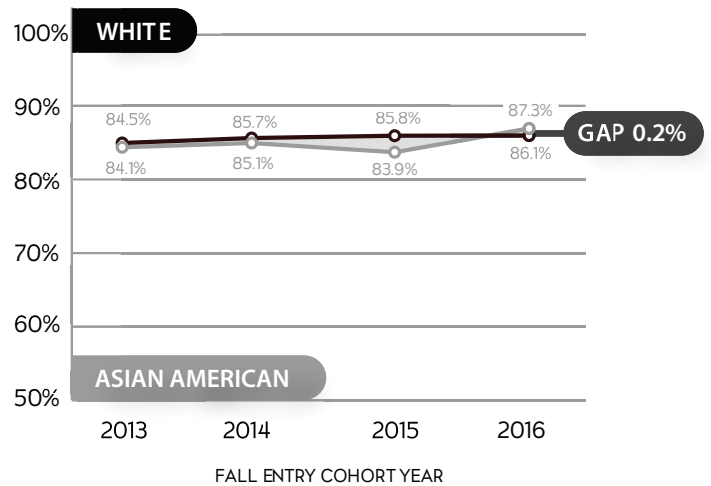
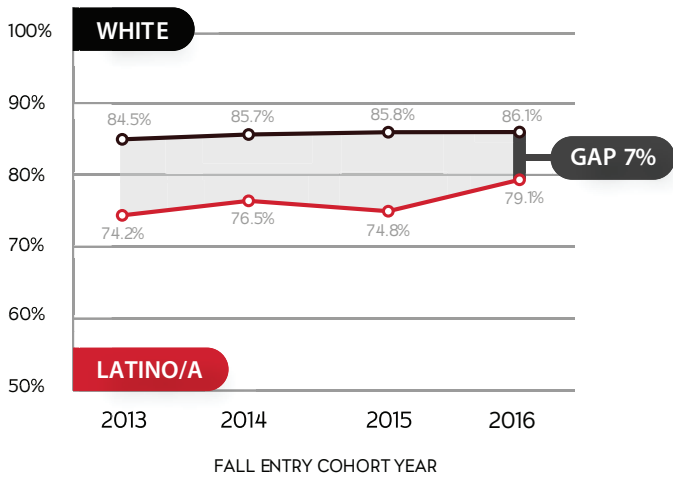
ONE YEAR CONTINUATION RATES FOR FIRST-TIME FRESHMEN BY COHORT:
 FALL 2013, 2014, 2015, AND 2016 COHORTS

As a result of these and other efforts, one-year retention rates for first-time freshmen are up!



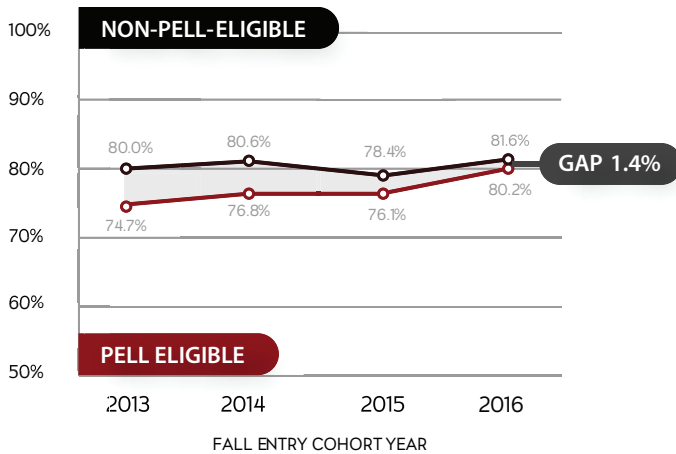
This is an important first step in improving overall student success, including graduation rates. The fact that we can see effects this early in the Matadors Rising campaign demonstrates just how impactful these sorts of intentional student success efforts can be.

ONE YEAR CONTINUATION RATES BY RACE/ETHNIC GROUP:
 FALL 2013, 2014, 2015, AND 2016 COHORTS

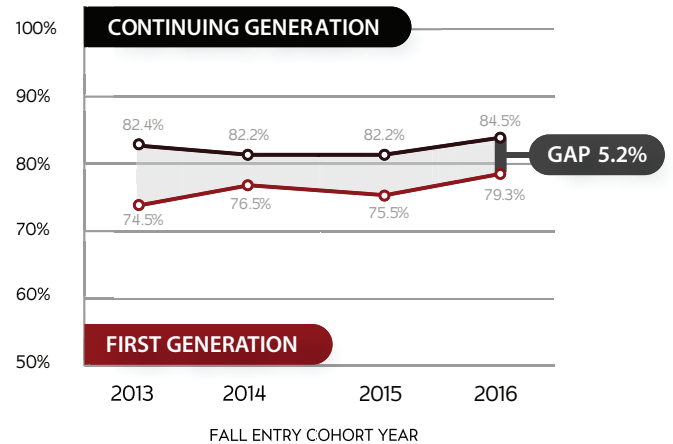


Not only are overall retention rates up, we are also reducing opportunity gaps, by race, Pell status, and first-generation college status.

ONE YEAR CONTINUATION RATES BY PELL:
FALL 2013, 2014, 2015, AND 2016 COHORTS



ONE YEAR CONTINUATION RATES BY FIRST GENERATION STATUS:
FALL 2013, 2014, 2015, AND 2016 COHORTS



Are you interested in learning more about how you can get involved?
Here are a few possibilities:

eLearning and Academic Innovation Showcase
[<https://www.csun.edu/faculty-showcase>]:

Learn about the Spring 2018 showcase of faculty efforts to use eLearning strategies and academic innovation to increase equity and transform teaching and learning at CSUN.

Faculty Development
[<https://www.csun.edu/undergraduate-studies/faculty-development>]:

Learn about opportunities to empower your students to succeed in the classroom.

Faculty Technology Center
[<https://www.csun.edu/it/ftc>]:

Learn whether the summer 2018 eLearning Institute is right for you.

Matador Momentum
[<https://www.csun.edu/undergraduate-studies/academic-first-year-experiences/matador-momentum-re-imagining-first-year>]:

Help the Matador Momentum team re-imagine the first year of college.

Office of Student Success Innovations
[www.csun.edu/ossi]:

Sign up for a Data Workshop to learn more about retention data in your College and Department.

For questions about this report, please contact us at ir@csun.edu