UMD achieved an all-time high of 78.4% in first-year student persistence for the fall 2015 freshman class. This is well on our way to the goal of 80%.

First-to-Second Year Campus Retention

<table>
<thead>
<tr>
<th></th>
<th>Entry Fall Term 2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cohort Size</td>
<td>2,046</td>
<td>2,187</td>
<td>1,987</td>
</tr>
<tr>
<td>Retention Rate</td>
<td>76.9%</td>
<td>76.0%</td>
<td>78.4%</td>
</tr>
<tr>
<td># Persisting</td>
<td>1,574</td>
<td>1,662</td>
<td>1,557</td>
</tr>
</tbody>
</table>

Based on a per student net tuition revenue of $11,000, 86 students generate approximately $946,000 additional tuition revenue during the sophomore year. By maintaining the same size entry class and an 80% first-year retention rate, in year four nearly $3 million of additional annual tuition revenue would be generated and 260+ more students would be progressing toward graduation.

We all contribute to student persistence and success.

Tell the success stories of your graduates. Contact Jodi Jersett at jjersett@d.umn.edu for more information.
UMD’s Framework for Student Success & Retention
a.k.a. the 4 Pros

Profile

WHAT UMD WILL DO:
Work to elevate both the entering student and institutional profile.

WHAT STUDENTS WILL EXPERIENCE:
UMD knows and understands me and provides a relevant and engaging experience.

Progress

WHAT UMD WILL DO:
Ensure students’ initial academic success and continuous progress toward timely degree completion.

WHAT STUDENTS WILL EXPERIENCE:
I have a clear plan in place and know what I need to do to achieve my goals. I’m comfortable and can do the work I need to do to be successful.

Process

WHAT UMD WILL DO:
Improve and integrate student services, processes, and experiences.

WHAT STUDENTS WILL EXPERIENCE:
The process is transparent. I know what services are available and where to find them when I need help, have a question or don’t know what to do next.

Promise

WHAT UMD WILL DO:
Ensure all students’ experiences are consistent with the promise expressed in UMD’s mission and brand.

WHAT STUDENTS WILL EXPERIENCE:
What I see, hear, and do around campus is consistent with the experience that was promised to me, and I feel encouraged along the way.

For more information visit d.umn.edu/vcaa/sem

The 4P’s strategy was developed at DePaul University. UMD’s framework was adapted from that strategy using the source: Kalsbeek, David. H. 2013. Reframing Retention Strategy for Institutional Improvement, New Directions in Higher Education, no 161. San Francisco: Jossey-Bass. Kalsbeek references UMD’s 30-60-90 Roadmap as a best practice in supporting student progress.

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