

CASE STUDY

Strategic Interventions Generate Rapid Persistence Gains

Middle Tennessee State University, Public Research University, Murfreesboro, Tennessee

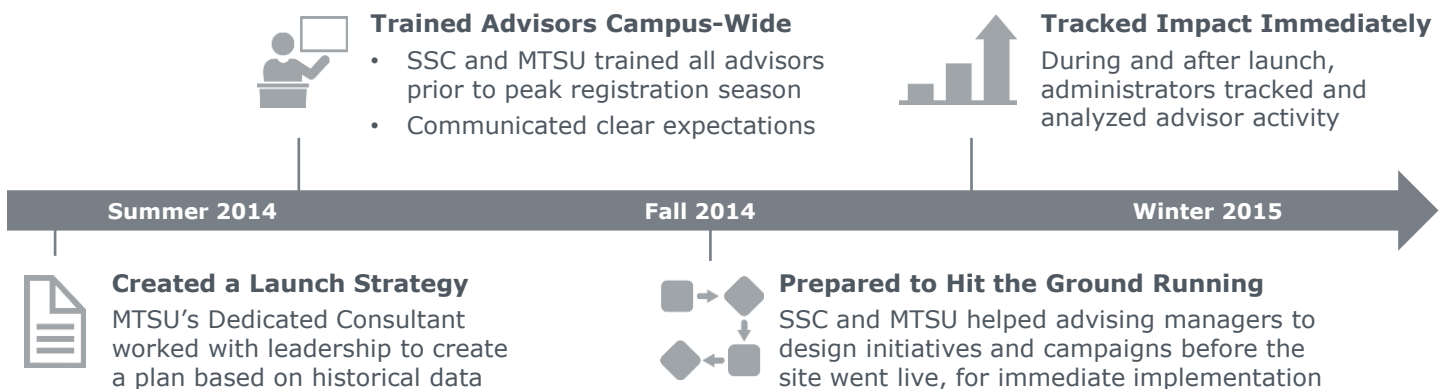
- About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 22,729 and a six-year graduation rate of 52%.
- Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the "Quest for Student Success" plan, but needed a way to track and move the dial on metrics across the institution. MTSU's advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.
- Solution:** MTSU set out to drive rapid gains through changes informed by data and best practices. Joining SSC in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.
- Impact:** Through its partnership with SSC, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for \$1.5M in spring tuition revenue.

Impact Highlights

+1.5%
Percentage point increase in overall fall to spring undergraduate persistence

\$1.5M
Estimated additional revenue from spring tuition and fees

SSC Support During Launch Ensured High Engagement, Quick Wins



15K+

Student profile views each month

Building a Coordinated Network of Persistence Campaigns

Using SSC to Plan and Scale Efforts



Identify

SSC lists and filters allowed staff to quickly identify 2,500+ stop outs



Target

Robust student data helped to prioritize unique, high-impact populations



Manage

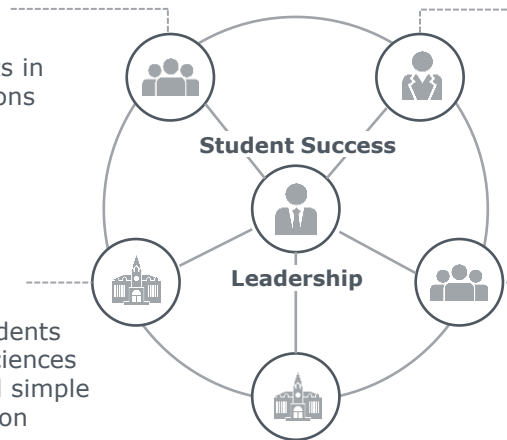
SSC toolkits provided a framework and resources for campaign management

Stop Outs

Units used outreach to engage targeted stop outs in re-enrollment conversations

BHS Students with Registration Holds

Prioritized contacting students in Behavioral & Health Sciences (largest college) who had simple hold barriers to registration



Struggling Freshman

Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

Students Close to Completion

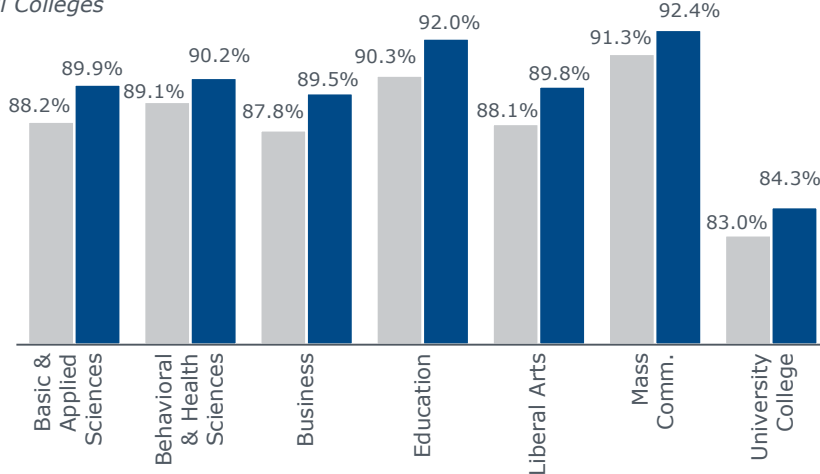
One department targeted likely returners: Low and Medium risk students with few credits remaining

Immediate Impact: Seeing Impressive Gains Beyond First Year Retention

Fall to Spring Persistence

For All Undergraduate Years Across All Colleges

■ Spring 2014 ■ Spring 2015



+2.2%

FTFT Freshman

+4.5%

New Transfers

+2.1%

Sophomores

Overall Results

+1.5%

Increase in overall fall to spring undergrad persistence

390

Additional undergrad students enrolled in spring 2015

\$1.5M

Estimated additional revenue from spring tuition and fees