

## SASFAA 2009

### Recruiting and Retaining First Generation Students, Non-Traditional Students and Veterans

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## The World is Flat

- Higher Education is one of United States' last core competencies
- United States is slipping in international ranking of the number of postsecondary degree holders
  - ~ United States is #1 in highest percentage of degree holders ages 55-64
  - ~ United States is #8 in ages 25-34.
- United States will need an additional 10,000,000 degree holders in the 25-34 age bracket

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## The New Pipeline

- Non-Hispanic white population will increase by 10.2 million by 2020
  - ~ 30.6 percent have a college degree
- African-American population will increase by 9.5 million by 2020
  - ~ 17.7 percent have a college degree
- Hispanic population will increase by 24.1 million
  - ~ 12.1 percent have a college degree.

Source: Lumina Foundation

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## Perfect Storm

- Decreasing traditional college bound population
- Worst economy since the Depression
- Budget freezes on all levels
- One out of four homeowners is in a negative equity position or no equity position
- Filling seats from a new demographic

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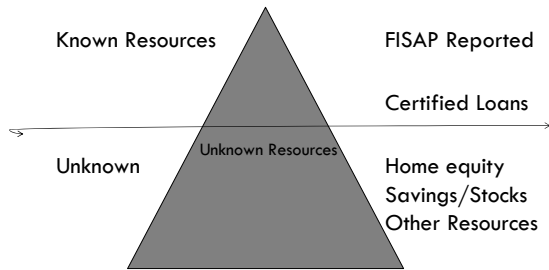
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## Iceberg Cometh-No Global Warming in Higher Education



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## Definitions

- Non-Traditional
- First Generation
- Veterans
- Other

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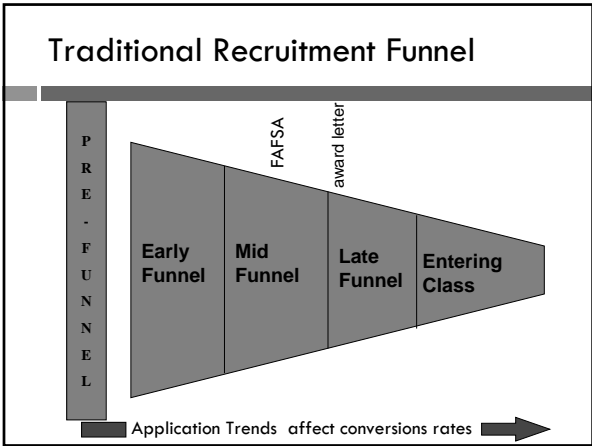
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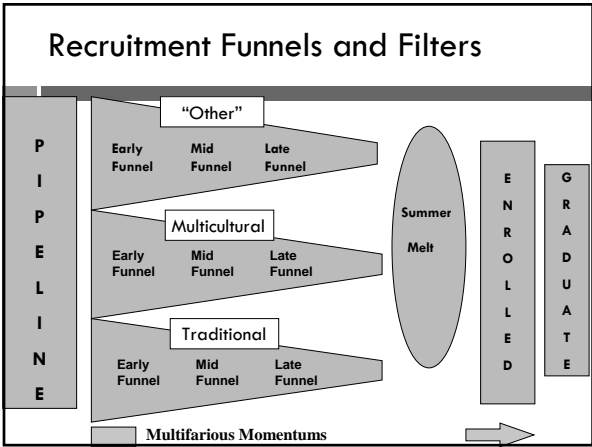
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### College “Culture Shock”-Silent— the Demon Behind Drop-outs

- ❑ Introduced by 1954 by Kalvervo Oberg
- ❑ *Normally a student blames his or her “financial aid” as the reason for leaving school.*
- ❑ Difficulty in assimilating to new culture and environment.
- ❑ Anxiety, disorientation, uncertainty, confusion
- ❑ Phases: Honeymoon Phase-Negotiation Phase-- Adjustment Phase (things become “normal”)-Reverse Culture Shock

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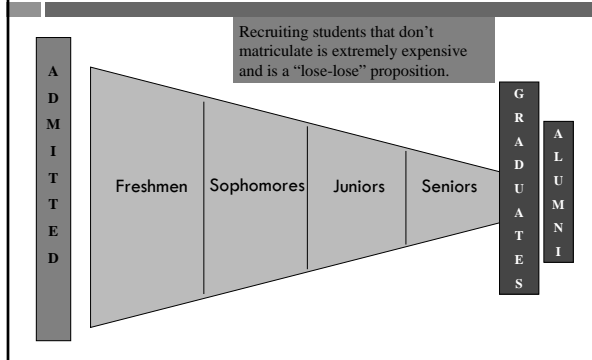
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## Retention Funnel



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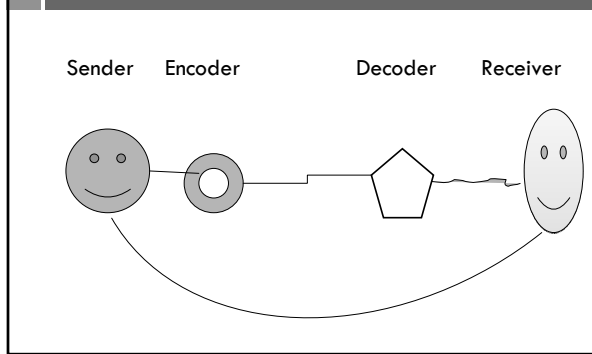
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## Model of Communication



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## Cross-generational Communication

- Veterans
- Boomer
- Xsers

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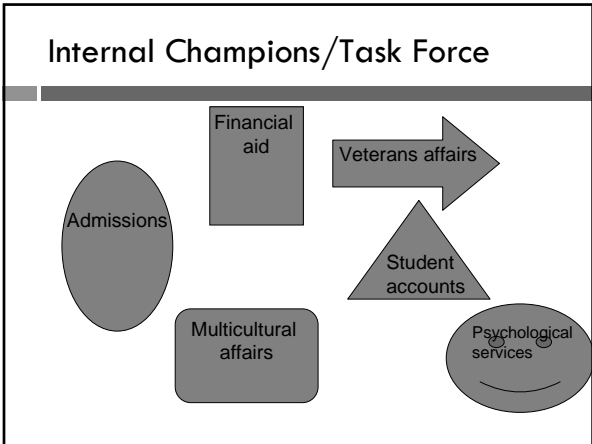
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- ### Secret Sauce- Leveraging Technology
- Transfer work-load to where interpersonal skills are needed
  - Reduce rote tasks
  - 24/7
  - Institution can become bilingual
  - Consistent brand management
  - Mitigates budget cuts
  - Go Green

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### Retention Attrition

In the past year, have you contemplated leaving college for any reason?

	Non-Traditional	Traditional
Yes	27%	23%
	62%	20%
	15%	30%
	15%	25%

Reasons for attrition:  
 Personal/Family  
 Economic/Money  
 Job offers/opportunities

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## Continued

Non Traditional	Traditional
Time commitment too much	
5%	23%
Program/department limitations	
15%	0%
Health Reasons	
15%	5%
Travel	
8%	5%
Faculty Problems	
0%	5%

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