
Retention Initiative: Success/Professional Coaching

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Chapman University College

- 25 Campuses –CA & WA
- 6,300 students (Orange Campus, 5,732 students)
- Serving Adult learners
- 9 week sessions, evening classes
- Graduate and Undergraduate programs
- Four Academic Divisions ...
Psychology, Education, Professional Studies, Arts & Sciences

“We will build it they will Come & Stay”

- <2004 - No strategic retention initiatives
- Lack of perceived need of retention planning for adult learners
- Lack of retention data and trends
- Did not know why students stopped out
- Decline of overall enrollments
- Retention at CUC:
 - Attrition is highest within the first two terms or first semester
 - Retention rates from prior term is approximately 70%

Strategic Retention Initiatives

University College

- Enrollment Plan
 - Tracking student retention, new starts, credits taken, revenue
 - Campus Accountability
- Student Satisfaction Survey
- Enrollment Management Planning
- Professional/Success Coaching
- Educational Planning - advising

In October 2004 Chapman University College engaged consultants to:

- ❑ Create a rapidly scalable and attractive service offering to new and existing students
- ❑ Increase retention rates
- ❑ Grow enrollments, revenues and profitability

Coaching Model: Seven Areas of Focus*



≈ Student satisfaction
≈ Student success
≈ Degree completion

**Tele-coaching 20 minutes once a week for two terms or one semester*

Administrative Process

- University College (13 coached campuses)
 - Monthly status calls with Campus Directors, Coaches, and Central Office Administration
 - Term by term performance review and data analysis
 - Annual retreat with Campus Directors, Central Administrative Staff and Coaching executive team

Influence of Success Coaching on the System/Campuses

- Helped to cultivate a performance and metrics based culture
- Campus accountability
- Increased interaction with student service staff
- Central Office/Campus awareness of issues negatively and positively affecting retention – received in a timely manner

Coaching Benefits Beyond Retention

- Better utilization of campus services
- Two-way information channel – feedback loop
- Optimize marketing and recruitment dollars –
- Data analysis: why students choose Chapman and why they stop out

Success Coaching Results: 13 University College Campuses

- 26 months later, the results are exceeding expectations
 - Retention of coached students is 6% higher than the 3-year average
 - Combined impact of increased new starts and retention: 36% more enrollments (and revenues)
 - Qualitative positive feedback from students throughout the system
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Questions?