

## UW Stevens-Point Retention Plan 2023-2025

Student retention is achieved by addressing multiple factors that lead to persistence and inhibit stop-out. UW Stevens Point has a strong [ecosystem for student success](#) with many of the right elements to improve student retention. To reach an improved retention rate as noted in Theme 3 of [Purpose Made Possible](#), the [University-Wide Strategy for Retention](#) calls for a focus on disaggregated data, robust retention communication to improve broad understanding of retention strategies, a [university-wide retention framework](#) to drive action, and a focus on student entry, orientation, and onboarding. Sustained university change will emerge from persistent focus on these needs.

### 2023-2025 Retention Strategies and Outcomes

|   |   |                                   |
|---|---|-----------------------------------|
| <b>Strategy 1</b>   |   |                                   |
| <i>Clear, contextual direction from university leadership on the purpose of retention work.</i> |   |                                   |
| <b>Outcome 1.1</b>  | <b>Develop leadership communication that provide inspiration, direction, and the “why” for retention work.</b>  |                                   |
|   | Who: Chancellor, Provost, Retention Office, and Leadership Team   |                                   |
|   | <b>Tactic 1.1.1</b><br>Review retention plan with senior leadership to ensure alignment with Purpose Made Possible and divisional goals. Gain commitment to further retention outcomes and tactics. | <i>Starts</i><br><i>11/1/2023</i> |
|   | <b>Tactic 1.1.2</b><br>Leadership promotes retention talking points and works with divisional staff to implement the Retention Plan and Retention Framework.  | <i>Starts</i><br><i>9/1/2023</i>  |
| <b>Outcome 1.2</b>  | <b>Re-envision the leadership, composition, and charge of the Retention Steering Committee to meet university goals.</b>  |                                   |
|   | Who: Chancellor, Provost, Vice Chancellors, Retention Office  |                                   |
|   | <b>Tactic 1.2.1</b><br>Engage in Complete College America retention project with CCA team in spring 2024. Evaluate this team’s composition for AY 2024-25 Retention Steering Committee.             | <i>Starts</i><br><i>1/2/2024</i>  |
|   | <b>Tactic 1.2.2</b><br>Create a clear charge, endorsed by the university leadership team, that gives the Retention Steering Committee the ability to take action on retention initiatives.          | <i>Starts</i><br><i>6/1/2024</i>  |

| <b>Strategy 2</b>   |   |                             |
|---|---|-----------------------------|
| <i>Connected and intentional orientation, onboarding, and first year student support.</i> |   |                             |
| <b>Outcome 2.1</b>  | <b>Create branch campus LEAD programs aligned with Stevens Point LEAD outcomes. Align bridge experiences for traditional students and encourage identification with a four-year Stevens Point education.</b>  |                             |
|   | <i>Who: Retention Office, DCA, Academic Success, Branch Campuses</i>  |                             |
|   | <b>Tactic 2.1.1</b><br>Utilizing existing staff and resources, design a branch onboarding/bridge experience using elements of the Stevens Point LEAD program in time for January 2024 LEAD sign-up  | <i>Starts<br/>9/1/2023</i>  |
|   | <b>Tactic 2.1.2</b><br>Design opportunities for Wausau and Marshfield students to interact with Stevens Point LEAD students during onboarding and through the academic year.  | <i>Starts<br/>9/1/2023</i>  |
| <b>Outcome 2.2</b>  | <b>Create an intentional relationship between Orientation and Pointers Week. Build an experience that onboards students who are ready to engage with personal, developmental, and academic outcomes.</b>  |                             |
|   | <i>Who: Admissions, Academic Success, Retention Office, Student Affairs</i>   |                             |
|   | <b>Tactic 2.2.1</b><br>Meet with leaders of orientation and student affairs to align event outcomes and connect programming at each event.  | <i>Starts<br/>11/1/2023</i> |
|   | <b>Tactic 2.2.2</b><br>Create a joint planning team for Orientation and Pointers Week to ensure continued alignment and cohesive planning.  | <i>Starts<br/>10/1/2024</i> |
| <b>Outcome 2.3</b>  | <b>Use the Retention Framework outcomes to develop a branded First Year Experience from university activities and programs. Make explicit connections for students to demonstrate how engagement and fostering a sense of belonging is critical to their success at the university.</b> |                             |
|   | <i>Who: Retention Office, Student Affairs, Academic Success, Academic Affairs</i>   |                             |
|   | <b>Tactic 2.3.1</b><br>Bring individuals together in fall 2024 to discuss and design first year experience.   | <i>Starts<br/>9/1/2024</i>  |

| <b>Strategy 3</b>   |   |                            |
|---|---|----------------------------|
| <i>Understanding and adoption of individual department and unit actions that drive retention and persistence.</i> |   |                            |
| <b>Outcome 3.1</b>  | <b>Implement and use the retention framework to guide unit actions, retention programs, and student services across the university.</b> |                            |
|   | <i>Who: Retention Office, Divisional Leadership, Unit Leadership</i>  |                            |
|   | <b>Tactic 3.1.1</b><br>Meet with academic departments to discuss framework and plan actions to improve retention.                       | <i>Starts<br/>9/1/2023</i> |
|   | <b>Tactic 3.1.2</b><br>Pilot retention framework as a student outcome and guiding tool for student affairs department with Housing.     | <i>Starts<br/>1/2/2024</i> |

|                    |   |                                   |
|--------------------|---|-----------------------------------|
|                    | <b>Tactic 3.1.3</b><br>Work with departments to embed retention practices in first year and gateway courses.  | <i>Starts</i><br><i>7/1/2024</i>  |
| <b>Outcome 3.2</b> | <b>Major Map development to make early career experiences explicit in each department.</b>  |                                   |
|                    | <i>Who: Academic Success, Academic Departments, Retention Office, Admissions</i>  |                                   |
|                    | <b>Tactic 3.2.1</b><br>Develop Major Map content with academic departments. Finalize content by 2/1/2024.   | <i>Starts</i><br><i>1/2/2023</i>  |
|                    | <b>Tactic 3.2.2</b><br>Utilize Major Maps in orientation and first year student registration to effectively onboard students to their UW-Stevens Point experience.  | <i>Starts</i><br><i>5/1/2024</i>  |
|                    | <b>Tactic 3.2.3</b><br>Utilize Major Maps in recruitment to market experiences and uniqueness of Stevens Point programs.  | <i>Starts</i><br><i>8/1/2024</i>  |
| <b>Outcome 3.3</b> | <b>Proactive academic success planning, aligning efforts in four-year planning, academic recovery programming, academic appeals, and success planning.</b>  |                                   |
|                    | <i>Who: Retention Office, Academic Success, Academic Appeals Committee</i>  |                                   |
|                    | <b>Tactic 3.3.1</b><br>Stakeholders from University College, Advising Council, and Office of the Registrar meet to plan alignment between current efforts.  | <i>Starts</i><br><i>10/1/2024</i> |
| <b>Outcome 3.4</b> | <b>Examine best practice strategies for addressing financial barriers to completion, including completion grants, scholarships, and data-informed strategies employed by other institutions. Recommend a strategy to meaningfully address financial completion.</b> |                                   |
|                    | <i>Who: Retention Office, Advancement, Financial Aid, Student Financial Services, Controller</i>  |                                   |
|                    | <b>Tactic 3.4.1</b><br>Convene working group from related offices to identify options based on UW System policies, student behavior, and best practices.  | <i>Starts</i><br><i>3/1/2024</i>  |
|                    | <b>Tactic 3.4.2</b><br>Implement changes recommended by the working group to impact students in AY 2024-25.   | <i>Starts</i><br><i>9/1/2024</i>  |

|   |  |                                   |
|---|--|-----------------------------------|
| <b>Strategy 4</b>   |  |                                   |
| <i>Easily accessible and disaggregated retention data to inform insights, action, and outreach.</i> |  |                                   |
| <b>Outcome 4.1</b>  | <b>Develop systematic communication around retention efforts, data, and resources.</b>   |                                   |
|   | <i>Who: Retention Office, Office of Institutional Research and Effectiveness, UC Communication Team</i>  |                                   |
|   | <b>Tactic 4.1.1</b><br>Create a website for the Office of Student Retention that documents current retention plans, frameworks for action, and institutional data sources. | <i>Starts</i><br><i>11/1/2023</i> |
|   | <b>Tactic 4.1.2</b><br>Develop a communication schedule to promote retention best practices and institutional successes.   | <i>Starts</i><br><i>3/1/2024</i>  |

