

A Strategy to Increase Retention

Dr. Tamara Powell

**Director, Office of Distance Education,
College of Humanities and Social
Sciences**

The Education Situation

- Average \$24,466 per year for tuition, room, and board (Fast Facts)
- Average student graduates with \$27,000 in student loans (Ellis)
- Majority of full time students (60%) take 7 years to earn a Bachelor's degree (Marklein)
- Majority of Americans do not have a Bachelor's degree

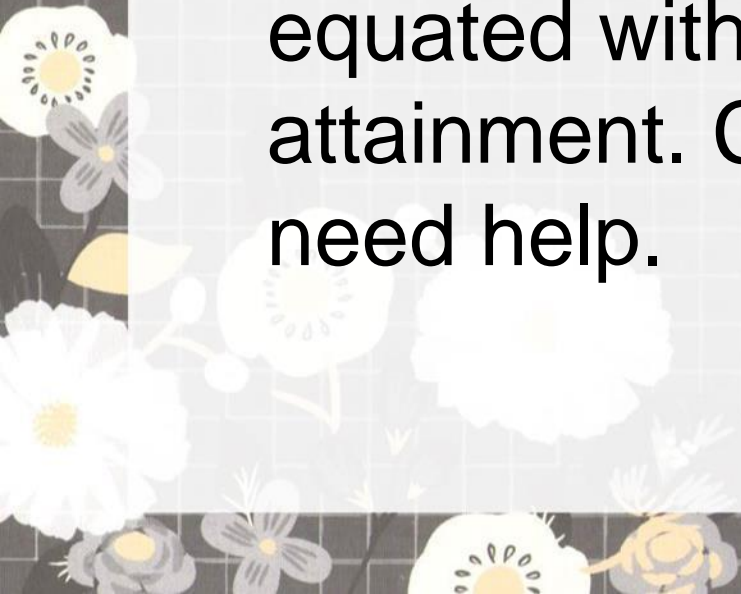
Objective: A Strategy that

- Increases retention
- Fosters course completion
- Encourages responsibility
- Encourages goal setting

The Research

Clear paths through courses and programs (Kamenetz)

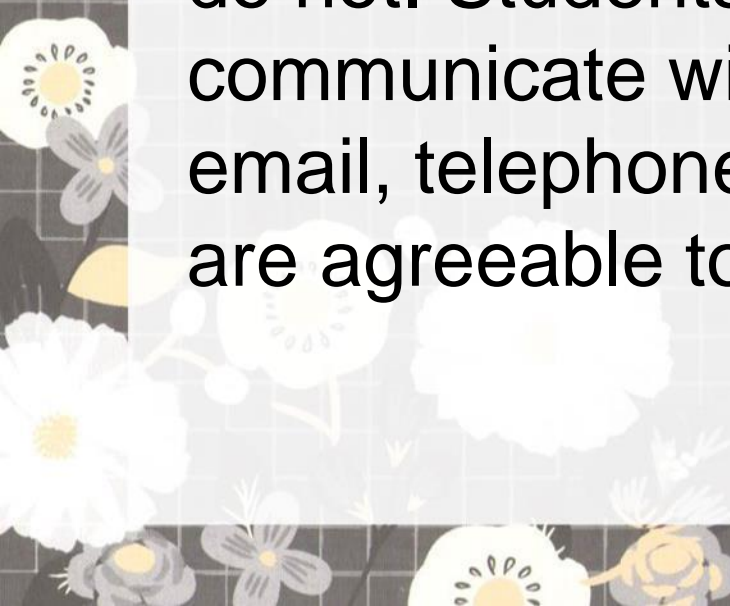
Across the centuries, the mere availability of education has not equated with greater levels of attainment. Citizens, and students, need help.



The Research

Communication with the professor (Arum and Roksa)

Studies show that students who communicate with their professors do better than those who do not. Students should be encouraged to communicate with their online professors via email, telephone, Skype, or other methods that are agreeable to the professor.

A decorative border of various flowers, including white daisies and purple and yellow blossoms, is located in the bottom-left corner of the slide.

The Research

Goal setting (Davis, Bargozzi, and Warshaw 984)

By encouraging our students to set goals, we increase their chances of reaching them.



The Schedule Assignment Results

(single section) 2012

WRIT 3140 evaluation average: 3.48

Retention: 26/30 (87%) Average grade C

2013 WRIT 3140 evaluation average: 3.40

Retention: 40/44 (91%) Average grade C

2014 WRIT 3140 evaluation average: 3.68

Retention: 40/42 (95%) Average grade C

2015 WRIT 3140 evaluation average: 3.56

Retention: 40/42 (95%) Average grade C

The Schedule Assignment

<http://www.kennesaw.edu/elearning/Smarter/Smarter4.html>

Thank you!
Questions?



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