

XAVIER UNIVERSITY

HIGHLIGHTS:

- Increased parental involvement by more than 1000 percent
- Collected more than \$1 million in bursar holds in one week
- Increased identification of at-risk students by more than 200 percent in the first semester
- More than 60 percent of faculty members submitted responses in Faculty Feedback Program

FAST FACTS:

- One-year retention rate: **88 percent**
- Four-year graduation rate: **70 percent**
- Six-year graduation rate: **76 percent**
- Number of Undergraduates: **3,600**
- Minority Students: **18 percent**
- Highest Degree Offered: **Doctorate**
- Percent Out-of-State Students: **34 percent**
- Average Combined SAT: **1170**
- Average ACT Composite: **26**
- Tuition: **\$24,660**
- Institutional Control: **Private, Roman Catholic**
- Number of Freshman Applications Received: **5,500**
- Number of Accepts: **4,200**
- Freshmen Enrolled: **800**
- Application Policy: **Open**
- Admission Policy: **Selective**

“*EMT Retain has brought Xavier’s retention efforts into the 21st century, allowing us to better execute our strategies and track our results through reporting features that our administrators find invaluable.*”

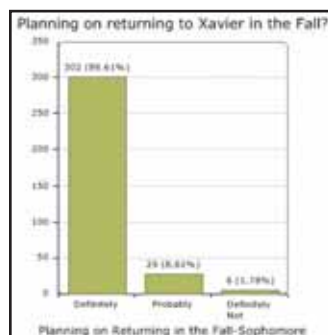
Adrian A. Schiess, Director for Student Success and Retention

Q&A with Adrian A. Schiess, Director for Student Success and Retention

Q. What were your enrollment management concerns prior to purchasing EMT Retain?

A. Prior to EMT Retain, Xavier University was on a predominantly paper-based communication system to address student retention issues. This system gave us significant success rates: both our minority and overall retention rates stayed at more than 85 percent between 2003 and 2005. Our four-year graduation rate was 70 percent—well above the national five-year graduation rate of 58 percent.

While this system produced above-average results, it lacked efficiency and was very time-consuming for the small staff in the office of student success and retention. The university was sending timely interventions based on students’ social, academic, financial, and health-related issues, but needed a technologically-savvy way to reach a greater number of students and identify retention issues sooner.



With EMT Retain, Xavier can create graphic charts based on results from its proactive student surveys, like the Summer Sophomore Survey.

Q. Why did you choose EMT Retain to assist with these concerns?

A. Xavier University partnered with Hobsons to use the company’s cutting-edge technology to improve the timeliness and efficiency of issue identification and intervention. Hobsons was able to take our retention strategies into the 21st century—automating e-mails and making our communications more effective, thereby allowing our office to intervene sooner with at-risk students. We needed a way to take our proven model into the technologically advanced world, and Hobsons and EMT Retain gave us the tools to do that.

EMT Retain sends communications to students, parents, and faculty, prompting information gathering to identify at-risk students. Information is electronically reported back to the office of student success and retention. Automated and customized “intervention” e-communications begin when at risk students are identified.

Q. What internal processes have changed and improved since implementation of EMT Retain?

A. EMT Retain has significantly affected the way Xavier handles retention. It has increased the efficiency of our staff, allowing them to personally intervene with only the “truly” at-risk students. It has elevated our communication with students regarding our programs, allowed for the quick distribution of e-mails and surveys, increased completion rates of our student surveys, and allowed us to immediately identify at-risk students.

In the bursar's office alone, bursar hold communication is much smoother. We are able to identify very early those students who are unable to register due to a bursar hold and begin the process of assisting them so they are able to register. We know who cannot register and how much they owe. We can track payments daily and thus register students more quickly and efficiently.

Overall, throughout our office, EMT Retain has increased communication efficiency, relying on e-mail instead of phone- and paper-based communications, and allowed for better tracking of who is receiving our messages and responding proactively. It has also allowed for more precise identification of student adjustment issues that are occurring, so we can quickly resolve problems for a better student experience.

Q. What results have you seen since implementing EMT Retain?

A. EMT Retain has elevated responses and efficiency in many of our retention programs. In our Parents' Participation Program, where parents help us identify at-risk students, more than 50 percent of parents who received the survey completed it, and 36 percent said that they were "happy" with their student's progress. More than 42 percent of sophomores completed our 2006 summer survey, an increase of 14 percent from the year prior. In our Faculty Feedback Program, we received responses from more than 60 percent of our faculty members alerting us to at-risk students, up 17 percent from the year prior.

With EMT Retain, Xavier overall has increased parental involvement by more than 1000 percent, increased identification of at-risk students in the first semester by nearly 200 percent, collected almost \$1 million in one week from bursar holds, and doubled our summer survey response rate.

Q. How will you continue using EMT Retain in the future?

A. Xavier has big plans for what we would like EMT Retain to do for us in the future. We will continue gathering data from our Parents' Participation Program and our Faculty Feedback Program in a more efficient way to target at-risk students before they leave the university. Our Bursar's Hold Initiative has allowed us to increase collections of many of our outstanding student accounts, and we are well on our way to identifying many new opportunities where EMT Retain can provide greater reporting capabilities and allow inter-office collaboration to assist in retention efforts across the university.

Q. Describe your overall experience with Hobsons and your EMT Retain.

A. Hobsons and EMT Retain are truly revolutionary in student retention—the flexibility of EMT Retain is its best asset, allowing the product to be used at any school, for any institution or program type. EMT Retain molds Xavier's unique retention goals, and targets students based on our unique needs and risk factors.

Faculty Feedback - Spring 2007
Instructor: John Anderson

Current Class: CDRH 101-23 Oral Communication

Please mark the appropriate field if the student is not adjusting to your class. The Director for Student Success and Retention will contact those students and follow up with you as required.

Student Name	Section	Grade	Comments
Anna Carpenter	010	F	
Anna Cooper	010	F	
Anna Ford	010	F	
Anna Hill	010	F	
Anna Johnson	010	F	
Anna Smith	010	F	
Anna Taylor	010	F	
Anna White	010	F	
Anna Brown	010	F	
Anna Green	010	F	
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Anna Gray	010	F	
Anna Pink	010	F	
Anna Purple	010	F	
Anna Blue	010	F	
Anna Yellow	010	F	
Anna Orange	010	F	
Anna Red	010	F	
Anna Silver	010	F	
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