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Tiffin University Boosts Student Retention With Hobsons

CINCINNATI – Hobsons Student Retention Solutions has helped Tiffin University, a private coeducational university in Tiffin, Ohio, streamline its student retention information and communication, giving the school even greater access to valuable data that helps it identify, communicate with and help students stay enrolled. Collected data and coordinated communication with students continues to help further boost the school’s already improved retention.

“Our students have many different needs, so we couldn’t use a cookie cutter approach to retention,” said Cam Cruickshank, Tiffin’s vice president for enrollment management. “Hobsons has helped us tackle the many issues facing our diverse student body.”

Made up almost equally of traditional undergraduate students and adult learners who study online and at regional academic centers, Tiffin’s student diversity creates a unique problem with launching a successful retention initiative. By using automated technology and personal interaction, however, Tiffin identified and addressed the dissimilar issues its student body faced and reduced attrition on its campus. Tiffin’s one-year retention rate increased from 51 percent to 63.3 percent in the five years since the school began focusing on retention efforts.

Tiffin’s current retention program employs the use of predictive modeling, success coaching and focused communication with at-risk students. The school has a chief retention officer focused solely on reducing attrition and helping students reach their goal of graduation. The school added Hobsons Student Retention Solutions to help streamline communication and collect data that school administrators can use to better identify and help at-risk students.

“Universities already have a wealth of information available to them to help retention efforts. From official test score reports in the admissions office to dependency status, student loan and scholarship information in financial aid, these details can help predict a student’s likelihood of success and provide tools to help them stay in school,” explained Cruickshank. “The trick is compiling it so it can be used successfully, and that is where Hobsons has really made the difference.”

By channeling information from the admissions, financial aid, bursar and registration offices into Hobsons Student Retention Solutions, Tiffin is able to identify students who are on the brink of leaving school and send targeted communication to help them

overcome their particular roadblocks. For students who need more personal attention, Tiffin will assign a success coach to meet with them one-on-one.

“Perhaps the biggest challenge facing schools regarding student retention is the management of disparate data and follow up communication with students,” explained Craig Heldman, president of Hobsons U.S. “Hobsons Student Retention Solutions not only helps schools like Tiffin access and interpret information, it helps them target their communication to ultimately keep students enrolled.”

Hobsons Student Retention Solutions provides a customizable suite of services for institutional use regardless of the phase of the institution’s retention efforts. The solutions include retention assessments, predictive modeling, personality testing, change management, communication technology and achievement coaching. For more information about Hobsons Student Retention Solutions, visit www.hobsons-us.com/retention or contact Hobsons at 800.927.8439.

About Hobsons

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