TURNING DATA INTO INSIGHT: A DATA DRIVEN RETENTION MODEL

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Available at: https://works.bepress.com/oscar_mcknight/46/
Transform Descriptive Survey Data

1st Convert Likert Scales to GPA’s

For example: 5 on a 9 point scale becomes a 2.22 GPA

2nd Include A Marker Item

For example: Intent to return next year

3rd Combine All Student Affairs Data

For example: GPA’s obtained for student activities, residence life, etc...

4th Develop Forecast Models

For example: Develop predictive charts

For example: Multiple variable models

Data = Insight!
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ABSTRACT
This poster session addresses how to turn data into insight; that is, when attempting to increasing college retention rates by Student Affairs assessment and intervention. The presentation emphasizes a four part strategy and culminates in demonstrating how to construct a predictive chart or a multivariate computer program; with an overview of both simple and multiple regression models. The ultimate goal is to design interventions that will upset the prediction model and increase student retention.

OVERVIEW
This poster session addresses how to turn data into insight; that is, when attempting to increasing college retention rates by Student Affairs assessment and intervention. The presentation emphasizes a four part strategy:

- First, regardless of instrument used to assess Student Affairs services, all likert scales are converted to a conceptual GPA. For example, on a 9 point likert scale - a 5 becomes a 2.22 GPA. This allows a researcher to fostering conceptual understanding when presenting results.

- Second, always include a marker item on the survey, for example, “do you intend to return here next year…” This allows a researcher to know the relationship between services assessed and retention.

- Third, for every department assessed in Student Affairs, combine the GPA assessment scores and create a grand mean score. This allows a researcher to combine department scores; that is, create a mean GPA in order to assess the entire Division of Student Affairs.

- Fourth, turn all data into insight by using simple regression and create predictive charts, for example, if your grand mean score is a 2.0 GPA for your combined Student Affairs Divisions – you can expect to have approximately a 70% retention rate. Another possibility is to use multiple regression models in order to assess in impact each division within Student Affairs has on the total retention. This allows a researcher to create single or multivariate models of prediction to determine where to develop retention programs and assign appropriate resources.

CONTACT
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