



STUDENT SUCCESS

Fall 2017 Update

THE LANDSCAPE

- Increase in FG/Pell population (up 5% this fall)
- Decrease in numbers of white/Caucasian high school graduates (projected decrease of 300,000 by 2031)
- Increase in number of undecided students
- Increase in students' financial need, including among high performers
- Low 4-year graduation rates nationwide (Longwood's >50% rate is notable compared to other publics nationwide)
- Traditional predictors (e.g., SAT) don't work as well as they used to

WHAT WE'RE DOING

- Earlier and more strategic Admissions efforts
- Increased use of mobile technology to match students' preferred interaction styles
- Transition from event-focused model to admissions/retention-focused success model
- Increased use of data to drive decision-making
- Stronger focus on matching students to resources

EXAMPLES

- Junior Day, Lancer Summer Decision Days, & Open House
- Increased Early Alert & Writing Center usage
- First-year outcomes & a new Peer Mentor model
- Changes in Orientation & New Lancer Days (based on survey data & best practices) → 11% increase in overall satisfaction
- Midterm grade analysis/communication
- Initiatives geared at FG/Pell student and family outreach