

EXAMINING EXIT DATA AT AN URBAN UNIVERSITY

Annalisa Gramlich

University of Missouri-Kansas City

OVERVIEW

- UMKC Facts and Statistics
- Study Background/Method
 - Student Characteristics
 - Reasons for Leaving
 - Most Important Reason for Leaving
 - Use of UMKC Services
 - Future Plans
 - Intention to Return to UMKC
 - NSC Data
 - Conclusions and Recommendations



UMKC INSTITUTION AND STUDENT FACTS AND STATISTICS

- UMKC is an urban institution that offers 50+ majors and has 125 academic areas
- UMKC has three locations
 - Volker campus
 - Hospital Hill
 - Northland campus
- Fall 2009 enrollment of undergraduate and graduate students: 14,818
 - 63.4% undergraduate
 - 36.6% graduate



UMKC FACULTY AND ALUMNI FACTS AND STATISTICS

- Student to faculty ratio: 1 faculty member per 12 students
- 95% of all educators at UMKC hold doctorates or the highest possible degree in their fields of study
- UMKC has 48 endowed chairs and professorships, the most of any UM System campus
- 96,068 alumni of record
- Ties to the community
 - 36% reside in Missouri
 - 43% reside in the greater Kansas City metro area
 - 24,463 alumni live in Jackson county, Missouri



STUDY BACKGROUND

- As of Fall 2009, UMKC's first year retention rate of first-time, full-time students is 74.0%
- State of Missouri's average retention rate is 74.9%
- Like other universities, UMKC has started to examine the factors that affect student retention and graduation
 - Most of the time, it is assumed that when a student leaves a university that the institution must have done something wrong
 - To explore this theory, the Exit survey was redesigned in Fall 2007



METHOD

- All students who withdrew completely from the university were required to complete an exit survey
 - Survey is sent via e-mail to students
 - Responses to survey are sent via e-mail to financial aid, registrar, UMKC helpline, and to the student
 - Responses are stored and retrievable from on-line portal for analysis at the end of each semester (summer data is not analyzed)
 - Data were examined from Spring 2008 (N=214), Fall 2008 (N=275), and Spring 2009 (N=254) semesters
 - The purpose of the survey was to capture why students were leaving the university and what their future plans were at the time of their withdrawal

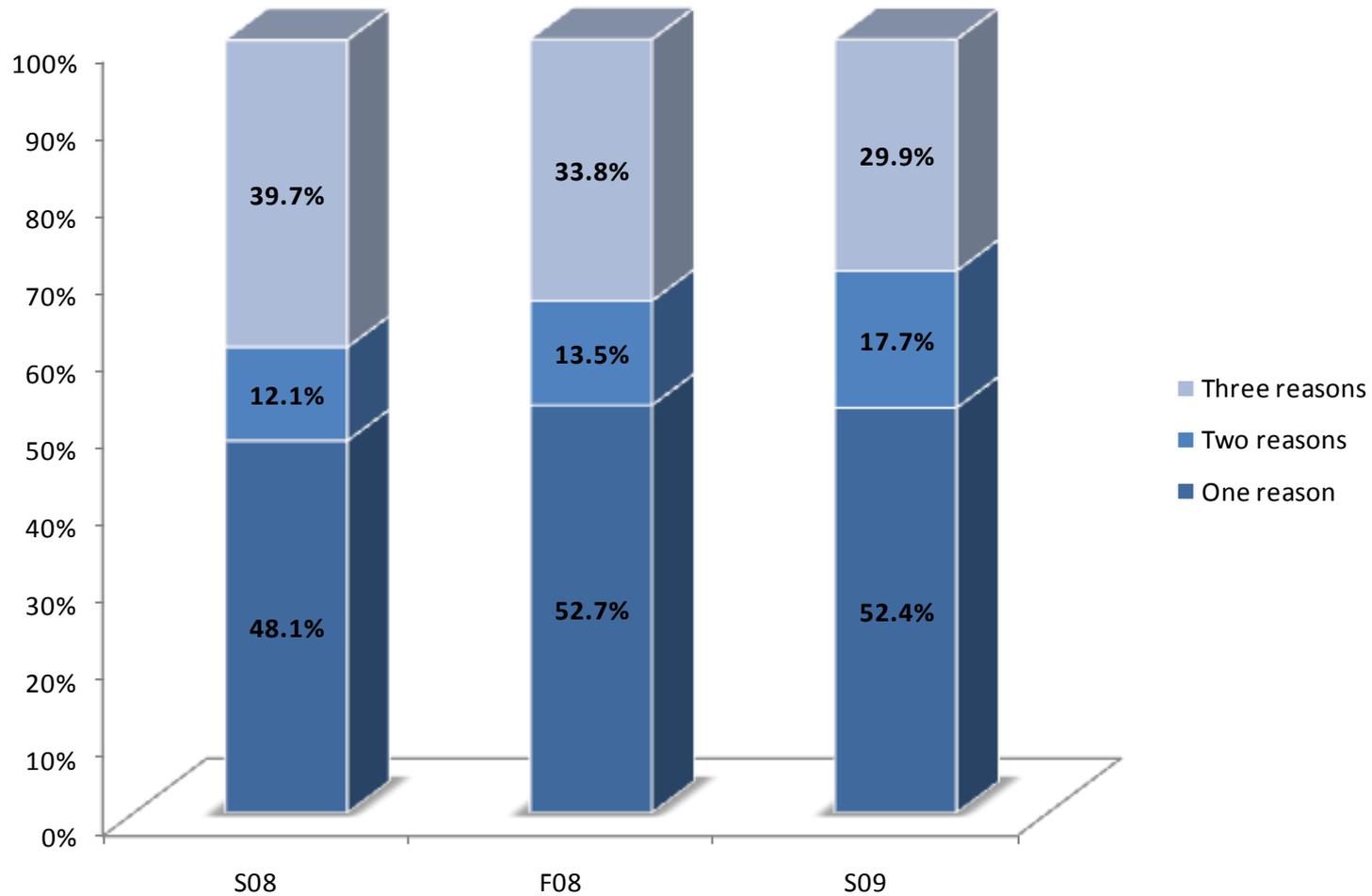


STUDENT CHARACTERISTICS

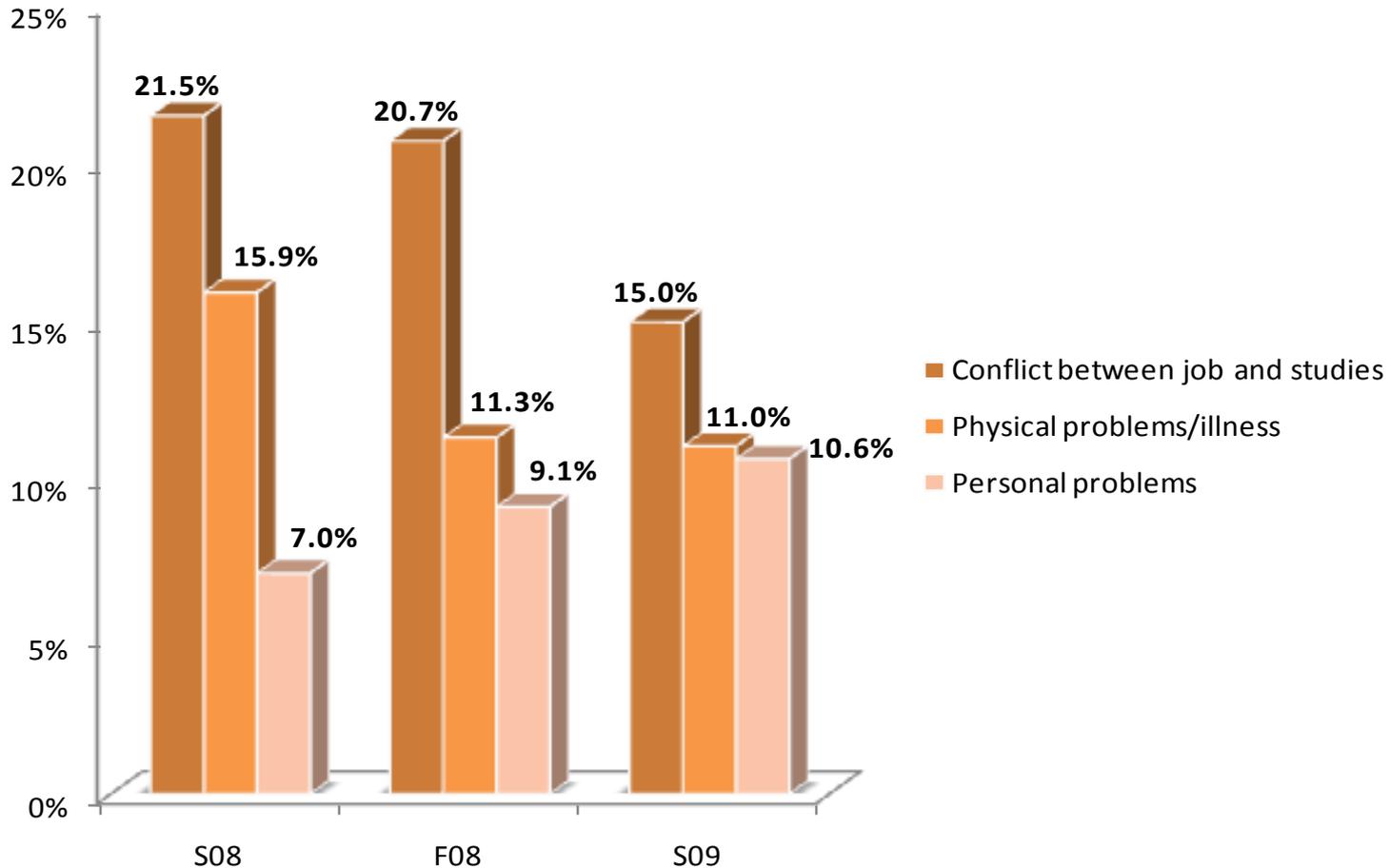
- The students who completed the exit survey during all three semesters were relatively evenly distributed across academic level
- Almost all of the students indicated that they resided off campus (94-95%)
- Nearly all students who transferred to UMKC had originally intended to complete a degree (87-92%)
- Finally, seven in ten students indicated they were currently employed, while 59-66% of them reported that they worked 35 or more hours a week



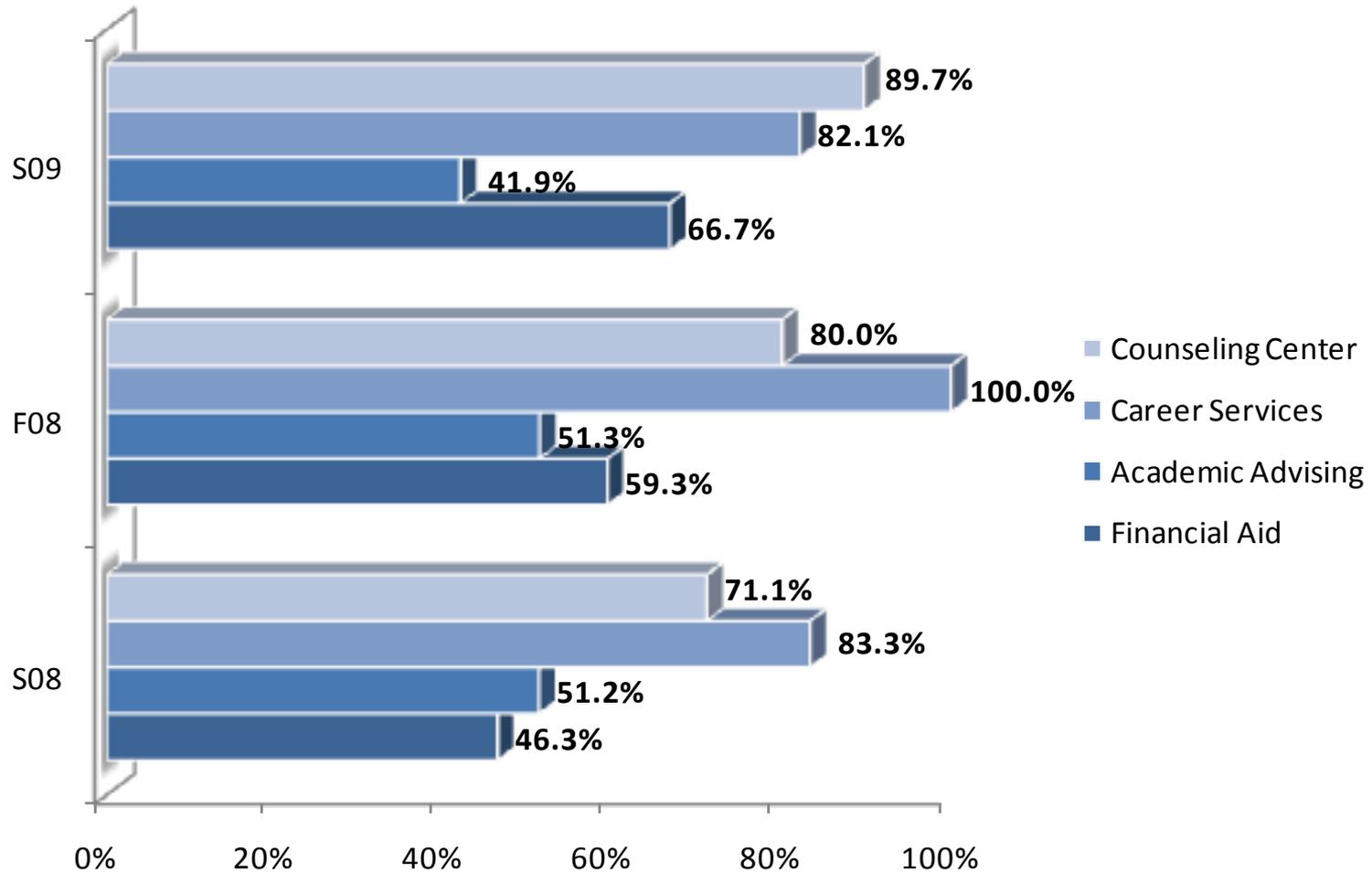
REASONS FOR LEAVING



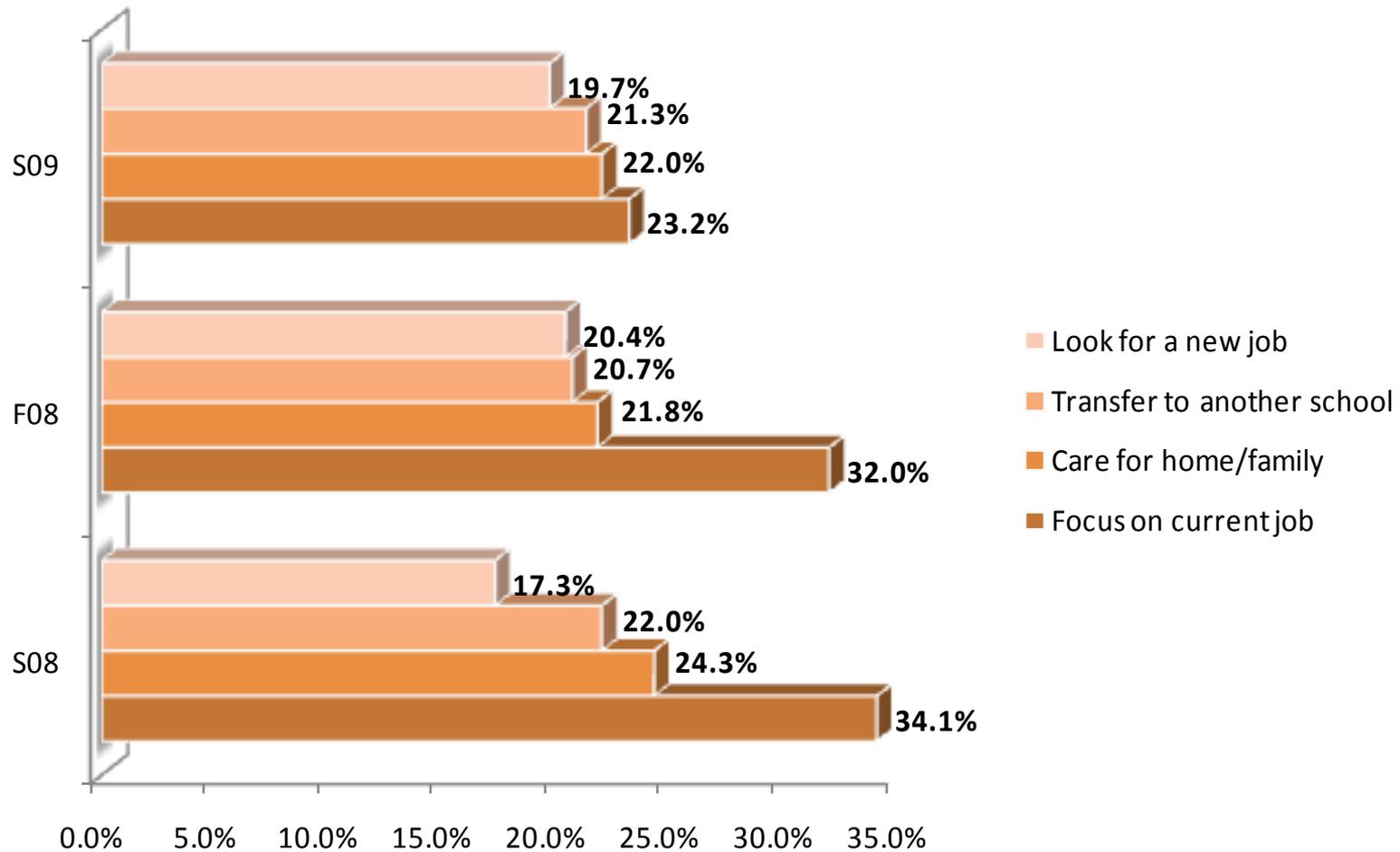
MOST IMPORTANT REASON



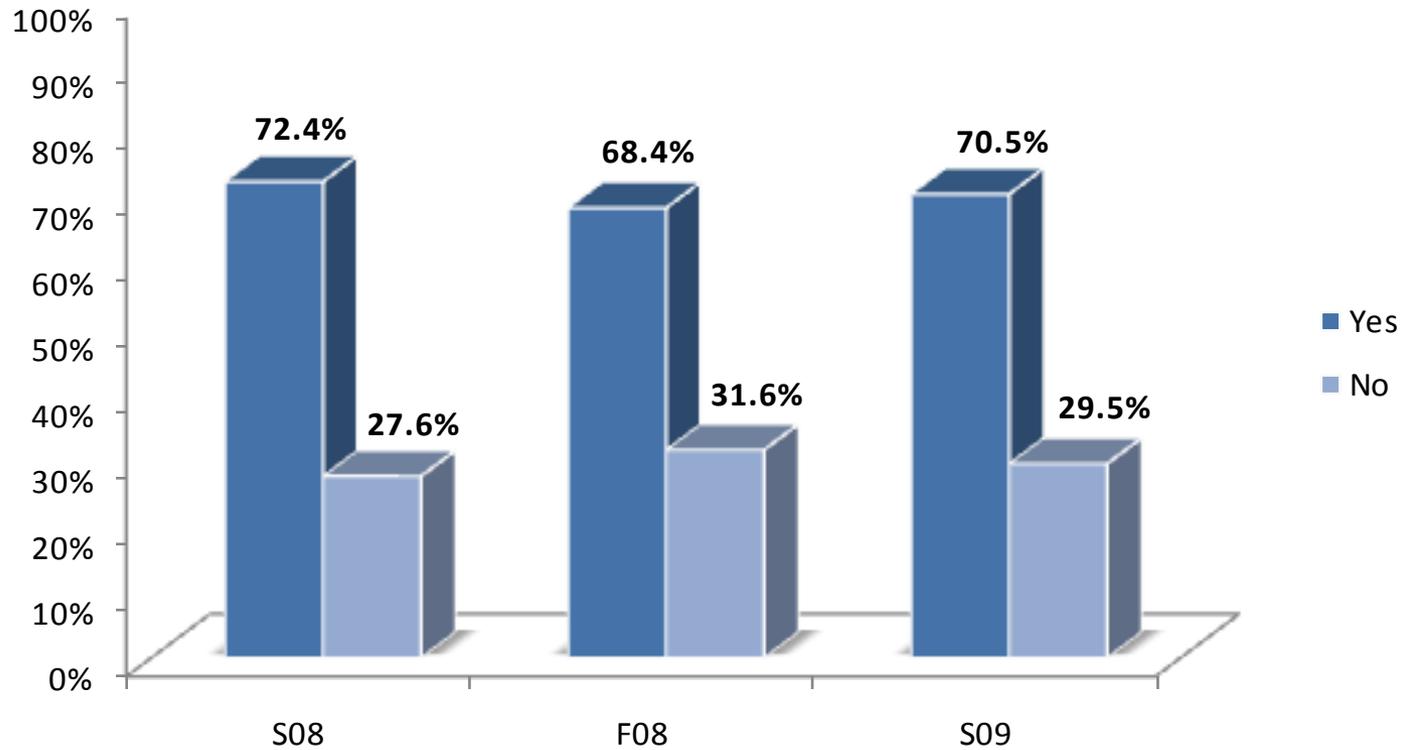
USE OF UMKC SERVICES



FUTURE PLANS



INTENTION TO RETURN TO UMKC



NATIONAL STUDENT CLEARINGHOUSE (NSC)

- More than 3,300 colleges, enrolling 92% of US college students, and hundreds of high school districts nationwide have partnered with the Clearinghouse and participate in their programs including:
 - EnrollmentVerify: the Clearinghouse processes all the enrollment verification inquiries received by participating colleges and universities using the information that they already provide to us
 - DegreeVerify: On average, each college and university completes 1,000 degree verifications per year for every 5,000 enrolled students. Participating in DegreeVerify frees schools from the administrative burden of verifying degrees for employers, background search firms and recruiters. Institutions regularly provide the Clearinghouse with updated degree data and refer all degree verification requests to our Web site.
- All eligible exit survey data was sent to NSC for enrollment and degree verification information



NATIONAL STUDENT CLEARINGHOUSE (NSC) RESULTS

	N	S08	N	F08	N	S09
Total Withdrew Fall 2008	214		244		224	
Counted (data)	130	60.8%	128	52.5%	90	40.2%
Omitted (no data)	84	39.3%	116	47.5%	134	59.8%
Returned to UMKC	56	43.1%	71	55.0%	49	54.4%
Return within 1 semester	0	0.0%	58	81.7%	0	0.0%
Return within 2 semesters	38	67.9%	1	1.4%	49	100.0%
Return within 3 semesters	10	17.9%	12	16.9%		
Return within 4 semesters	8	14.3%				



CONCLUSIONS

- This study shows, the main reasons students withdrew from UMKC were due to job, personal and/or physical health issues
 - Few respondents reported they were leaving the institution due to dissatisfaction or academic difficulties
 - NSC data show that as personal issues are resolved, some students return to UMKC



RECOMMENDATIONS

- It is highly recommended that the university explore ways to help increase the likelihood that students do in fact return. At the very least, the university should consider maintaining contact with these students until they return
 - As the results portray, a strong majority (68-72%) of students intend to return to UMKC at some point in the future; however according to NSC data, only 43-55% actually return
 - Could add item to survey asking those who indicate they will return, when they will do so. This could be compared to NSC data



RECOMMENDATIONS

- UMKC personnel may want to explore how they can better assist future students who are dealing with work or personal issues
 - The results show that most students do not seek out the support services that UMKC provides (career and counseling center, etc); thus, it may be beneficial to examine why this is the case



QUESTIONS?

- Do your institutions survey students leaving during the semester?
 - Are your findings similar?
 - Has your institution made any changes based on your findings?
- Do your institutions track students who leave?
 - Through NSC?
 - Other means?



REFERENCES

- Lotkowski, V. A., Robbins, S. B., & Noeth, R. J. (2004). The role of academic and non-academic factors in improving college retention. ACT policy report. www.act.org/research/policy/index.html
- National Student Clearinghouse. (2009). Retrieved November 6, 2009, from <http://www.studentclearinghouse.org/default.asp>
- NCHEMS Information Center for Higher Education Policy making and Analysis. (2009). Retrieved September 30, 2009, from <http://www.higheredinfo.org/>
- University of Missouri-Kansas City Exit Survey Reports S08, F08, S09. (2008-2009). Retrieved September 30, 2009 from <http://irapweb.umkc.edu/ir/>

