The focus of the AQIP Action Project team on Retention will be to study and recommend the design of proactive, research-based student retention strategies. These strategies may include the enhancement and use of existing systems, case management for retention interventions, and other means to increase student retention.

I. Problem Statement

Problem: Students are faced with many challenges when attempting to obtain a certificate, degree or some other personal goal when attending Mott Community College. These challenges may be social, economic or personal in nature and affect the students ability to be successful. Mott has a desire and an interest in determining which challenges should be addressed and to what level.

The current perception is that Mott has a low success rate because of low graduation rates. However, the problem lies in both determining what our current success rate is, identifying what an acceptable rate should be, and recommending ways in which to reach the acceptable goal rate.

II. Opportunity

This project allows Mott to analyze what actions are currently underway to assist with student retention and graduation success and recommend new strategies as well as improvements on existing initiatives. Mott will also be in line with changing governmental metrics and be able to take advantage of future funding.

The overarching concept of this project is that when students are successful, Mott and the surrounding community we serve will be successful.

III. Goal Statement

Goal: Increase retention through the understanding of the definition of successful goal completion using existing data, research, term based and long range strategies.

IV. Scope
The current scope of this project will be limited to:

- Evaluate existing retention strategies on campus and recommend improvement strategies
  - Review current MCC retention data
  - Determine how current strategies can be evaluated
  - Review existing best practices and literature
- Identify new initiatives and/or strategies for successful retention
  - Degree/goal

V. Constraints
- Time constraints due to meeting schedule conflicts

VI. Assumptions
- This team will assume the measure of retention success will be limited to degree/certificate seeking students only, although the recommended strategies would apply to students with other educational goals.
- The use of IPEDS definition of retention in combination with other will need to be used in gathering metrics to maintain a consistent dataset for analysis. (TO BE CLARIFIED)

VII. Key Stakeholders:
The following users/groups are important stakeholders in this project:
- All Faculty - being the eyes and ears on our students, they are the most likely to identify potential issues with students and be the first line of interaction for retention actions.
- Student Services - Counselors and other parties that will need to deal with retention issues will be funded and managed by the Student Services area
- Academic Affairs - Programs and courses may need to be adjusted to align with retention strategies. New offerings may need to be established to assist with various challenges.
- ITS / Informational Research - Data needs to be collected and analysed to establish metrics for evaluating solution effectiveness and helping to identify areas of opportunity.
- Surrounding Community - Increased graduation success improve quality of life in the community.

Project Sponsor: The person, people, or group with the power, influence, resources, and interest to champion the project and clear away obstacles that may arise.
- Who is the project’s sponsor?
Budget and Timeline

The Retention Action Project is tasked with providing recommendations only, therefore budgets required to implement some of the suggested strategies will be evaluated at the time those projects are approved. This team is tasked with providing the recommendations by 04/30/2014.

Approach and Organization:
Mott AQIP projects follow the “Continuous Quality Improvement” methodology (outlined below). This team is only tasked with providing recommendations so we will only work up to step #4 in the CQI process.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action / Step</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>1</td>
<td>Identify area for improvement</td>
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<tr>
<td>2</td>
<td>Define current situation</td>
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<tr>
<td>3</td>
<td>Analyze current situation</td>
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<tr>
<td>4</td>
<td>Develop an improvement theory</td>
<td>Complete: 04/30/2014</td>
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<tr>
<td>5</td>
<td>Implement best strategies</td>
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<tr>
<td>6</td>
<td>Monitor results</td>
<td>N/A for project</td>
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<tr>
<td>7</td>
<td>Adjust, standardize, or plan further</td>
<td>N/A for project</td>
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