

Improving Student Retention

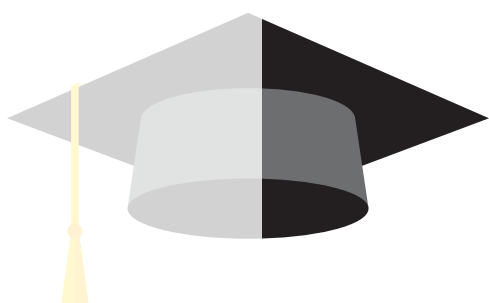
Figure out who's likely to leave—and how to get them to stay.

How serious is the problem?

Just 26% of students enrolled in 2-year colleges go on to graduate from that same school within 6 years.¹



And only 55% of the students who start 4-year colleges don't graduate from that same school within 6 years,²



while 31% of those who start out at 4-year colleges fail to receive a degree after 6 years.³

Close to half of community college students drop out entirely after six years.⁴



What's the cost?

For the school, there's:

- ▼ Lost tuition revenue
- ▼ The cost of recruiting new students
- ▼ The need to repair a damaged reputation

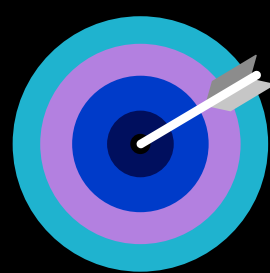
For the students, there's:

- ▼ Lower earning potential
- ▼ A bigger struggle repaying college loans and other educational debts

When students leave college before graduating, it's a **lose/lose situation**.

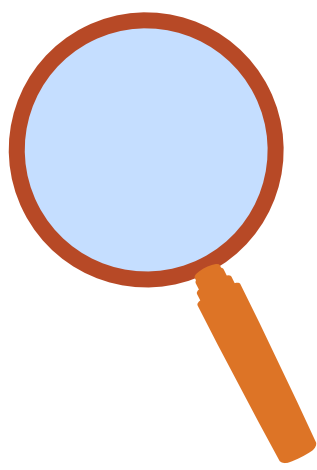


Learn why students are leaving – then target those at risk to help turn things around.

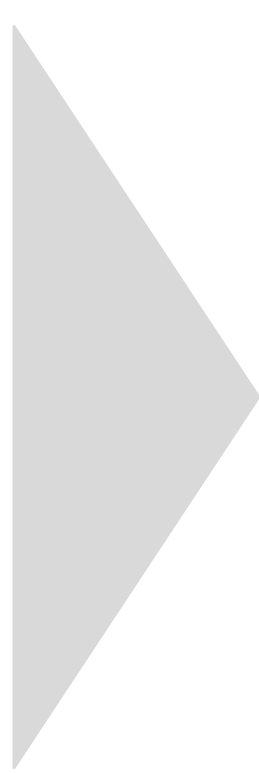


IBM SPSS Statistics lets you **leverage student data** to help you take action and ensure that students **stay enrolled through graduation**.

Identify **which students are most at-risk** for leaving by finding hidden patterns and associations.



- Demographic information
- Academic performance
- Financial aid assessments
- Survey responses
- Attendance records



Who's at risk and why



Get **real-time predictions** about the students' future progress – plus insight into **which kinds of targeted intervention** are likely to be successful.

See how it all adds up.



90% of IBM SPSS Statistics users awarded it **4 or 5 stars**.⁵



81% of recent reviewers said **SPSS Statistics was easy to use**.⁶



*"I appreciated how easy it is to input information from collected data into this software. Though usually a complicated process, **IBM SPSS allows the researcher to choose from a multitude of statistical analysis in order to discover the significance of collected data.** This software package also has every means of statistical analysis imaginable, for any type of data assessment."*

- **Gabriel S.**, IBM SPSS Statistics higher education user

Learn more about how IBM SPSS Statistics can help you recruit the right students, keep them enrolled and ensure they graduate, at ibm.biz/SPSSforHigherEd



^{1,2,3,4} Signature Report 14 Completing College: A National View of Student Completion Rates – Fall 2011 Cohort, National Student Clearinghouse, December 13, 2017.

^{5,6} G2 Crowd, <https://www.g2crowd.com/products/ibm-spss-statistics/reviews> | 79015979