

Northern Arizona University: Public university works toward increasing enrollment.

NAU engaged Scannell & Kurz to provide a data-driven assessment of retention programs and initiatives. Recommendations that emerged from the study included providing additional resources for academic support service, implementing more intrusive outreach efforts to students sending “attrition signals,” and focusing supplemental instruction on freshman courses with high failure rates.

Retention

**First-to-second
year retention
rate grew by 4.6
percentage
points over a
five year period!**

“President John Haeger ensured that the recommendations provided by S&K were implemented, and directed university resources (people, time, and funding) toward making retention a recognized University goal. At the time of S&K’s 2003 report, NAU’s first-year retention rate was 67%. In fall 2006, the University recorded the largest enrollment in history, enrolled its largest freshman class ever, saw incoming selectivity measures remain stable, and increased its first-year retention rate to 72%.”

- M.J. McMahon, Executive Vice President

