

**KANSAS STATE UNIVERSITY FOUNDATION
BOARD OF TRUSTEES
2018 FALL MEETING**

Action Sheet: Retention and Student Success

Key takeaway

K-State is working to enhance its student success and retention strategies to better serve students through to graduation.

What can you do?

Support initiatives to improve student retention and degree attainment.

Identify partnership opportunities that will improve student success.

Help K-State thoughtfully expand its recruiting networks and reach.

For more information

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Trends in Higher Education Affecting K-State

ENROLLMENTS ARE DOWN:

College enrollments in the U.S. have declined for six (probably seven) straight years, and the percentage of Kansas high school graduates entering college has declined 1 percent since 2012.

COST OF EDUCATION:

The cost of attending K-State has increased 21 percent since 2012, mirroring nationwide trends.

CHANGING DEMOGRAPHICS:

The number of Kansas high school graduates has remained flat, but the percentage of minority graduates has increased (up 5.2 percent since 2012).

QUALIFIED ADMISSIONS:

New admission standards in 2015 have impacted enrollments at K-State.

INCREASED COMPETITION:

Colleges across the country are increasing their efforts (marketing and tuition discounting) to enroll new students.