

" Add your company slogan "

Student Retention

What, Why, How

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**Program Pengembangan Eksekutif
UK. Maranatha – 24 Februari 2011**

Student Retention vs Student Attrition

Student Retention suatu Perguruan Tinggi adalah

Ukuran berapa persentase mahasiswa yang tinggal tetap di sebuah institusi Perguruan Tinggi sampai mereka lulus (*graduate*)

Student Attrition suatu Perguruan Tinggi adalah

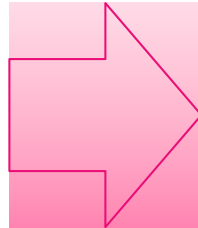
Ukuran berapa persentase mahasiswa yang meninggalkan sebuah institusi Perguruan Tinggi sebelum mereka lulus (*graduate*)

Mengapa *Student Retention* Penting?

Kepentingan Institusi dan Mahasiswa,
Orang tua dan masyarakat

Institusi

- Keuangan
- Reputasi
- *Integrity* (kejujuran)



Mahasiswa & Masyarakat

- Pemborosan uang dan waktu
- Trauma psikologis

- Institusi kehilangan *revenue* (pendapatan) dari *tuition fee*;
- Hilangnya kesempatan pembinaan generasi muda (*student development*) → *retention rate* menjadi ukuran reputasi sebuah perguruan tinggi
- Ketika perguruan tinggi menerima mahasiswa → tanggung jawab moral untuk berusaha mendidik mahasiswa agar dapat menyelesaikan studinya dengan baik.

HOW...

DMAIC
DMAIC

Define



Measure



Analyze



Improve



Control

MANAGE
MANAGE

Tujuh pertanyaan penuntun dalam mengelola Student Retention
(Watson Scott Swail, Ed.D, 2006)

- 1. Do you understand the nature of the problem?**
 - 2. Do you know why your student leave?**
 - 3. Do you know what your institution is already doing to improve this issue?**
 - 4. Do you know how effective these programs or strategies are?**
 - 5. Do you know what programs or strategies may be worth considering?**
 - 6. Do you have evidence that there exists significant support on campus to do something about this issue?**
 - 7. Do you understand the institutional change process?**
- 



**“If you don’t want to lose students, recruit honestly
and be sure freshers know what to expect,
and what support is available, from start”**

- Harriet Swain, 2008 -

**“In order not to lose students, they should be recruiting
honestly in the first place”**

- Tony Cook -



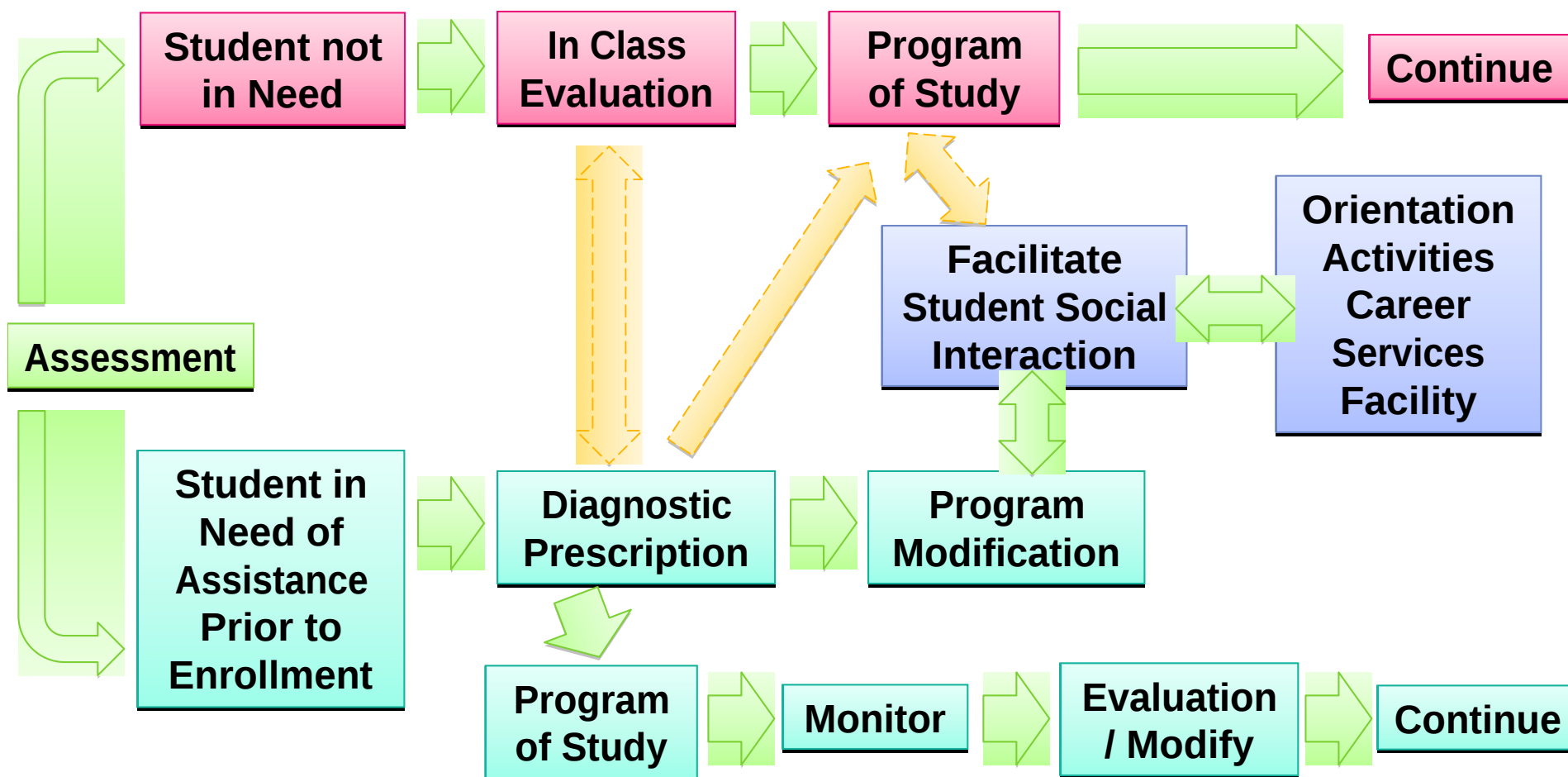
Retention Formula for Student Success

**For Intervention Programs and Services to be Successful,
they must be powerful enough to effect change**

$$\text{Ret} = E_{id} + (E+In+C).lv$$

**Retention = Early Identification +
(Early + Intensive + Continuous) Intervention**

SEIDMAN Model



$$Ret = E_{id} + (E + In + C).lv$$



TERIMAKASIH
TERIMAKASIH

