

Student Retention

What, Why, How

What ? student retention versus student attrition.

Student Retention suatu Perguruan Tinggi adalah ukuran berapa persentase mahasiswa yang tinggal tetap disebuah institusi Perguruan Tinggi sampai mereka lulus (graduate).

Student attrition suatu Perguruan Tinggi adalah suatu ukuran berapa persentase mahasiswa yang meninggalkan disebuah institusi Perguruan Tinggi sebelum ybs lulus (graduate).

Why? Kenapa student retention penting?

Alasan utama: kepentingan institusi & mahasiswa, orang tua mahasiswa & masyarakat.

Dari sisi institusi : - keuangan, reputasi & nilai integrity (kejujuran). Institusi kehilangan revenue/pendapatan dari tuition fee, hilangnya kesempatan pembinaan generasi muda (student development). Retention rate merupakan ukuran dari reputasi suatu institusi perguruan tinggi. Integrity : Ketika PT menerima seorang mahasiswa untuk belajar di institusinya maka PT mempunyai tanggung jawab moral untuk berusaha agar mahasiswa tersebut menyelesaikan studinya sampai selesai.

Dari sisi mahasiswa & masyarakat: - Pemborosan uang dan waktu, trauma psikologis ,

DMAIC (Define ----> Measure -----> Analyse -----> Improve -----> Control) = 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 students 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 issues?
- 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 the 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’

$RET = E_{id} + (E + IN + C)_{iv}$

RETENTION = EARLY IDENTIFICATION +(EARLY+INTENSIVE+CONTINUOUS) INTERVENTION

SEIDMAN Model

