

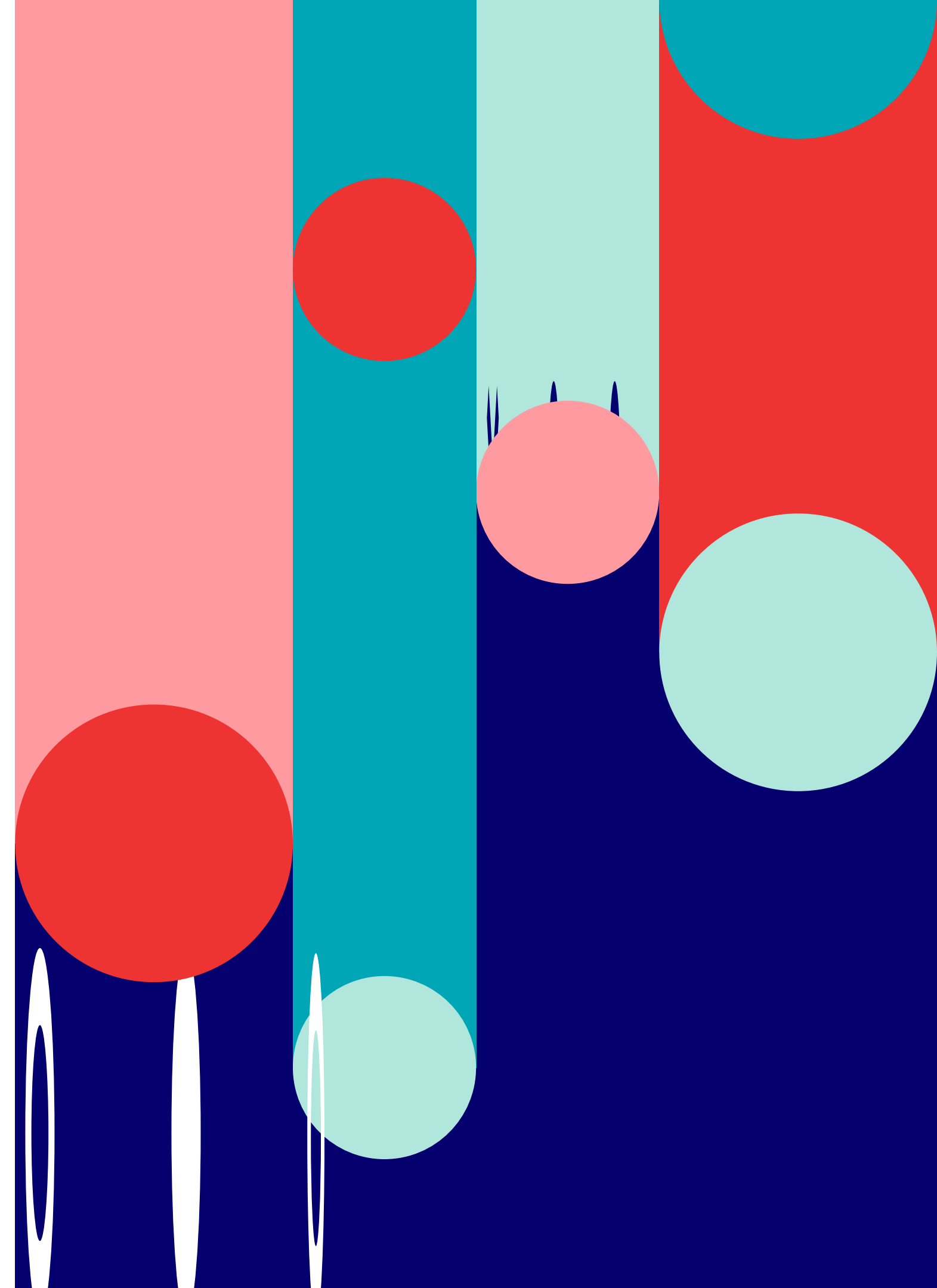
# Take Flight:

Data-Driven Insights to FTIC Retention



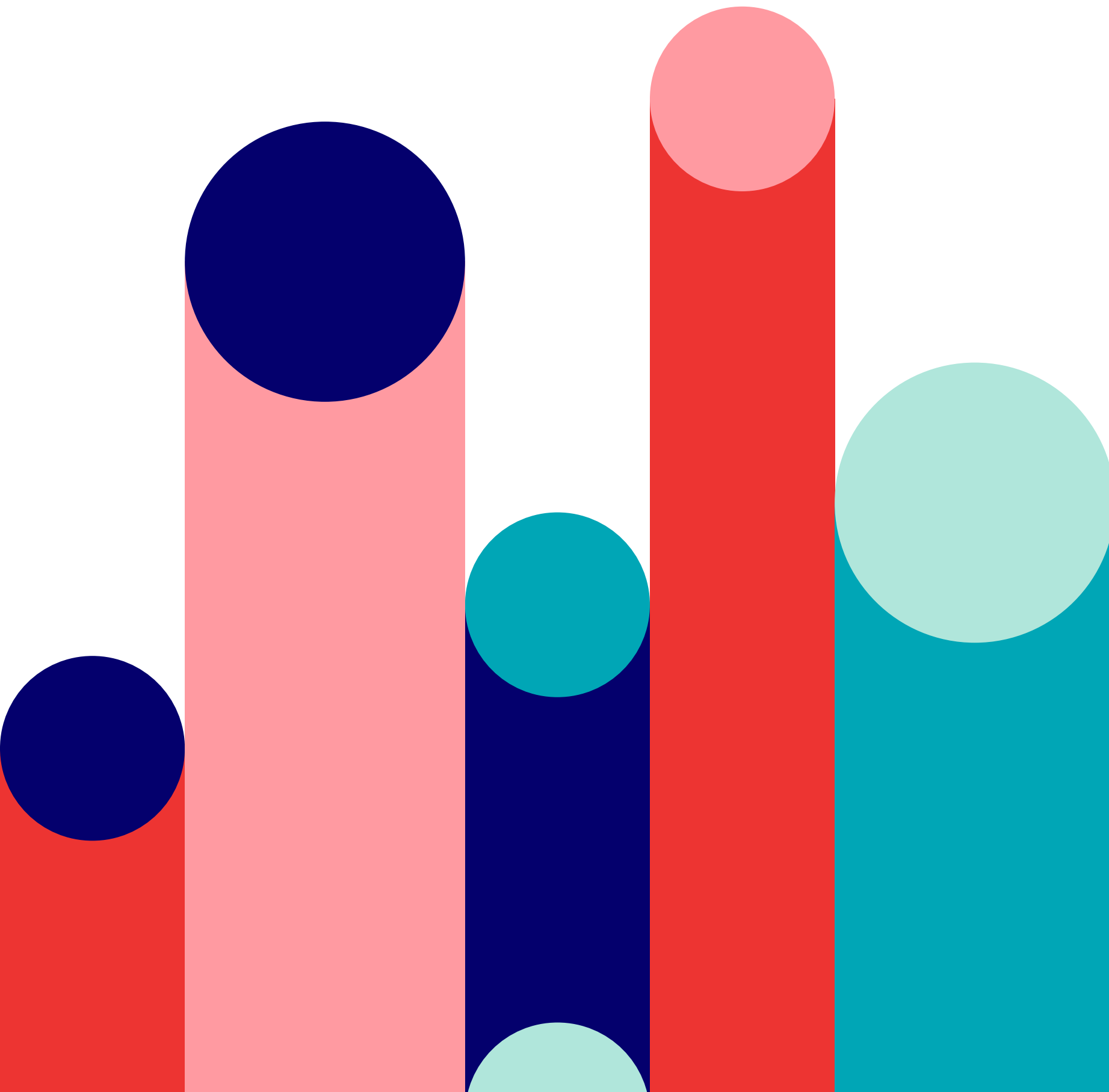
# What do we do?

- 1 Take Flight advises first-time-in college (FTIC) students in the College of Liberal Arts and Social Sciences
- 2 Academic counselors provide intentional interventions to a dedicated cohort, divided by major
- 3 The team focuses on FTIC retention from fall to fall
- 4 Counselors use targeted campaigns to invite FTIC students to begin a connection with their advisor for initial advising and follow-up



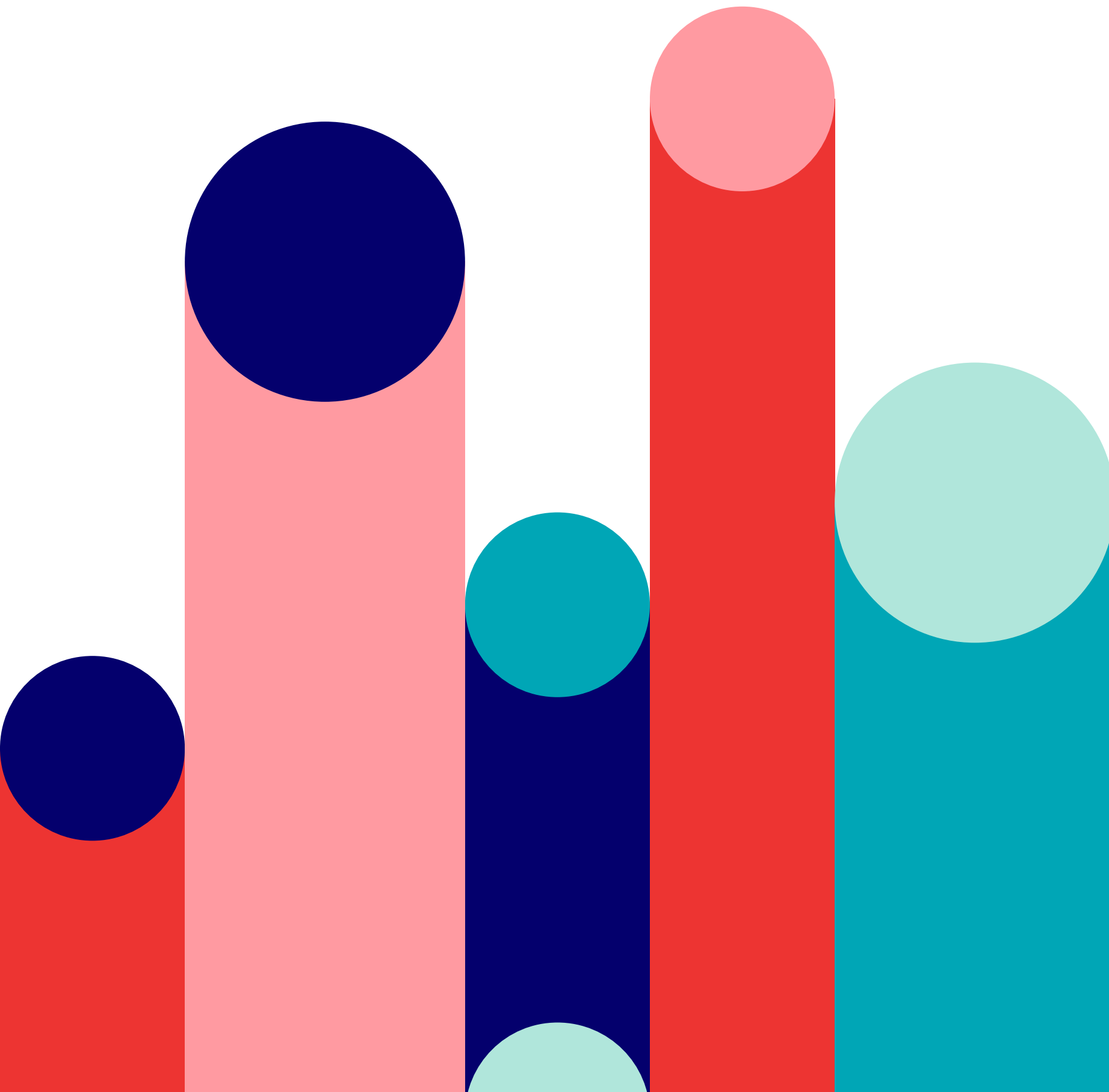


# Historical Data Use



# What reporting do we utilize?

- 1 Insights
- 2 Navigate
- 3 Salesforce



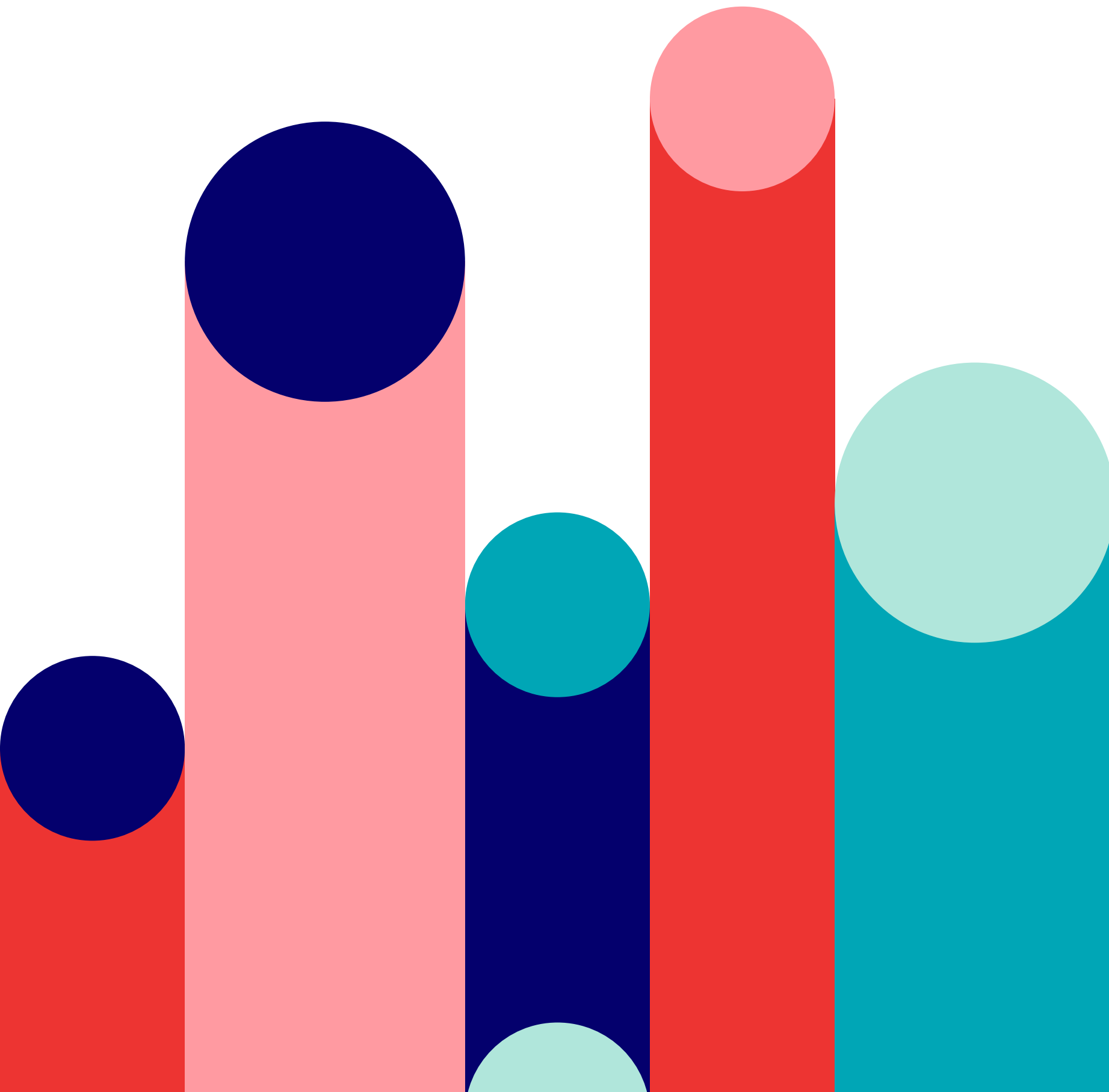
# How do we use data?

**1** Track interaction with students throughout their first year:

- Orientation
- First Flight Week and College Day
- Flight Crews
- Connection appointments
- Advising appointments
- Follow-up appointments

**2** Track outreach to students:

- Pre-Orientation
- Post-Orientation
- Intentional outreach for major
- Communication Plan and Campaigns
- Grade checks
- Drop/Withdraw deadline
- Following up on next steps



# How do we use data?

3

## Decision-Making

- Targeting student needs (At Risk)
- Scheduling needs
- Outreach needs

4

## Benchmarking

- Retention tracking



# Pre-Navigate: Passive and Reflective

1

## Appointment Scheduling

- Call or come by front desk
- Appointment Center

2

## Outreach

- Emails
- Phone

3

## Tracking advising

- Manual tracking via spreadsheet
- Look through calendars and notes individually

4

## Tracking registration

- Manual tracking via spreadsheet
- Salesforce reporting

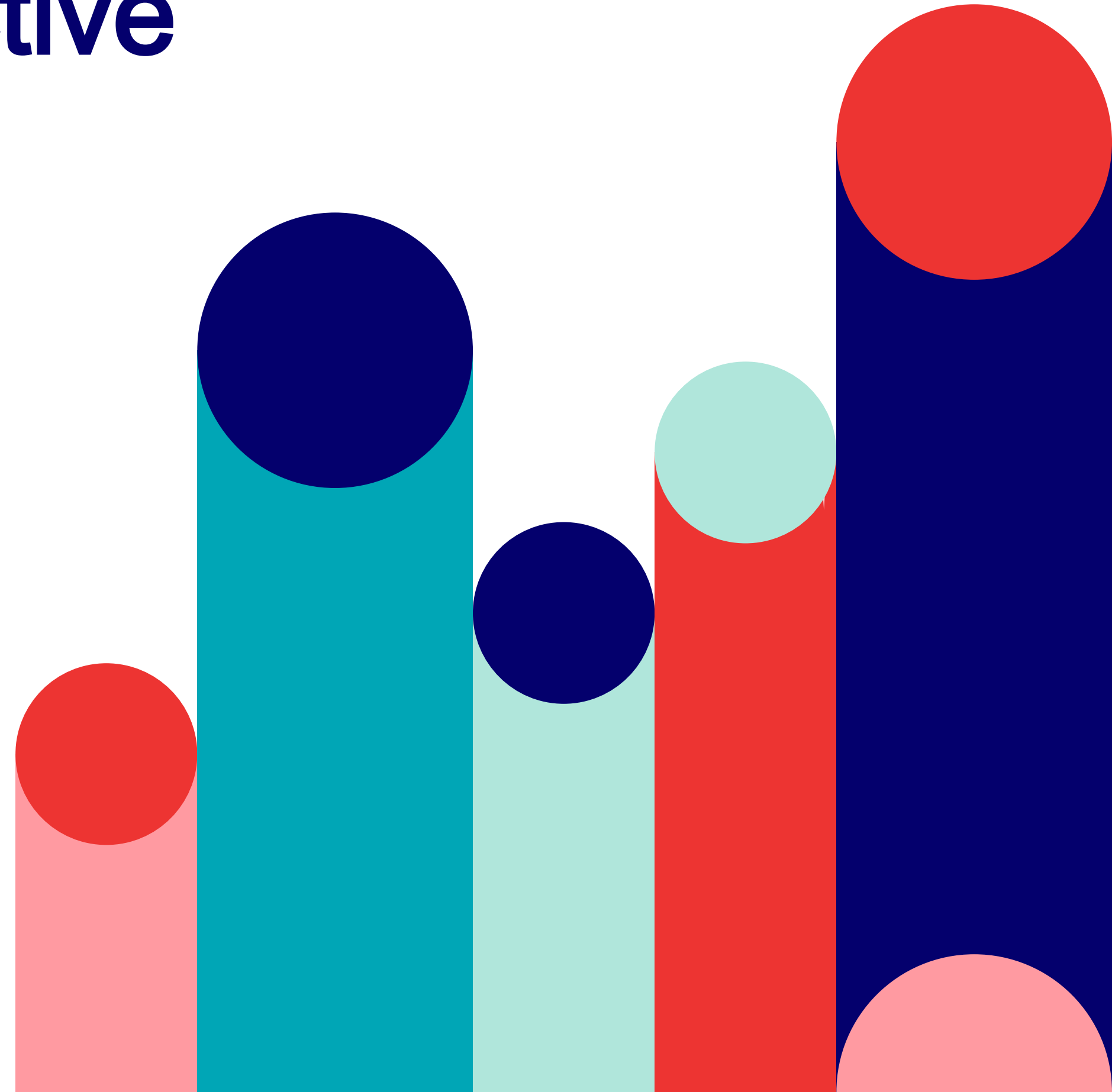
# Post-Navigate: Proactive and Reactive

- 1** Appointment Scheduling
- Campaign link
  - Navigate app
  - Call or come by front desk

- 2** Outreach
- Campaign
  - Email
  - Text

- 3** Tracking advising
- Appointment reporting
  - Advising Hold reporting
  - Tracking via spreadsheet

- 4** Tracking registration
- Registration reporting







# Navigate Outreach

1

## Appointments

- Scheduling
- Late appointment reminders
- Appointment history

2

## Appointment follow -up

- Next steps
- Holds
- Registration

3

## Interventions

- Grade checks
- Drops and withdrawals
- Registration reminders
- Schedule adjustments



# Cohort Outreach

# Take Flight Spreadsheet

st me	First Name	Major	Classification	DAF	TSI Incomplete Spring	Past Due Balance Spring	Transcript Hold Spring	Honc	Athle	Unadvised Day 1 Registration Fall	Academic Status Fall	Spring Connect	Spring Adviser (removed hold)	Spring Addition Contact	Registered for Fall	NOTES
e	Nicholas	Integrative Studies (BS)	Freshman								GS		x		x	still planning on Music audition
er	Asa	Media Arts (BA)	Freshman	x							GS		x		x	
r	Madilyn	Psychology (BA)	Freshman	x							Alert		x		x	
ell	Cooper	Political Science (BA)	Freshman								GS		x			planning to change to BS IGST
ell	Daijah	Psychology (BS)	Freshman	x		x					GS		x			
nu	Sai Shruti	Advertising and Brand Strategy (B	Freshman					x			GS		x		x	
ce	Camryn	English (BA)	Freshman								GS		x		x	
c	Ema	Anthropology (BA)	Sophomore								GS		x		x	
	Alynah	Psychology (BS)	Sophomore	x				x			GS		x		x	
enzan	Nick	Media Arts (BA)	Freshman	x							GS		x		x	
t	Avry	Psychology (BS)	Freshman	x		x				x	Withdrew					withdrew for Fall
	Berenice	Theatre (BA)	Freshman								GS		x		x	
	Van	Psychology (BA)	Freshman	x							GS		x		x	
h	Aziah	Psychology (BS)	Freshman	x						x	Alert		x			
ejovsk	Brayden	Converged Broadcast Media (BA)	Sophomore	x							GS		x		x	
raju	Harshith	Psychology (BS)	Freshman								GS		x		x	



# Communication Plan

**1**  
**Summer**  
Pre-Orientation  
During Orientation  
Post-Orientation

**2 Fall**  
Welcome Email  
Flight Crew  
Campaign  
Assessment Emails  
Group Advising Invite  
Grade Checks  
Drop/Withdraw  
Schedule Unadvised  
GS, Unadvised  
Alert Schedule Adjustments

**3 Spring**  
Welcome Back Email  
EDGE Groups  
Campaign  
Withdrawn/Not Enrolled  
Grade Checks  
Drop/Withdraw  
Schedule Unadvised  
GS, Unadvised  
Prob Schedule Adjustments

**4 Summer**  
Campaign for Unadvised  
Unregistered Intervention

**5 Canvas**  
Flight Plan  
Announcements  
Calendar

# At Risk Population

February or Before Applicants	UNT Cohort	CLASS Cohort	UNT Retained	CLASS Retained
2022	5753	1264	77.6	77.8
2021	4602	1016	79.1	81.7
2020	4633	1061	79.7	81.4
2019	5003	1247	83.3	82.9
2018	4066	1040	80.3	80.7
Average	4811.4	1125.6	80	80.9

March or After Applicants	UNT Cohort	CLASS Cohort	UNT Retained	CLASS Retained
2022	938	169	59.25	62.7
2021	1072	209	65.2	65.1
2020	703	136	62.2	66.2
2019	633	131	66.5	67.9
2018	813	179	72	65.9
Average	831.8	164.8	65.03	65.56

# At Risk Population

1

Dedicated Senior Academic Counselors for At Risk cohort

- Guidebook
- Major presentations
- Flight Crew

At Risk Tracking

- Risk levels (retention and grade)
- Next step follow -up

2

Unadvised Day 1 of Fall Registration

- At Risk and non-At Risk cohorts
- Campaign
- Targeted messaging

# At Risk Spreadsheet

Student Name	Major	Classification	Fall Academic Status	Spring Term Incomplete	Spring Past Due Balance	Spring Transcript Hold	Honor Code	Athletic	Spring Grade Risk	Registered for Spring	Spring Connect	Spring Advising (removed hold)	Spring Additional Contact	Registered for Fall	Risk (Spring)	Spring Next Step	Spring Touch Point	Spring Touch Point	Spring Touch Point	Spring Touch Point	Spring Notes
h	Psychology (BA)	Sophomore	GS									x									
	Philosophy (BA)	Freshman	GS						Low	x		x, scheduled 4/8	x				3/20 text				
n	Media Arts (BA)	Freshman	GS						Low	x		x	x				3/20 text				
	Psychology (BA)	Freshman	Withdrew																		
amin	Integrative Studies	Freshman	GS						High	x		x, scheduled 4/7			Moderate	withdraw from	3/20 text	4/1 text	met 4/8; plans to withdraw		
n	Integrative Studies	Freshman	Alert									x, scheduled 4/1	x								
yn	Media Arts (BA)	Freshman	Alert						Low	x		x	x				2/21 text				
e	Anthropology (BA)	Freshman	Alert						Moderate	x		x	x		Moderate	change to BUSI	2/27 text	4/4 text	4/9 text		Thinking about switching back to B
ie	Converged Broadc	Sophomore	Alert						Low	x		x, scheduled 4/1			High	transfer to MSU	3/4 text				Transferring to MSU for radiology t
	Communication St	Freshman	GS						Low			x	x				3/20 text				
na	Anthropology (BA)	Sophomore	GS						Moderate	x		x	x		Moderate	drop classes?	3/28 text	4/4 text	dropped 1 class		
niah	Media Arts (BA)	Freshman	Alert						Moderate	x		x, scheduled 4/2			Moderate	drop PHYS/ CSC	2/21 text	met 4/2	8-Apr		
a	Psychology (BA)	Freshman	Alert						Moderate	x		x	x				2/27 text	4/4 text	dropped 1	4/9 text	
ail	Psychology (BS)	Freshman	GS						Low	x		x	x		Low	past due balance	3/28 text				
aa	Theatre (BA)	Freshman	GS							withdrew											
ea	Social Science (BS)	Freshman	GS						Low	x		x	x		Low						
aela	Psychology (BA)	Freshman	GS						Low	x		x	x		Low		3/28 text				
o	Psychology (BS)	Freshman	Alert						Low	x		x	x		Moderate		2/27 text	4/21 text			Doing poorly in PSYC2317/3317 - a
n	Jazz Studies (BM)	Sophomore	GS						Low	x		x					3/20 text				
dy	Psychology (BS)	Freshman	GS						Low	x		x	x		Low		3/21 text				

# At Risk Highlights

Cohort	Date	Original Advised	%	Original Registered	%	Original F10 Advised	%	Original F10 Registered	%	Original Unadvised Fall Day 1 Unadvised	%	Original Unadvised Fall Day 1 Registered	%
2023-24 (without JO)	5/6/2024	1039/1275	81.5	866/1275	67.9								
2023-24 (without JO)	5/21/2024	1137/1275	89.2	912/1275	71.5	270/327	82.6	184/327	56.3	223/308	72.4	128/308	41.6
2023-24 (without JO)	8/5/2024	1163/1275	91.2	991/1275	77.7	279/327	85.3	223/327	67.3	237/308	76.9	172/308	55.8
2024-25 (without JO)	5/5/2025	1012/1158	87.9	900/1158	77.7	225/266	84.6	185/266	69.5	142/220	64.5	102/220	46.4
2024-25 (with JO)	5/5/2025	1121/1275	87.9	996/1275	78.1	225/266	84.6	185/266	69.5	142/220	64.5	102/220	46.4





# Programming Interventions

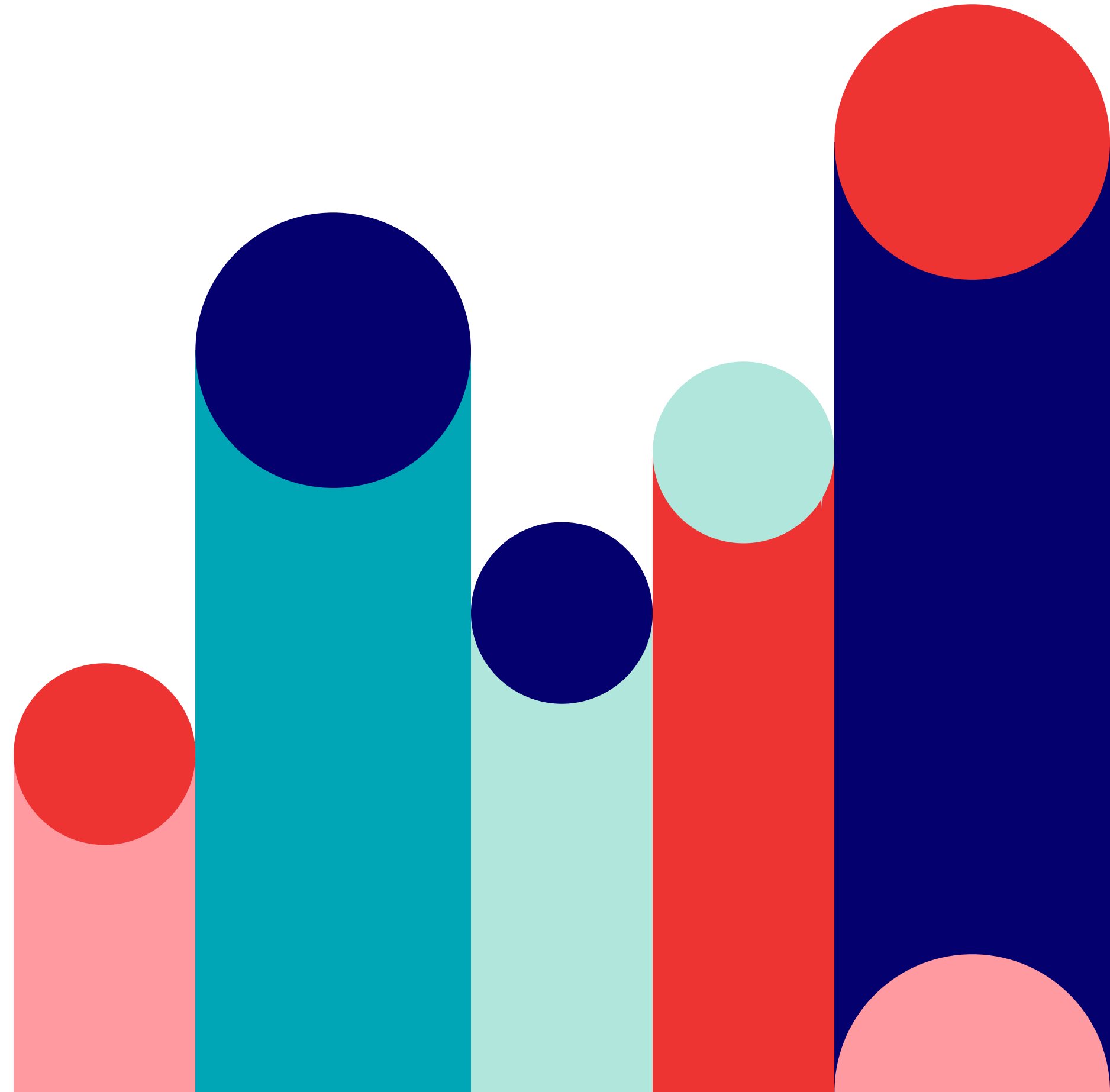
# Flight Crews

## Program Overview

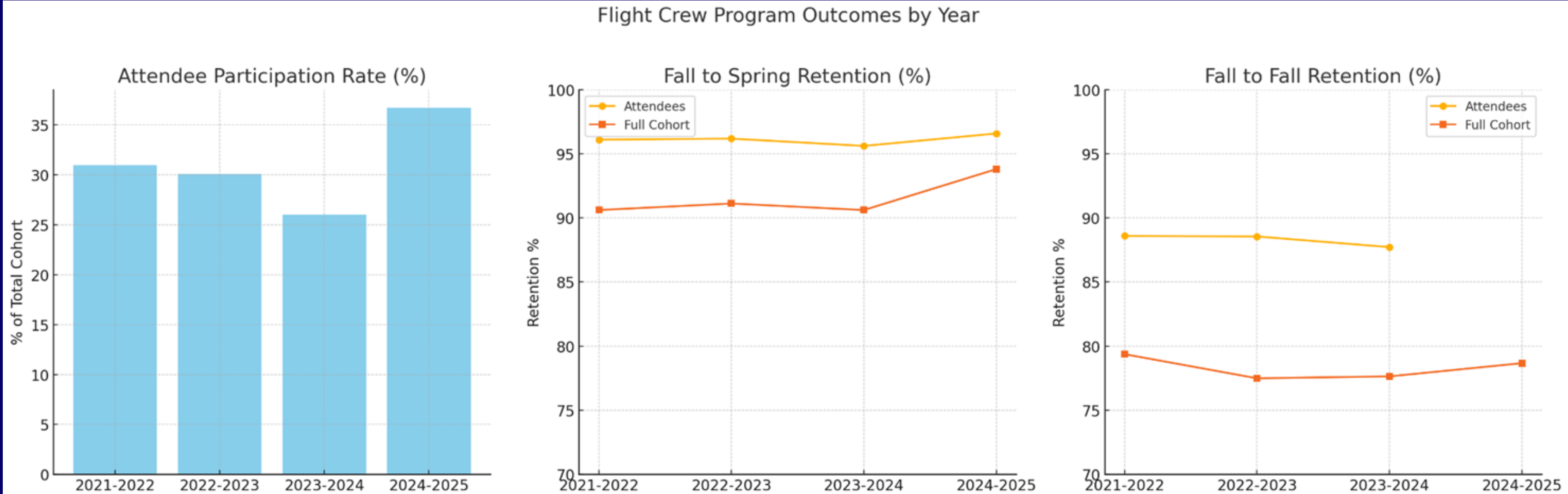
- Check-in at beginning of semester with cohort's counselor
- Bridge between Orientation and advising/degree comprehension
- Understand Degree Audit
- Individual Advising prep and scheduling

## Data Highlights

- 36% cohort attendance in 2024
- Fall to Spring retention 3% higher than cohort (96% vs 93%)
- Fall to Fall retention 10% higher than cohort (87% vs 77%)
- 87% currently enrolled for Fall 2025 vs 78% full cohort



# Flight Crew Highlights





# EDGE Groups

1

## Program Overview and History

- Created in 2011 for FTIC on Academic Alert after the Fall semester
- Required EDGE Group meeting or Academic Coaching
- Supplementary Canvas course
- Academic success tips, time management, goal setting, campus resources

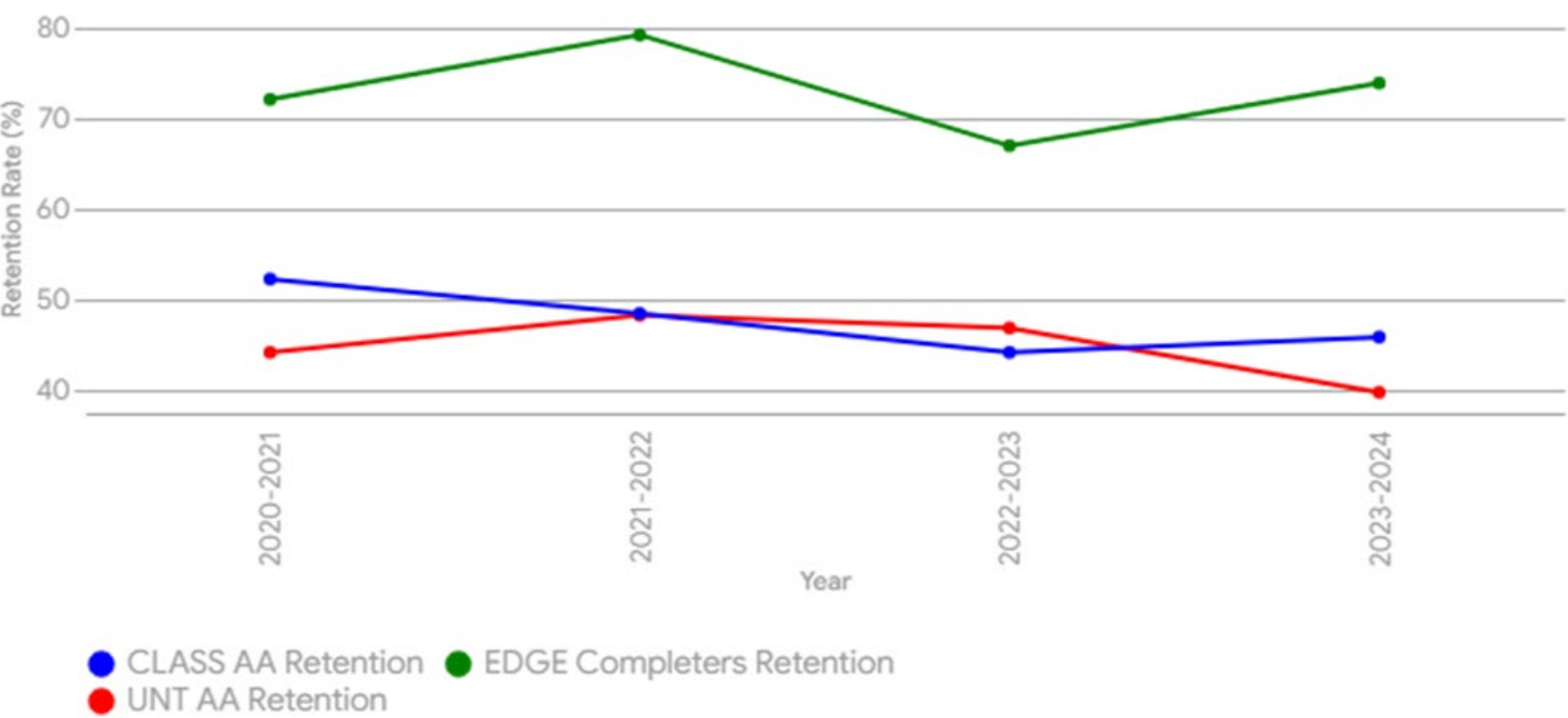
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## Data Highlights

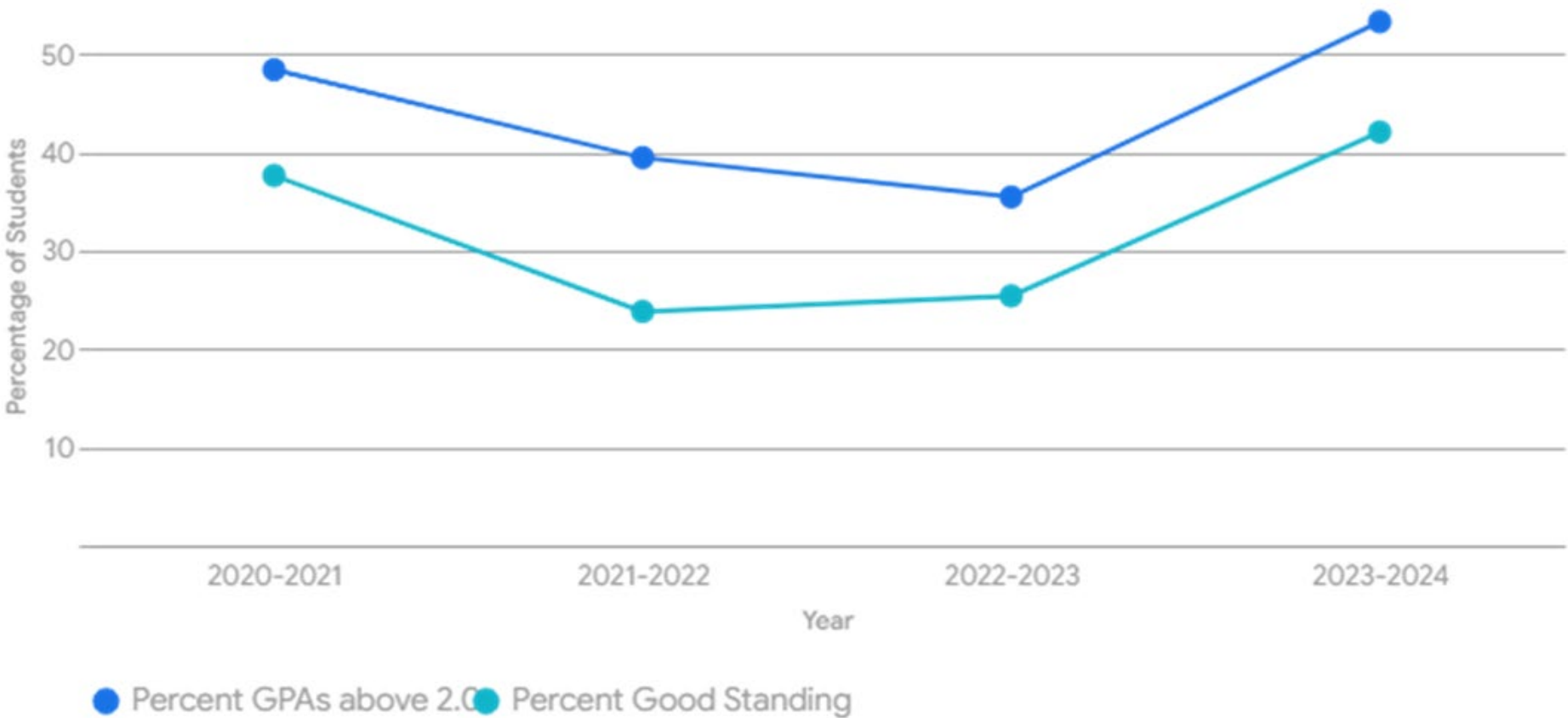
- EDGE completers 22-30% more likely to be retained
- GPA rose on average +0.75
- About 40% of completers return to Good Standing each year
- Over 50% achieve a Spring GPA of 2.0 or better

# EDGE Group Highlights

Academic Alert Fall-to-Fall Retention Rates



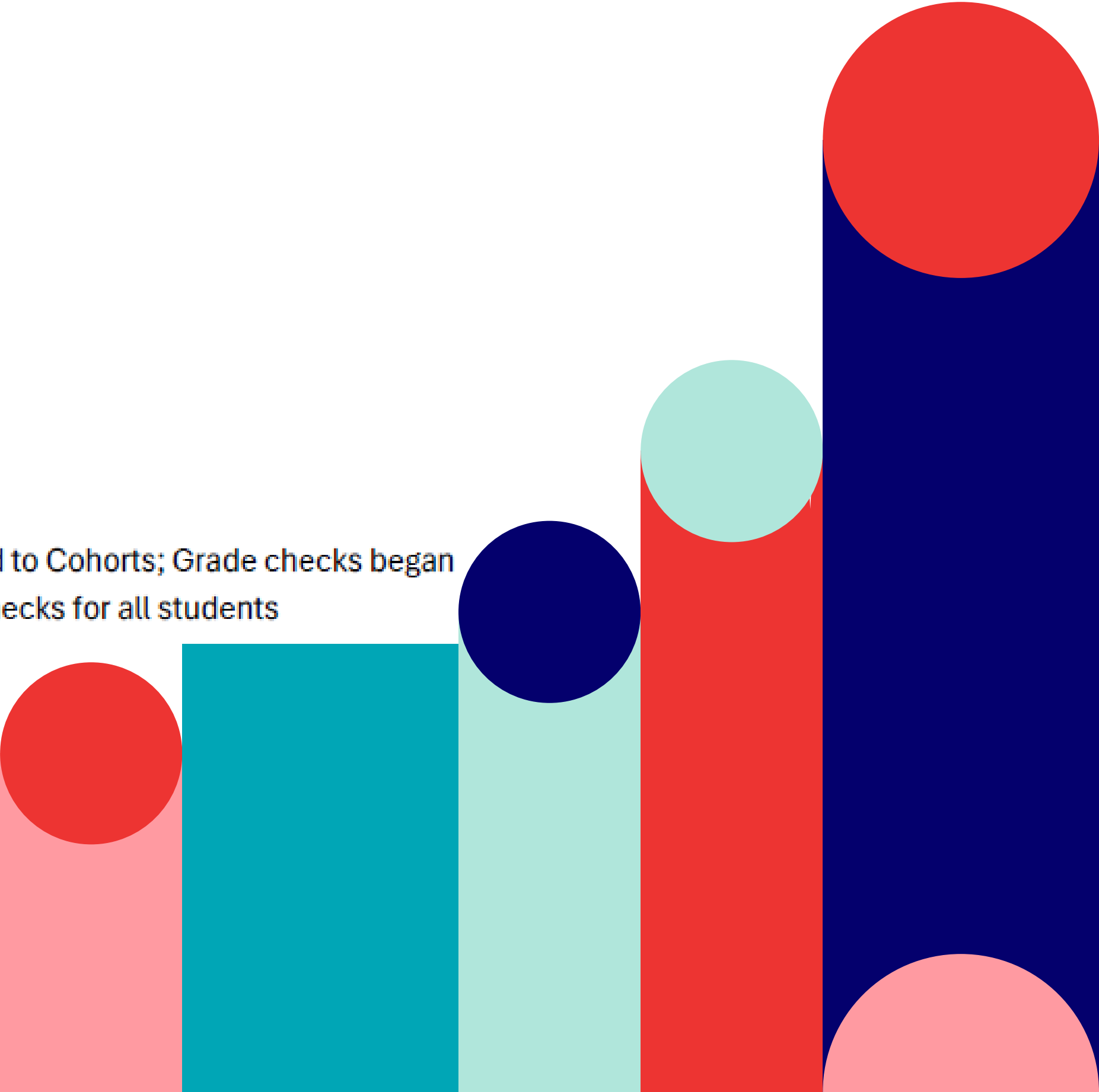
% of Students with Spring GPA > 2.0 and in Good Standing



# Grade Checks and Drop/Withdrawals

Term	# Withdrawn	# Students Dropped	# Students Alert	# Students Probation
Fall 2021	26	259	270	
Spring 2022	16	227	22	176
Fall 2022	17	282	290	
Spring 2023	12	264	35	158
Fall 2023	9	276	277	
Spring 2024	14	244	33	161
Fall 2024	19	249	208	
Spring 2025	10	283	27	125

JO Added to Cohorts; Grade checks began  
Grade checks for all students



# Summary

## Impact of Data on Student Success

- Pivot to intentional, proactive and targeted outreach to students

## Results

- Advised up 7.3% from LY
- Fall Registered up 10.2% from LY
  - Surpasses final retention number at Fall Census
- Alert and Probation improvement