

IU Strategies Focused on Improving Retention

BRING ON TOMORROW

INDIANA COMMISSION FOR
HIGHER EDUCATION

NOVEMBER 2025 MEETING



INDIANA UNIVERSITY





BRING ON TOMORROW

IU2030 Student Success Goals re: Retention

- Improve fall-to-fall student retention across all campuses through holistic strategies to support students.
- All campuses aim to improve baseline (fall 2022) retention rates.
- IUB targets retention to be in top 25% of AAU schools; IUI, the top 25% of its peers.



IU2030 Student Success Fall to Fall Retention Goal

Improve fall-to-fall student retention across all campuses through holistic strategies to support students

First-time, full-time, bachelor's degree-seeking students

Campus	Baseline 2022-2023	Year 1 Progress 2023-2024	Year 2 Progress 2024-2025	% Change from Baseline	% Change from Year 1 to Year 2
IUB	90.60%	91.10%	90.40%	-0.20%	-0.70%
IUI	72.60%	72.10%	73.80%	1.20%	1.70%
IUE	63.10%	61.80%	59.50%	-3.60%	-2.30%
IUK	66.90%	69.30%	69.60%	2.70%	0.30%
IUN	68.70%	71.40%	70.50%	1.80%	-0.90%
IUSB	66.80%	65.10%	66.60%	-0.20%	1.50%
IUS	69.80%	63.80%	66.40%	-3.40%	2.60%

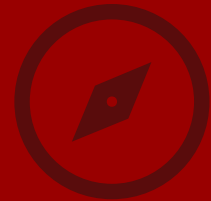
This chart represents the Fall 2022 cohort that returned in Fall 2023, etc.

Retention Strategies Focus on the Full Student Lifecycle



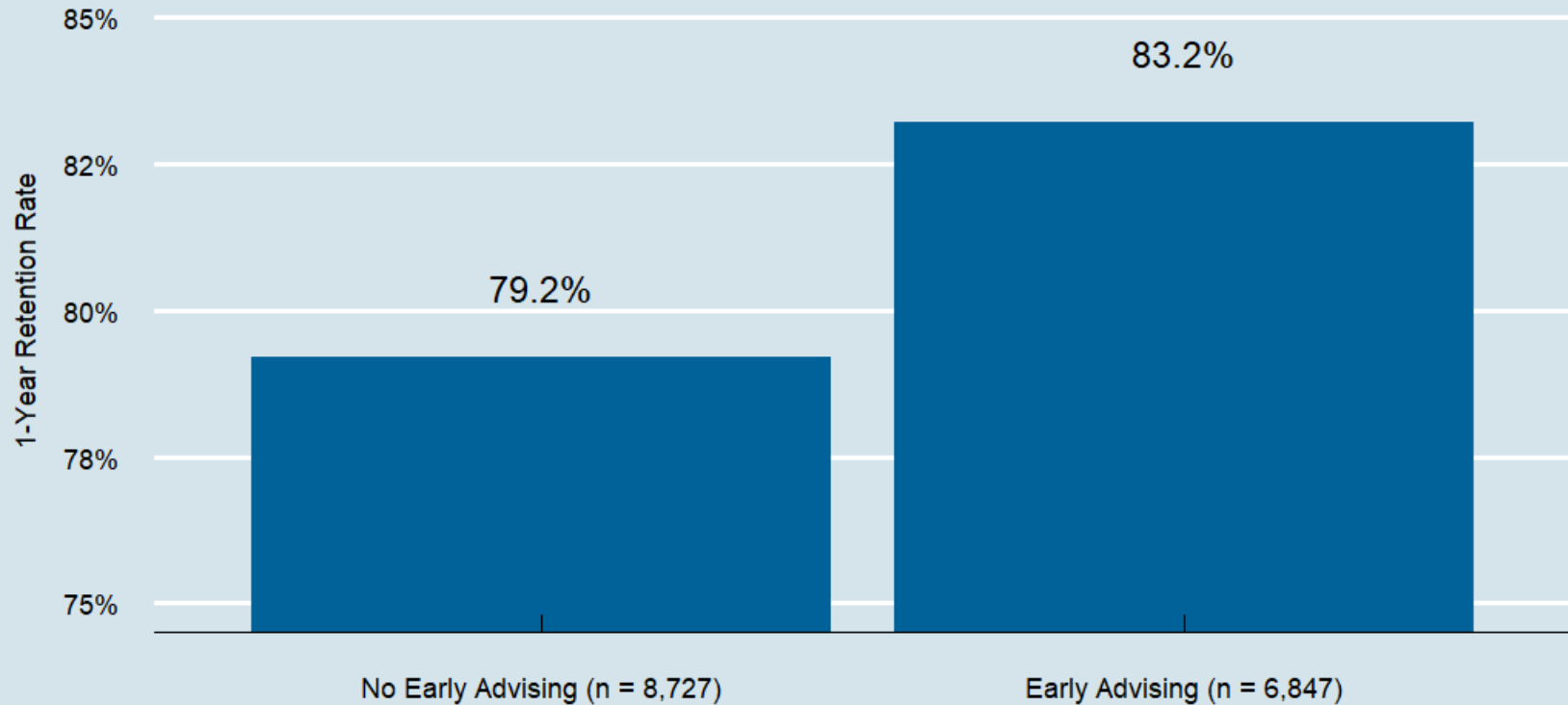
- Early/Proactive Advising
- DFW Rates
- Student Engagement
- Stellic + Other Technology Implementations
- Student Journey Communications

EARLY/PROACTIVE ADVISING



1-Year Retention by Early Advising Participation (FA24 Cohort)

Actual rates, unadjusted for student or institutional characteristics. Snapshot taken on 08/13/25.





INDIANA UNIVERSITY

Early/Proactive Advising



Targeting:

Prioritizing outreach to subgroup of beginners; launching appointment campaigns



Timing: Weeks 2-7 of Fall



Topics:

Holistic, goal-oriented, rapport-building, anticipating obstacles; coaching-based

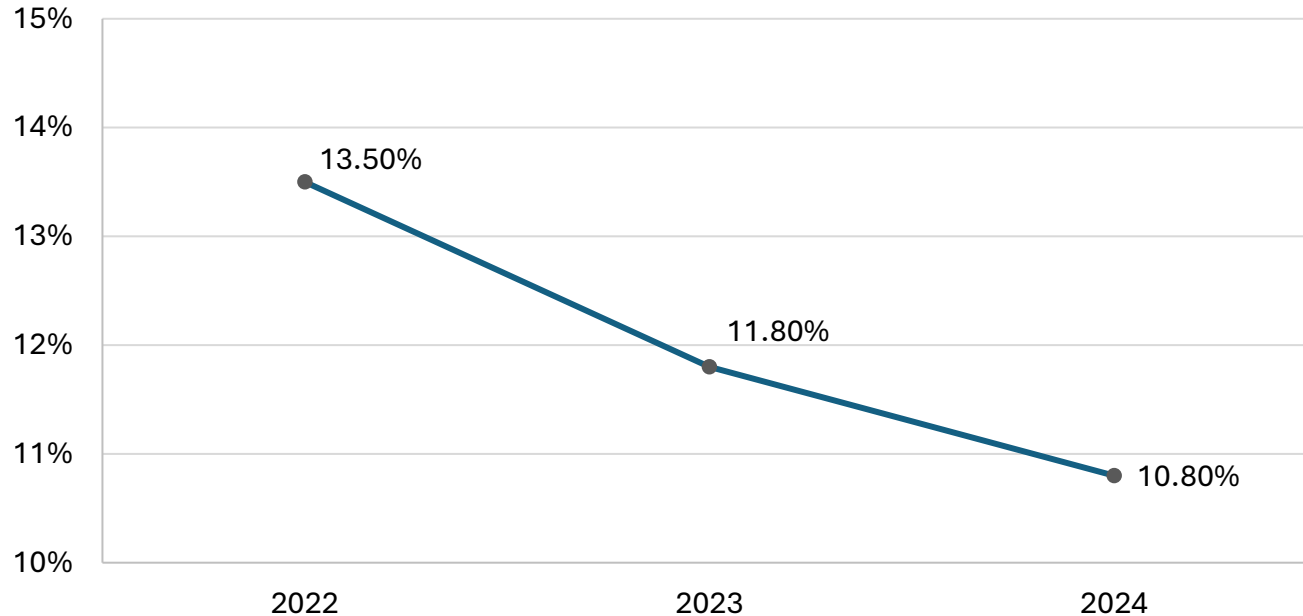
DFW RATES





Successful reduction in undergraduate DFW rates

DFW rates for across all of IU decreased from 13.5% in fall 2022 to 10.8% in fall 2024.

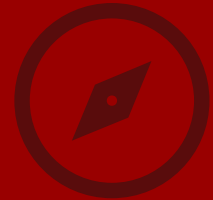


What's behind our improved DFW rates?

- Smarter course sequencing
- Student-informed course redesign
- AI and other adaptive learning tools
- Real-time alerts and nudges

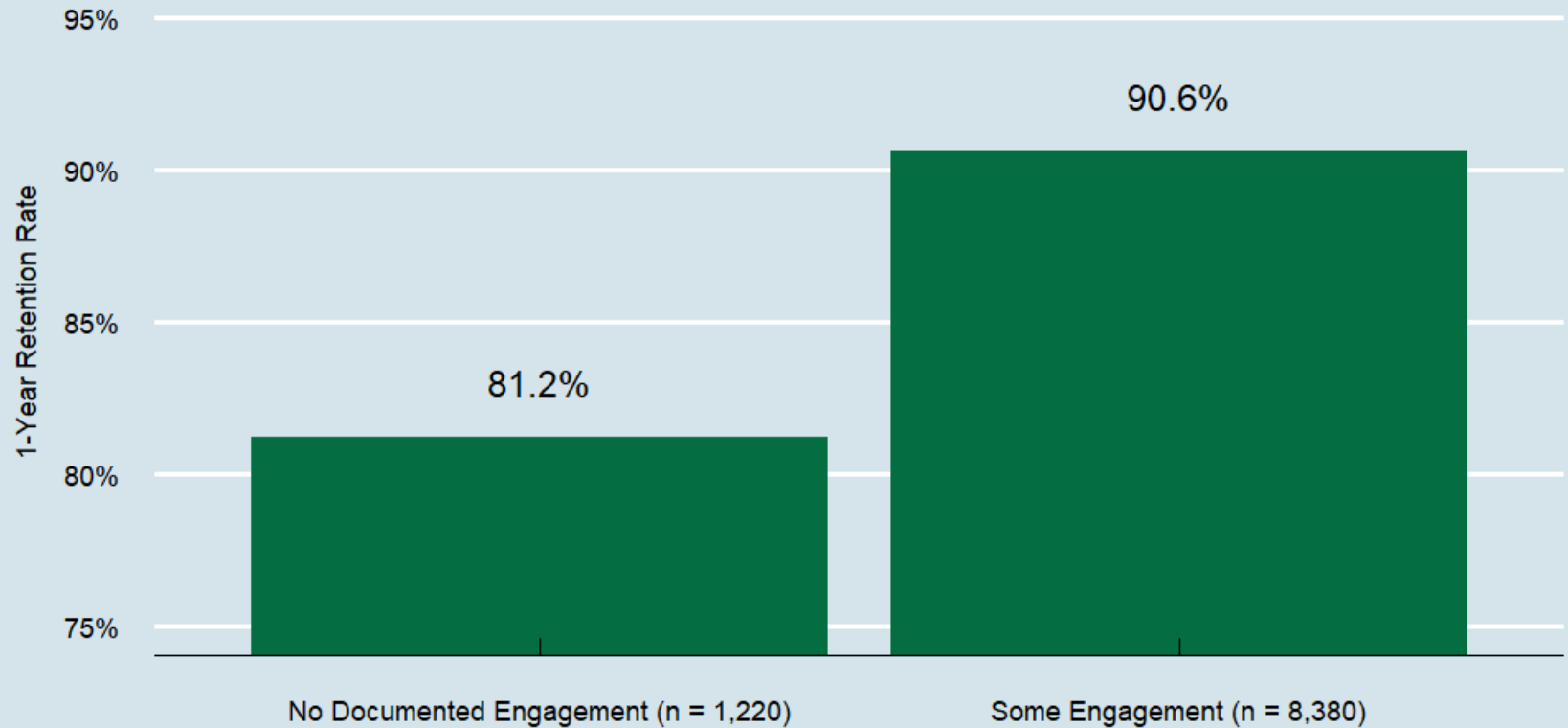


STUDENT ENGAGEMENT



1-Year Retention by Fall Term Engagement (IUB FA24 Cohort)

Actual rates, unadjusted for student or institutional characteristics. Snapshot taken on 08/13/25.





Next Steps:



- Systematic engagement reports to campus leaders
- Identifying individual and aggregate populations of disengaged students
- Proactive outreach to connect with students
- Use of AI to match students with programs, clubs, and organizations aligned with their interests and goals
- Connecting with other platforms storing engagement metrics
- Improving the workflow and data reporting infrastructure for measuring co-curricular engagements

STELIC IMPLEMENTATION





The Current Experience

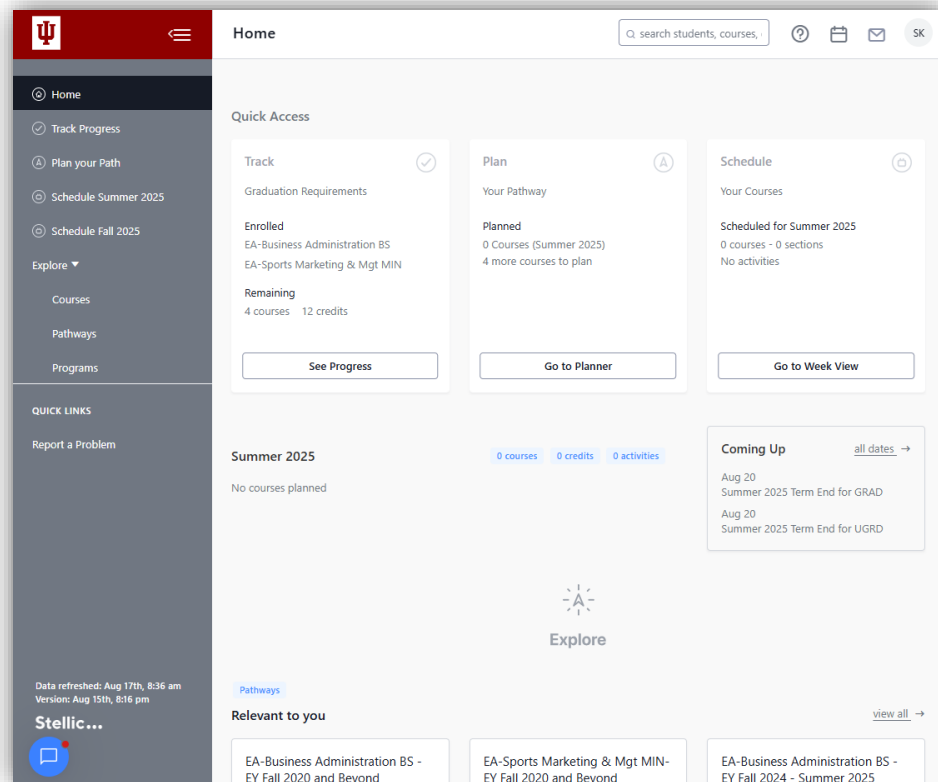
- Definitions
 - Degree Audit** = How do my courses count toward my degree?
 - Pathway** = What should I plan to take each semester?
 - Registration** = I'm ready to enroll!
- Multiple, disconnected, home-grown and vended systems dating back to 2004

The screenshot displays a complex academic advising interface. At the top, a navigation pane shows the student's program: Bloomington | Undergraduate | Career - Undergraduate | Program - Arts & Sciences Undergraduate | Major - Criminal Justice BA. Below this, a 'My Program' section includes a 'Cancel' button and a note about the report's generation date. A 'Collapse All' and 'Expand All' button are also present. The main section is titled 'Advising Transcript' and shows a 'Student Program Transcript' for Indiana University Bloomington. It lists student details (Name, Student ID, Print Date, Request Nbr) and a 'Transfer Credit from Vincennes University Applied Toward University Div Ugrd'. Below this, a table lists incoming courses (SSKL 106, ASCS-Q 294, EDUC-X 151) and their transfer status. A '2020 - 2021' section shows a table of graded courses (Fall 2020, Spring 2021) with columns for course name, units, grade, and status. A 'Details' button is next to the Spring 2021 section. An 'eDrop/eAdd' button is prominently displayed. A modal window titled 'Enrollment options' is open, showing details for 'GEOG-G 107: PHYSICAL SYS OF ENVIRONMENT' (0001 - 13730) and options to waitlist or drop the class.



The Stellic Experience

- Technology is modern in look and feel
- Students (and advisors) can easily navigate academic requirements and plan
- Technology is integrated, removing barriers by merging 7 student experiences into 1
- Administrators leverage analytics to be proactive



Stellic Timeline and Progress



STUDENT JOURNEY COMMUNICATIONS

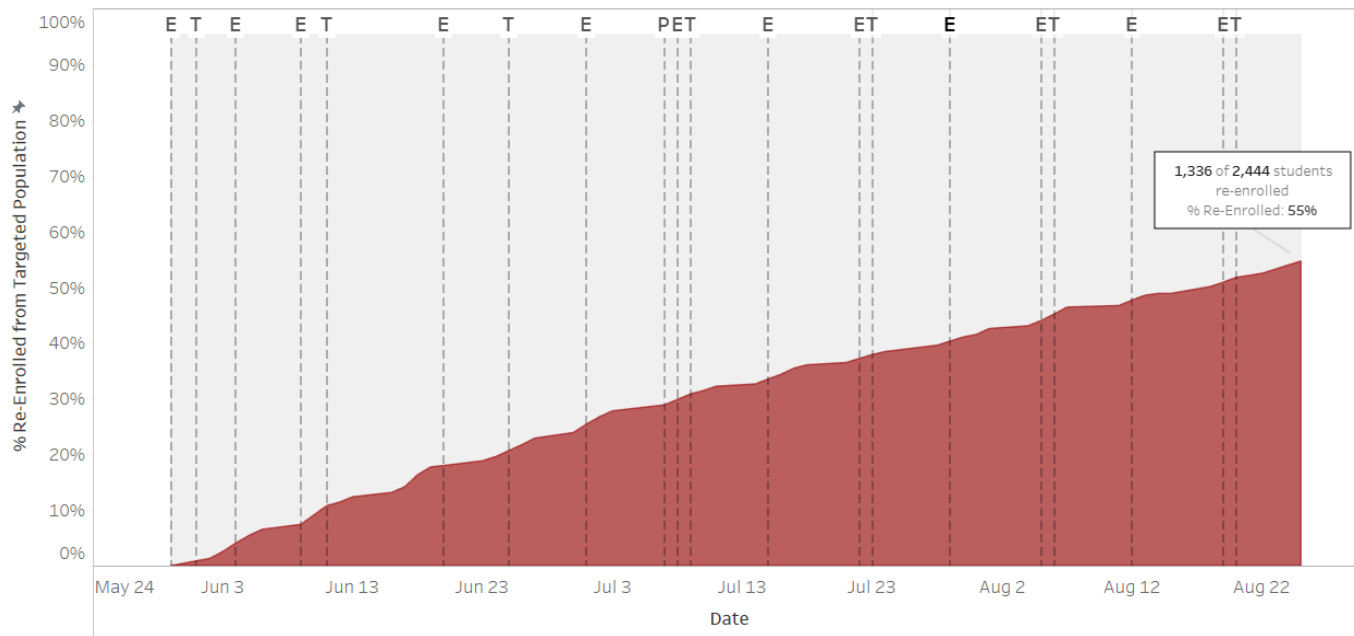




Summer Campaign drives re-enrollment increases

Campaign for 5 regional campuses successfully drove increased Fall 2025 enrollment amongst students who had not re-enrolled as of May 29, 2025. **We re-enrolled over half, 55%.**

Re-Enrollment Progress at IU Regionals *(Spring 2025 non-online undergraduate students who hadn't re-enrolled as of May 29)*



* Over half (1,336 of 2,444) of spring 2025 non-online undergraduates not enrolled as of May 29 have now re-enrolled at IU Regional Campuses.

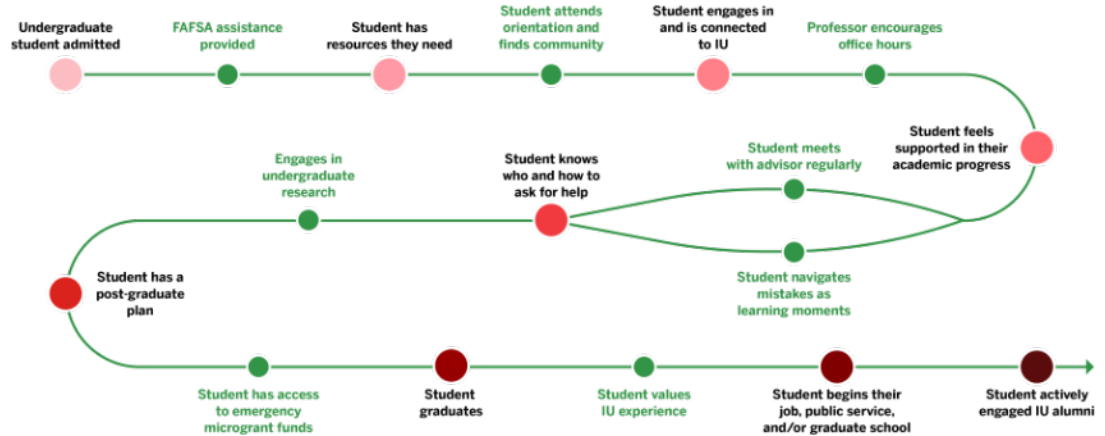
** Cumulative Re-Enrollment across the regional campuses ranges from 69% at IU East to a high of 75% at IU South Bend.

*** Letters across the top indicate communication as a part of this campaign: E = Email, T = Text Message, and P = Postcards.



Student Journey Communications Team

- **Establishing a centralized communications team** with expertise in enrollment and student journey to ensure consistent, high-impact messaging across IU
- **Propels communications to drive student awareness and actions** in admissions, orientation, registration, billing, financial aid and scholarships, advising and other student-facing areas
- **Goal is to make it easier for students to navigate their administrative tasks** so they can spend more time and energy on academics and engagement activities





BRING ON TOMORROW

We are ready to roll!

This team is squarely focused on supporting our campuses on the scalable activities that will help move the needle on **persistence, retention and ultimately graduation**



BRING ON TOMORROW

THANK YOU!

Brenda Stopher

Vice President, Student Success,
Enrollment and Institutional Effectiveness



INDIANA UNIVERSITY