Retention-related factors account for 30% of the U.S. News and World Report rankings determining the best colleges in the country. Are you doing all you can to improve retention at your institution? Maguire Associates can help.

Benchmark Retention Efforts
We offer a range of research solutions tailored to your needs to help inform strategies and tactics for improving retention.

We can benchmark your school’s retention and graduation performance against peers and note these trends over time. We can also review:

- Enrollment demographic characteristics
- Admissions information
- Costs of attendance and discount rates
- High school GPA
- Student-faculty ratios
- Financial aid characteristics
- Student services
- Curriculum requirements

Primary Research
There is often no substitute for engaging students directly to identify and validate retention issues using qualitative one-on-one interviews and/or quantitative survey research. Depending on needs and interest, we can either engage current or former students as the study population.

Explore:

- Student experience
- Campus engagement
- Institutional satisfaction
- Motivations for leaving

- Levels of preparedness
- Destination institutions
- Interest in new retention resources

We will identify distinct subgroups with similar motivations for leaving, levels of preparedness, and/or family backgrounds. Identifying these subgroups informs strategies to maximize retention.

Predict Retention
To uncover retention drivers among undergraduates, we analyze existing enrollment data. Using predictive analytics, we determine the factors are most predictive of persistence.

Predictors typically include:

- Academic achievement
- Distance from home
- Residence hall
- Socioeconomic status
- Financial aid received
- On campus club membership

We use a combination of logistic regression and machine-learning methodologies to develop models that are extremely accurate in identifying the students who are most likely to drop out. These models are far more accurate than relying on single variables to identify the students who are most at-risk and can bring your interventions to a whole new level of sophistication.

Integrate Retention in Financial Aid Optimization
As part of our yield forecasting and financial aid leveraging service, EMFASYS, we build a statistical model to measure the effect of several admissions variables, including initial aid offers, on retention. As we develop different financial aid scenarios to meet your enrollment goals, we will show how the different aiding strategies will affect retention and revenue beyond year one.

Getting a preliminary look at sophomore retention ensures that the financial aid strategy will maximize both yield and student success.

We provide a thorough analysis of the impact of financial aid offers on all first-year enrollment goals, including revenue; test scores; program enrollment; and diversity, among others, as well as the impact of first year aid offers on retention, revenue and discount rate in year two.

Using constrained optimization of awards, we find the financial aid strategy to maximize your potential to meet all of your enrollment goals.
Maguire Associates Can Help You Remove the Guesswork

Enrollment Management Products and Solutions

EMCIT™
Target. Recruit. Enroll.

EMPOWR™

EMFASYS®

Retention

Maguire Analytics®

Market Research

Maguire Associates is a leading consulting firm that serves higher education institutions so they may optimize net revenue and enrollment objectives. Our team of dedicated experts serve Presidents, CFOs, COOs, Vice Presidents of Enrollment Management, Directors of Admissions, and other higher education professionals by helping them develop and achieve their enrollment management goals. We use a highly customized and personalized approach throughout all of our service offerings, including:

Consulting | Enrollment Management • Marketing & Communications
Modeling | Financial Aid Optimization • Capacity Analysis • Targeted Search & Recruitment Strategies
Research | Institutional Identity • Price & Value Studies • Program Portfolio Assessment
Admitted Student Research • Customized Market Research

For over 30 years, Maguire Associates has been using our expertise, experience, and evidence-based orientation to help college and university leaders consider and resolve the big questions. Like our clients, we remain steadfastly committed to our core mission – *advancing higher education through insight and innovation*.