Finance and Curriculum:

Sustaining Students through Graduation

Presented by: Dr. Ouida McAfee



Joe Cuseo Marymount College

I.

ROOT CAUSES OF STUDENT ATTRITION AND SYSTEMIC STRATEGIES FOR PROMOTING STUDENT PERSISTENCE

- **#1. ACADEMIC Roots**—student withdrawal related to:
 - (a) inadequate preparation to meet the academic demands of college coursework
 - (b) disinterest in/boredom with the content of courses or their method of delivery.
- #2. MOTIVATIONAL Roots—student attrition related to:
 - (a) low level of *commitment* to college in general or the specific college attended
 - (b) perceived irrelevance of the college experience.
- #3. PSYCHOSOCIAL Roots—student departure related to:
 - (a) social factors
 - (b) emotional issues.
- #4. FINANCIAL ROOTS—student attrition related to:
 - (a) inability (or perceived inability) to afford the total cost of college
 - (b) perception that the cost of college outweighs its benefits.





Financial Aid Application Process Campus Life Careers & Majors Student Lounge ParentsCounselors



College

Search

Campus Life

Discover what life on a college campus has to offer

97

Beware the Top 5 Reasons for Dropping Out of College

+ Share

According to a 2011 study out of Harvard University, nearly half of America's college students drop out before receiving a degree. Get to know the top risk factors to avoid becoming a statistic.

1. Money concerns.

Some students underestimate college costs and realize too late that they lack the funds to cover it all. Others decide they'd rather be making money working full time than pursuing a costly degree. Still



others become discouraged at the prospect of incurring loan debt. Avoid so-called sticker shock and other financial pitfalls by sitting down with your parents or a counselor before enrolling, to examine all possible avenues for funding as well as the pros and cons of enrolling straight out of high school versus taking a gap year.



Many students do not finish college because they need

"\$500"

According to Noel-Levitz & Georgia State University Video

Who?

First generation

Income too

high for

Pell grant

Junior in

College—

ran out of

funds

Non-Traditional student

Why are you telling me?

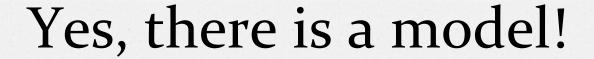
- 1. Retention (sustainability) is everybody's business
- 2.60x30 TX
- 3. State of Texas Hiring Freeze
- 4. $$10,000 \text{ tui/fees } \times 6 \text{ yrs} = $60,000$



A Scholarship Assignment shares the best practice of engaging the student community in sustaining their educational opportunity through fiscal awareness and fiscal participation.

The Scholarship Self-Initiative Assignment is a best practice to be shared and aligns with Abraham Maslow's Self-actualization theory of providing motivation for students to realize their own maximum potential and possibilities for sustainability of educational opportunities.

According to Maslow's research, these kinds of self-initiatives promote growth and sustainability for individuals to become more creative in searching for ways to fulfill their highest needs.



Albany State University—Academic Advising and Retention partnered with Honor's College on a Scholarship Assignment in ASU 1201

—Resulting in increased awareness and Out of 500 students, 280 applied for \$389,000—was able to track \$13,000 Awarded



Graded Assignment-must apply for one scholarship

Provided sample scholarship booklet

Provided directives on writing an essay

Contact Dr. Melvin Shelton, Director of Honor's College, Albany State University (melvin.shelton@asurams.edu)



- Relating the assignment to the University Mission historical context? impacting culture? leveraging existing curricular offerings?
- 2. Answering student demand what market niche will it fill?
 Who else is doing this? why do it?
 what is the evidence for a need
- 3. Addressing programmatic structure
 How does it connect to the outcomes?
 where will it fit in the academic structure?
 Are there external accreditation/licensure requirements?



- https://www.youtube.com/watch?v=42-wtMyl3Y
- https://www.youtube.com/watch?v=mG-ZoMPV8mY
- https://www.youtube.com/watch?
 v=wfLl40TslC4



To continue this discussion at your organization:

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Let's Work!