



CSU

Cleveland State  
University

February 2025  
Graduate  
Directors Meeting

- February 4 @ 11:30





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# Today's Topic: Graduate Student Success



# Agenda

- 1. Preview graduate persistence report**
- 2. Graduate Student Success Working Group**
  - i. Stop-out campaign
- 3. Discuss work with three groups of graduate students**
  - i. Academically struggling
  - ii. Current students not enrolled for future terms (PERSY group)
  - iii. Stop-outs



# The Report

- Report shows cohort size and outcomes by term.
  - Active (current or future enrollment)
  - Graduated
  - Not enrolled (everyone else)
- Still cleaning up the report.
- IR is looking to build out a dashboard

**Business Administration (MBA) - Business Degree**

Admit Term	Cohort Size	Active	Graduated	Not Enrolled
Fall Semester 2022	87	21	37	29
Spring Semester 2023	44	13	17	14
Summer Semester 2023	33	11	12	10
Fall Semester 2023	84	54	17	13
Spring Semester 2024	48	44	1	3
Summer Semester 2024	38	32	5	1
Fall Semester 2024	75	71	0	4
Spring Semester 2025	54	54	0	0

# Graduate Student Success Working Group

- This group consisted of one representative from each college, along with members of the CoGS team.
- We had a few meetings to discuss activities regarding outreach activities and initiatives.
- Discussions showed there was little-to-no outreach being performed with stop-out students.
  - Led to the creation of our stop-out campaign in spring/summer 2024.



# Stop-Out Campaign

- **Multi-pronged approach**

- Targeted advertising campaign via Meta
  - Not terribly expensive (<\$8K), but also limited in its impact.
- Text and email campaign via Slate
  - 72 stopped out students expressed interest in returning to CSU
  - 11 unique students enrolled in credits after the campaign with 1 student obtaining a degree without needing to enroll in additional credits
  - Generated 72 additional enrolled credits across Fall 2024 and Spring 2025



## Stop-Out Campaign

- Enrolled students include MPA (x2), Curriculum & Instruction (x2), MBA (x2, but both withdrew after enrolling) Sports Management (1x graduated and 1x currently enrolled), Adult Learning & Development (x1), Non-degree Community Health Promotion (x1), Inspired Leaders Principal Licensure (x1) and Computer and Tech Licensure (x1)
- The credit hours enrolled for those returning students translates to over \$44K in tuition revenue.

# Academically Struggling Students

- **With staffing issues and lack of bandwidth, we stepped back from full implementation of the Optional Dismissal policy requiring programs to review all students on the list.**
- **Need to return to this practice.**
  - Get back to supplying these lists at the same time we produce the mandatory dismissal lists.
- **Also need to provide grad directors and staff by disseminating best practice recommendations and other support.**



# Academically Struggling Students

- **Does your program routinely reach out to academically struggling students?**
  - Yes = 14 (out of 20 responses)
- **How do you connect with struggling students?**
  - Meet with students = 6
  - With a letter and a meeting = 4
  - Other = 4
- **Do you develop success or remediation plan for these students?**
  - Yes = 12



## PERSY Group

- The PERSY list contains students who are registered for the current term but have no enrollment for future terms.
- In the past, Graduate Studies has sent lists of students on the PERSY report.
- We want to make sure all programs are following up with these students starting in the latter half of the semester.
  - Start following up with these students in November to check in on spring enrollment and April to follow up on summer/fall enrollment.

## PERSY Group

- Does your program conduct outreach to current students who are not enrolled for future terms?
  - Yes = 12
- How do you reach out to students not enrolled for future terms? (Check all that apply.)
  - E-mail = 11
  - E-mail & Phone = 1



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## Stop-outs

- As discussed earlier, we launched a stop-out campaign in summer 2024 based on feedback from the colleges that they were not engaging in outreach to this group.
- The brief survey paints a different picture...

## Stop-outs

- **Does your program reach out to stop-outs? (Stop-outs are students who have been in your program but have not graduated and are not currently enrolled.)**
  - Yes = 11
- **What type of outreach do you conduct with stop-outs?**
  - E-mail = 9
  - E-mail and Phone = 2



# Support

- **We would like to continue the discussion regarding how graduate studies can support program directors and graduate advisors when working with these groups of students.**
  - Is there interest in best practice workshops on student retention work?
  - How can we support existing efforts and help programs build out new outreach activities?
- **Who conducts student success outreach efforts for your program?**
  - Faculty = 14, Staff = 4, Nobody = 2



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# Questions

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