

## RETENTION AND RECRUITMENT ASSESSMENT

*A Service Geared Exclusively Toward Military Institutions*

### Overview

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Unquestionably, military colleges face unique circumstances when it comes to recruiting and retaining students. They find themselves confronted with both the typical complications facing institutions of higher education today as well as special considerations that arise from accommodating their distinctive group of students, for example:

- A small pool of inquiries for this very specialized experience
- Recruitment of students with a strong academic profile
- Marketing messages that are both appealing and accurate for a college experience that is not typical
- Retention of students who are stressed with the challenges of balancing academics, student life, and the regiment

This special Retention and Recruitment Assessment (RRA) helps military institutions navigate enrollment management challenges by providing a holistic picture of institutional strengths, areas for improvement, and potential opportunities. Very importantly, you receive five “top priority” recommendations to increase new student enrollment and another five to improve retention and graduation rates. Recommendations are customized specifically for your campus, aiding you in charting your course, setting goals, and making tangible progress toward your objectives.

### Benefits

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An RRA is a highly effective method for determining how to maximize your institution’s strengths and resources to shape the student population right for your institution. A wide range of direct and indirect benefits can be achieved through the RRA including:

- Refining your admissions processes, getting students who are a better fit for the institution and are more likely to succeed,
- Strengthening the cohesion of the campus community by engaging in concerted, institution-wide efforts to further student learning,
- Allocating your resources more efficiently by determining which areas to dedicate attention, funds, and efforts,
- Ensuring the success of recruitment and retention initiatives by enhancing decision-making processes that are data-driven and collaborative, and that stress accountability.

## The Process

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1. Hold a pre-consultation telephone meeting: We schedule an introductory phone conversation, typically with several identified stakeholders from the institution and two TFA consultants. This meeting serves three goals:
  - Provide TFA with a narrative account of your institution's current status, including its current programs and structure;
  - Determine a list of materials (e.g., retention data, marketing plans, etc.) to send TFA to help us prepare for an effective on-site consultation; and
  - Decide which on-campus meetings will be most effective in understanding the current and desired state of retention/recruitment.
2. Based on this conversation, you develop an itinerary and together we set a date for the consultation.
3. Two consultants conduct two days of meetings with selected faculty, staff, administrators, and students.
4. On the second afternoon, your consultants lead a discussion through a campus-customized PowerPoint presentation that includes five "top priority" recommendations that will have the greatest impact on retention and another five recommendations for improving marketing/recruitment.
5. You receive the slide presentation immediately so that you can begin to make progress toward the recommendations and maintain momentum.
6. Within 10 business days, TFA sends you a written report of the visit, including the process, findings, and the ten recommendations.

## Fee

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\$5,000 plus reimbursement of economy travel expenses

## Next Step

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Schedule a live phone conversation via e-mail ([tfarnum@teresafarnum.com](mailto:tfarnum@teresafarnum.com)) or call 603.487.1138 to start the steps above and begin this campus-changing process.



## Your Consultants

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**Captain Francis McDonald** currently serves as Vice President of Operations at Massachusetts Maritime Academy (MMA) in Buzzards Bay, Massachusetts. In his recent, previous role as Dean of Enrollment Management at MMA, Dr. McDonald led the college through its largest growth period in its 100 year history. Over the time span of five-years, the institution enjoyed a student population explosion of 150%. During that same period, first-year retention rose to 82% and the college's six-year graduation rate climbed five percentage points.

Leveraging the expertise provided by Teresa Farnum and Associates, Dr. McDonald built a campus-wide retention program that incorporated Student Life, the Corps of Cadets, faculty, and many supporting departments such as Health Services and Athletics.

Dr. McDonald completed his Bachelor's degree in Marine Engineering at Massachusetts Maritime Academy, earned his Master's in Management from Rensselaer Polytechnic Institute, and most recently completed his Doctorate degree in Law and Policy at Northeastern University.



**Teresa Farnum** has worked with more than 300 institutions to improve student learning, success, and satisfaction in initiatives to increase retention and graduation rates. She led retention services as vice president at Noel-Levitz for five years before starting her own consulting firm in 2004.

She brings to her clients a diversified background in change leadership. Some specific areas of her expertise are academic advising, student success in mathematics, freshman programming, first-year seminar, honors programming, general education reform, quality/customer service, student life, accreditation activities, and faculty development related to teaching/learning.

Farnum has held senior staff appointments as assistant to the president at Randolph College (VA) and at Franklin Pierce University (NH), where she directed the college's strategic planning effort and chaired the self-study for re-accreditation. She has nine years' teaching experience as professor of mathematics at Franklin Pierce University and also chaired the division of natural sciences. She has significant adjunct teaching experience on many levels with both adult and traditional students at institutions whose admissions criteria vary from open to highly selective: public four-year colleges, community colleges, private two-year colleges, and private universities.



## Working Agenda

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To ensure that you get the most out of our time on campus, we will work together to adapt the following itinerary template to the needs and preferences of your institution.

Time	Meetings	
	Dr. Francis McDonald	Teresa Farnum
Day One		
0800	Contact	
0900	President	
0930	Director of Admissions	Vice President for Academic Affairs
1015		Vice President for Student Affairs
1100	Admissions Staff	Regimental Staff
1230	Lunch with 4/class students	
1400	Financial Aid	Deans and Department Chairs
1500		Advisors
1545	Director of Data Management	Academic Support Staff (Tutoring, career services, advising, etc.)
1645	Contact	
Day Two		
0900	Faculty	
1030	Vice President for External Affairs (Marketing/PR)	Registrar, Bursar, Financial Aid
1200	Lunch with Retention and Recruitment Committee	
1300	Exit Preparation	
1430	Exit Briefing: Share observations and customized action recommendations with the President, Senior Staff, Enrollment (Recruitment and Retention) Team, and additional leaders as the institution desires.	
1600	Brief proposal of a highly customized partnership between your institution and TFA to achieve your enrollment goals	
1615	Depart campus	

