



WASHINGTON STATE  
UNIVERSITY

# Retention @ WSU



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**Co-Chairs, WSU System Retention Council**  
**On behalf of Provost Riley-Tillman**

# WSU First-time, First-year Student Recruiting Trends



	Term / Date							
	2025 Fall 2025 January 12	2024 Fall 2024 January 14	2023 Fall 2023 January 15	2022 Fall 2022 January 16	2021 Fall 2021 January 17	2020 Fall 2020 January 19	2019 Fall 2019 January 13	2018 Fall 2018 January 14
Applied	21,127	19,823	20,048	15,169	15,303	19,190	19,042	20,250
Change Applied	1,304	-225	4,879	-134	-3,887	148	-1,208	
% Change Applied	6.6%	-1.1%	32.2%	-0.9%	-20.3%	0.8%	-6.0%	
Admitted	17,176	13,467	13,696	10,475	10,795	12,353	11,531	11,689
Change Admitted	3,709	-229	3,221	-320	-1,558	822	-158	
% Change Admitted	27.5%	-1.7%	30.7%	-3.0%	-12.6%	7.1%	-1.4%	
Confirmed	1,946	1,559	1,210	1,169	1,316	2,080	1,917	1,720
Change Confirmed	387	349	41	-147	-764	163	197	
% Change Confirmed	24.8%	28.8%	3.5%	-11.2%	-36.7%	8.5%	11.5%	



# WSU NWCCU PEER RETENTION DATA (System)



## NWCCU Peer Set

Institution	State
Boise State University	ID
Montana State University	MT
Oregon State University	OR
University of Nevada-Las Vegas	NV
University of Nevada-Reno	NV
University of Oregon	OR
University of Utah	UT
Utah State University	UT

## First-year to Second-year Retention Rates

Year	WSU %	NWCCU Peer Group % (Mean)	NWCCU Peer Group % (range)
2018	79	81	73-89
2019	79	81	74-89
2020	81	81	73-89
2021	81	80	74-87
2022	81	80	74-87

- IPEDS Data-Downloaded Nov 2024
- Only includes First-time, First-year students

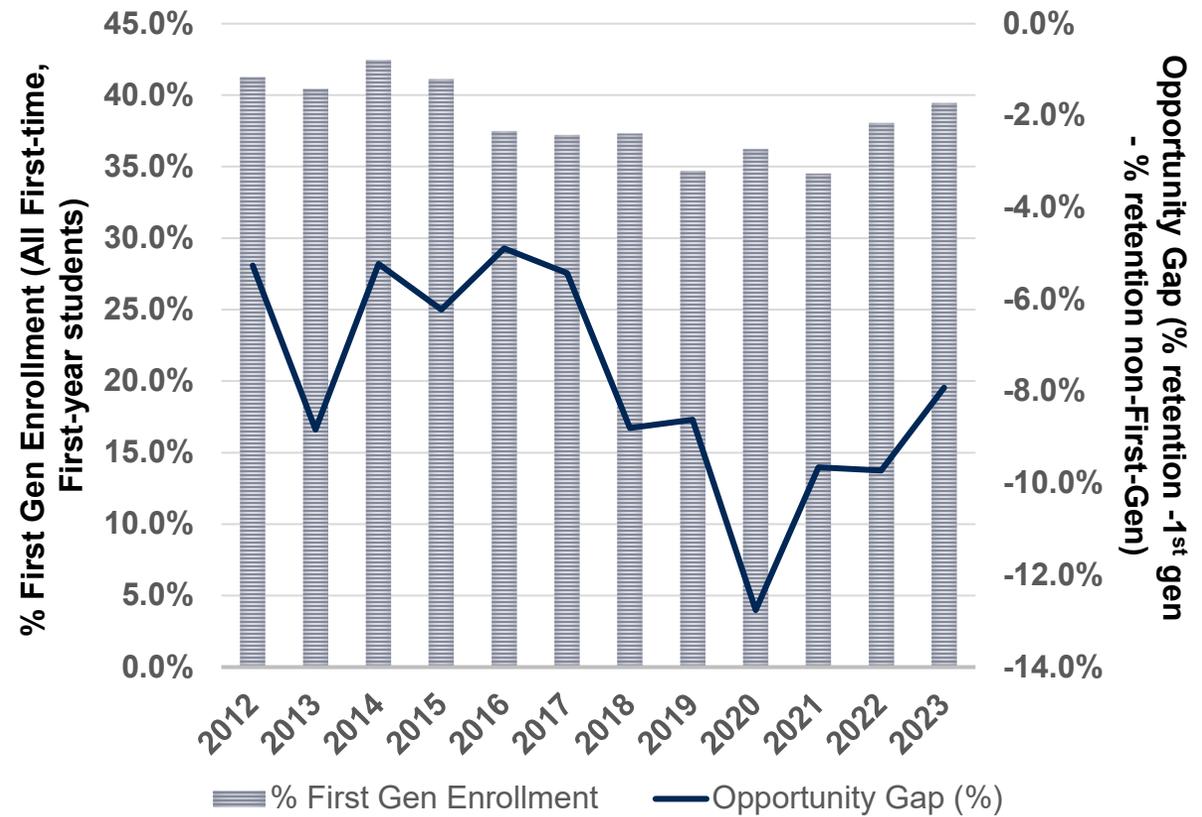
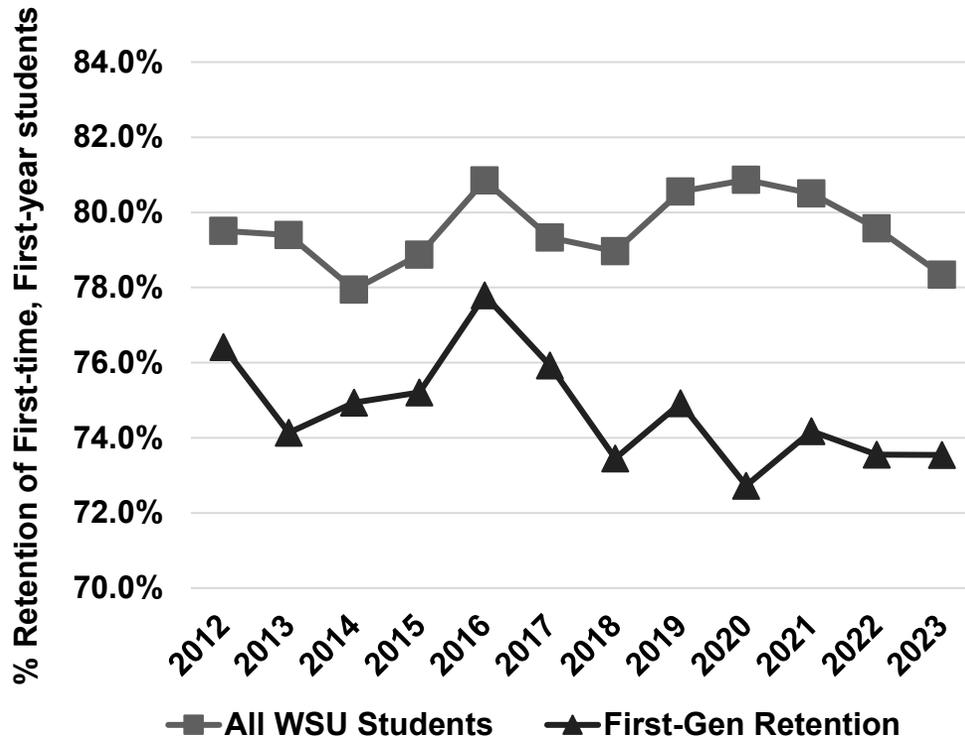
## 6-year Graduation Rates

Cohort Year	WSU		NWCCU Peer Group	
	Number of Students	6-year grad %	Number of Students	6-year grad %
2014	4357	58.5	23828	60.1
2015	4625	59.5	25327	60.9
2016	4449	62	26376	61

- IPEDS Data-Downloaded Nov 2024



# WSU RETENTION DATA (System)



# RETENTION COUNCIL

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## ***WSU Retention Council:***

The WSU Retention Council is a system-based council that is charged with developing actionable principles and methods to improve the overall retention rates of WSU Students. First constituted in 2023, the Retention Council is being reconstituted under the leadership of Enrollment Management, the Provost's Office, and Student Affairs with a renewed focus of examining and developing four key student focus areas.

The Retention Council is developing a core set of principles across four focus areas that cross all institutional boundaries. The Council will better align activities currently used and review policies and procedures to make sure that there is consistency in the student experience.



# FUTURE EFFORTS

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## Four Areas of Focus:

- **Academic Advising** - Review the academic advising program to ensure consistency, clarity of message, and closing of equity gaps among advisors.
- **Sense of Belonging** - Ensure that WSU students have opportunities, activities and spaces that allow for them to develop their personal Cougar Experience.
- **Fiscal Support** - Eliminate low-cost Institutional fiscal barriers that prevent students from registering and progressing.
- **Early Warning Systems and Basic Needs** - Improve the efficacy and coverage of the early-warning systems at WSU and connect WSU students to established basic needs resources in place.



# NEXT STEPS

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- There is a lot of good retention work happening already, but we need to focus on:
  - Building a shared vision of student success across campuses, colleges and departments
  - Coordinating areas around that vision and breaking down silos
  - The use of technology in student success efforts
  - Broadening Retention Council membership
  - Partnering with external organizations to provide supplementary support and expertise

