

RESEARCH BRIEF

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Enrollment and Retention of New Student Orientation (NSO) and Student Orientation Advising and Registration (SOAR) Attendees: Fall 2013

As part of the Achieving the Dream (AtD) initiative, New Student Orientation (NSO) and Student Orientation Advising and Registration (SOAR) sessions are conducted at NOVA to help incoming students make a smooth transition to college life. NSO offers students and parents the opportunity to meet with faculty advisors, financial aid specialists, and counselors, as well as to learn about resources that support student success at NOVA. SOAR sessions provide students assistance with course selection and registration, placement test results, payment deadlines, and financial aid. Students can attend either or both of the types of sessions.

This Research Brief presents Fall 2013 enrollment status data and Fall 2013 to Spring 2014 retention rates for students who attended NSO sessions and/or SOAR sessions in Summer 2013. Data are presented for students who attended NSO and/or SOAR at five NOVA campuses: Alexandria, Annandale, Loudoun, Manassas, and Woodbridge¹. Part I presents enrollment data for students who attended either NSO or SOAR, as well as data for students who attended both NSO and SOAR sessions. Part II provides the Fall 2013 to Spring 2014 retention rates for students who enrolled in one or more courses for the duration of Fall 2013 after attending either NSO or SOAR during the summer of 2013.

Part I – Enrollment

Enrollment data for NSO and SOAR attendees are analyzed in terms of:

- Initial enrollment – Headcount of students who were enrolled in one or more courses during Fall 2013 and they may or may not have remained enrolled for the duration of Fall 2013.
- Remained enrolled – Headcount of students enrolled in one or more courses for the duration of Fall 2013.
- Dropped – Headcount of students who dropped all the courses in which they enrolled earlier in the semester and did not re-enroll in any course.

¹ Data for students who attended orientation sessions at the Medical Education Campus are excluded from this analysis.

- Never enrolled – Headcount of students who never enrolled in any course during Fall 2013.

Figure 1 presents the Fall 2013 college-wide enrollment data for students who attended an NSO session in the preceding summer semester (Summer 2013). As seen below, of the 2,134 NSO attendees, 2,027 students (95%) initially enrolled in classes at NOVA, while 107 NSO attendees (5%) never enrolled in any courses at NOVA. Among the NSO attendees who initially enrolled during Fall 2013, 2,001 students (94%) remained enrolled at the conclusion of the semester and 26 students (1%) dropped all courses.

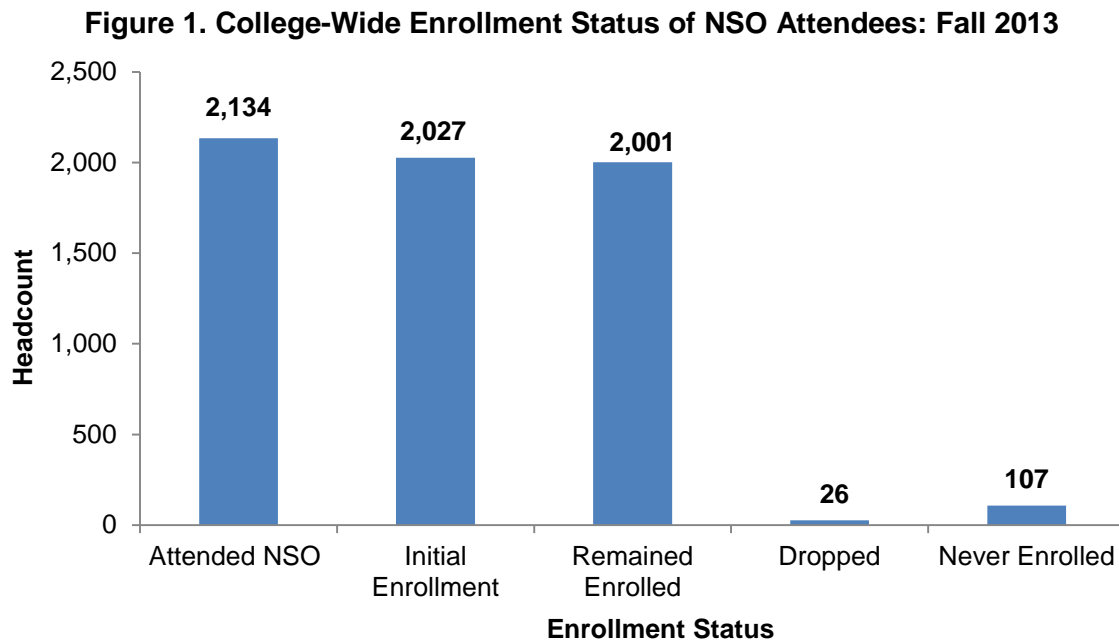


Table 1 and Figure 2 (both on next page) show the enrollment status for NSO attendees by the campus at which they attended the NSO session. Sixteen percent of the college-wide population of first-time to NOVA students attended NSO. Of the five campuses included in this analysis, the Loudoun campus had the highest number of NSO attendees (580) and the Manassas Campus had the lowest (241). While there was variation in the number of NSO attendees at the individual campuses, the percentage of students who enrolled for classes in Fall 2013 did not vary substantially across the campuses. ‘Initial enrollment’ and ‘remained enrolled’ rates ranged from 93% to 97% and from 91% to 96%, respectively. The Loudoun Campus had the highest percentage of students who initially enrolled (97%) and remained enrolled (96%). Accordingly, the Loudoun Campus also had the lowest percentage of never enrolled students (3%) during the Fall 2013 semester. Among the five campuses, the Alexandria and Woodbridge Campuses showed the lowest initial enrollment rate (93%). The Woodbridge Campus had the lowest rate of students who remained enrolled throughout the fall semester (91%) and had the highest percentage of students who dropped all courses (2%) and students who never enrolled (8%).

Table 1. Enrollment Status by NSO Campus: Fall 2013

NSO Campus*	Attended NSO	% of 1st-time NOVA Students	Initial Enrollment		Remained Enrolled		Dropped		Never Enrolled	
			#	%	#	%	#	%	#	%
Alexandria	317	10.4%	294	92.7%	290	91.5%	4	1.3%	23	7.3%
Annandale	570	15.1%	544	95.4%	539	94.6%	5	0.9%	26	4.6%
Loudoun	580	24.3%	563	97.1%	555	95.7%	8	1.4%	17	2.9%
Manassas	241	11.7%	232	96.3%	230	95.4%	2	0.8%	9	3.7%
Woodbridge	426	20.5%	394	92.5%	387	90.8%	7	1.6%	32	7.5%
Total	2,134	16.0%	2,027	95.0%	2,001	93.8%	26	1.2%	107	5.0%

*NSO Campus is the campus on which students attended New Student Orientation sessions.

Figure 2. Enrollment Status by NSO Campus: Fall 2013

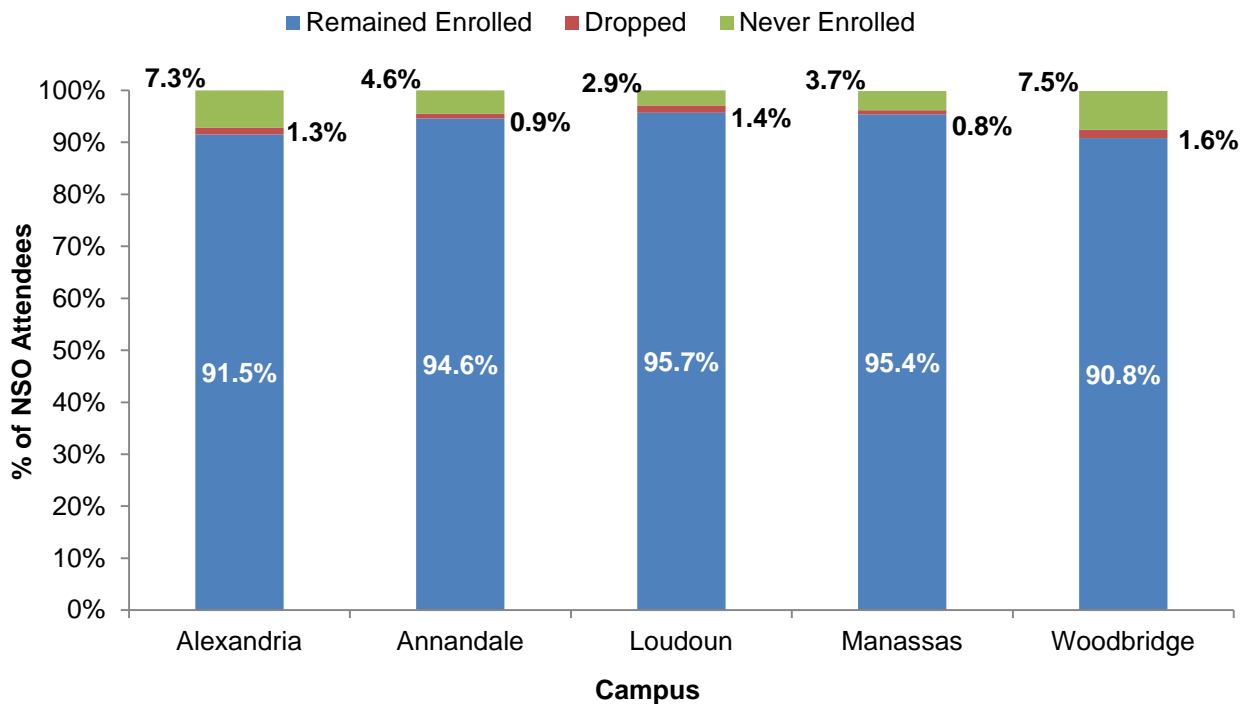


Figure 3 (next page) shows college-wide Fall 2013 enrollment status of students who attended a SOAR session in the preceding summer semester (Summer 2013). As seen in the figure, of the 2,721 SOAR attendees, 2,530 students (93%) initially enrolled for classes at NOVA, while 191 (7%) never enrolled in any classes. By the end of the semester, 2,375 students (87%) remained enrolled and 155 students (6%) dropped all of their courses.

Figure 3. College-Wide Enrollment Status of SOAR Attendees: Fall 2013

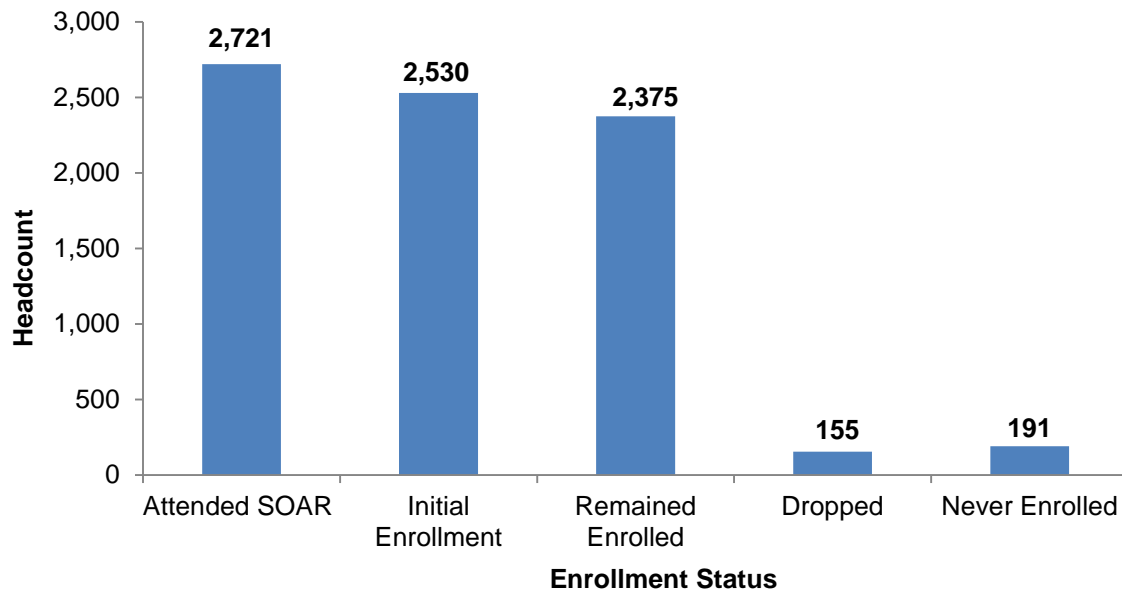


Table 2 (below) and Figure 4 (next page) present Fall 2013 enrollment data for SOAR attendees by the campus at which they attended a SOAR session. As illustrated in the table and figure, the Woodbridge Campus had the greatest number of SOAR attendees (680). The percentages of 'initial enrollment' were highest at the Annandale, Loudoun, and Manassas Campuses (each 95%). SOAR attendees at the Annandale Campus and the Manassas Campus remained enrolled in Fall 2013 at the highest rate (each 91%). The Annandale Campus had the lowest percentage of SOAR attendees who dropped all of their courses (3%). Students who attended SOAR at the Alexandria Campus had the highest rate for never enrolling in courses at NOVA (13%). Twenty percent of the college-wide population of first-time to NOVA students attended SOAR.

Table 2. Enrollment Status by SOAR Campus: Fall 2013

SOAR Campus*	Attended SOAR**	% of 1st-time NOVA Students	Initial Enrollment		Remained Enrolled		Dropped		Never Enrolled	
			#	%	#	%	#	%	#	%
Alexandria	481	15.8%	417	86.7%	370	76.9%	47	9.8%	64	13.3%
Annandale	564	14.9%	534	94.7%	515	91.3%	19	3.4%	30	5.3%
Loudoun	479	20.1%	454	94.8%	428	89.4%	26	5.4%	25	5.2%
Manassas	522	25.4%	495	94.8%	475	91.0%	20	3.8%	27	5.2%
Woodbridge	680	32.7%	633	93.1%	590	86.8%	43	6.3%	47	6.9%
Total	2,721	20.4%	2,530	93.0%	2,375	87.3%	155	5.7%	191	7.0%

*SOAR Campus is the campus on which students attended Student Orientation Advising and Registration sessions.

**Some students attended SOAR sessions at multiple campuses. Totals are unduplicated. Campuses may not add to total.

Figure 4. Enrollment Status by SOAR Campus: Fall 2013

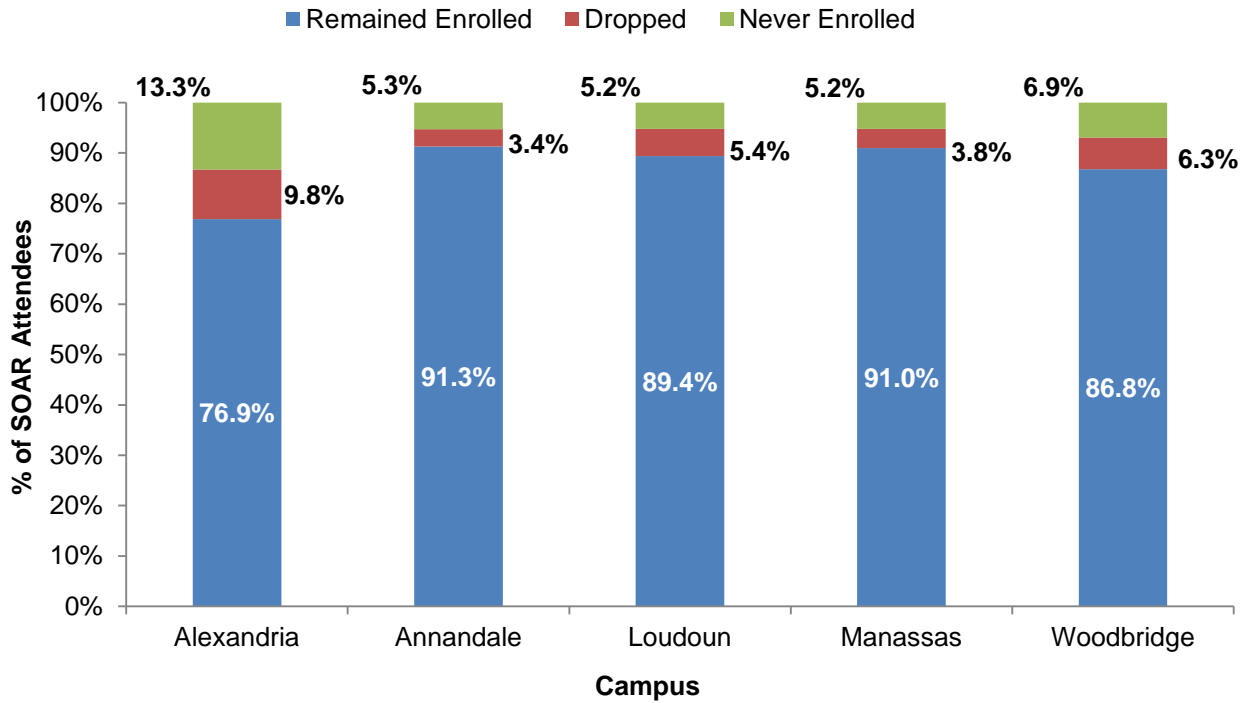


Figure 5 presents the Fall 2013 college-wide enrollment status for students who attended both NSO and SOAR sessions in the preceding summer semester (Summer 2013). As seen in the figure, of the 772 NSO/SOAR attendees, 754 students (98%) initially enrolled for classes at NOVA and 18 students (2%) never enrolled in any classes at the College. At the conclusion of the semester, 741 students (96%) remained enrolled and 13 students (2%) dropped all courses.

Figure 5. College-Wide Enrollment Status of NSO/SOAR Attendees: Fall 2013

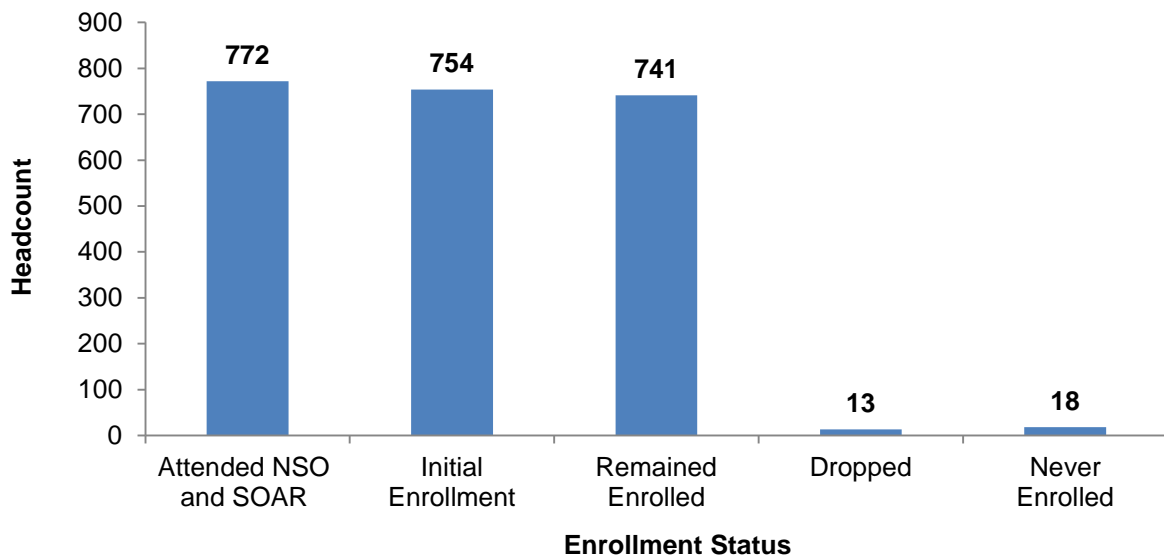


Table 3 and Figure 6 present Fall 2013 enrollment data by campus for students who attended both NSO and SOAR during the summer of 2013. As seen below, the Woodbridge Campus had the highest number of students (222) who attended both NSO and SOAR. Students who attended the sessions at the Annandale Campus had the highest rates for initial enrollment (99%) and for remaining enrolled (98%). Correspondingly, Annandale students also had the lowest rates of dropped courses (1%) and for 'never enrolled' (1%). Six percent of the college-wide population of first-time to NOVA students attended both NSO and SOAR.

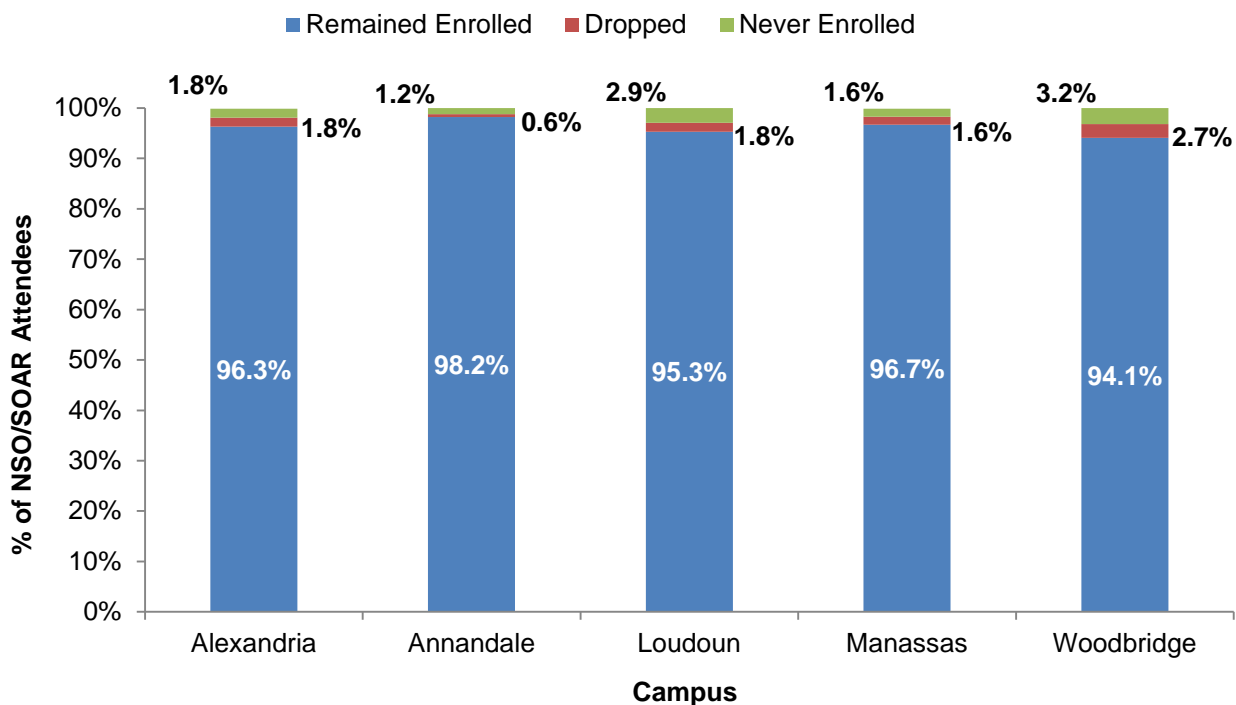
Table 3. Enrollment Status by NSO/SOAR Campus: Fall 2013

Campus	NSO and SOAR Attendees**	% of 1st-time NOVA Students	Initial Enrollment		Remained Enrolled		Dropped		Never Enrolled	
			#	%	#	%	#	%	#	%
Alexandria	109	3.6%	107	98.2%	105	96.3%	2	1.8%	2	1.8%
Annandale	170	4.5%	168	98.8%	167	98.2%	1	0.6%	2	1.2%
Loudoun	171	7.2%	166	97.1%	163	95.3%	3	1.8%	5	2.9%
Manassas	123	6.0%	121	98.4%	119	96.7%	2	1.6%	2	1.6%
Woodbridge	222	10.7%	215	96.8%	209	94.1%	6	2.7%	7	3.2%
Total*	772	5.8%	754	97.7%	741	96.0%	13	1.7%	18	2.3%

*Total is unduplicated. Campuses may not add to total.

**If a student attended NSO and SOAR at the same campus, the student is counted only once. If the student attended NSO and SOAR at different campuses, the student is counted for each campus.

Figure 6. Enrollment Status by NSO/SOAR Campus: Fall 2013



Part II – Fall to Spring Retention

Table 4 and Figure 7 show Fall-to-Spring retention rates for NSO attendees by campus. As seen in the table and figure, NSO attendees at the Annandale Campus who enrolled in one or more courses for the duration of Fall 2013 returned in Spring 2014 at a higher rate (94%) compared with attendees at the other campuses. Although the Loudoun Campus had the highest number of students who had remained enrolled through the end of the fall semester (555), it showed the lowest Fall-to-Spring retention rate (86%).

Table 4. Retention Rate of NSO Attendees: Fall 2013 to Spring 2014

Campus	NSO		
	Fall 2013	Returned in Spring 2014	
		#	%
Alexandria	290	261	90.0%
Annandale	539	504	93.5%
Loudoun	555	477	85.9%
Manassas	230	210	91.3%
Woodbridge	387	344	88.9%
Total*	2,001	1,796	89.8%

*Total is unduplicated. Campuses may not add to total.

Figure 7. Retention Rate of NSO Attendees: Fall 2013 to Spring 2014

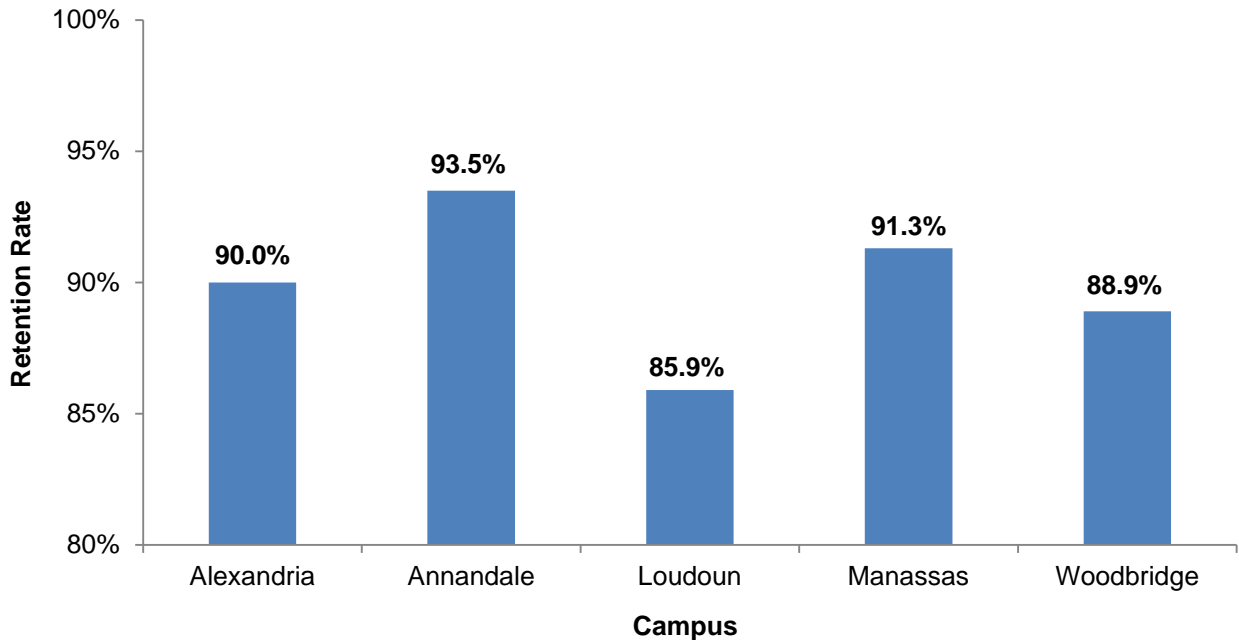


Table 5 and Figure 8 present Fall-to-Spring retention rates for SOAR attendees by campus. As seen below, SOAR attendees at the Annandale and Manassas Campuses who had remained enrolled throughout the fall semester returned in Spring 2014 at higher rates (each 88%) compared with attendees at the other campuses. In contrast, Fall-to-Spring retention was lowest for students who had attended SOAR at the Alexandria Campus (78%).

Table 5. Retention Rate of SOAR Attendees: Fall 2013 to Spring 2014

Campus	SOAR		
	Fall 2013	Returned in Spring 2014	
		#	%
Alexandria	370	287	77.6%
Annandale	515	454	88.1%
Loudoun	428	349	81.5%
Manassas	475	419	88.2%
Woodbridge	590	498	84.4%
Total*	2,375	2,004	84.4%

*Total is unduplicated. Campuses may not add to total.

Figure 8. Retention Rate of SOAR Attendees: Fall 2013 to Spring 2014

