



INSTITUTIONAL EFFECTIVENESS PRESENTS:



CONVERSATIONS
ABOUT WINTHROP DATA

**TO STAY OR NOT TO STAY, THAT IS THE QUESTION:
RETENTION DASHBOARD DEBUT**

JANUARY 28, 2026

www.winthrop.edu/ie/ssp

Department of IE Staff



Dr. Noreen Gaubatz – Assistant Provost for Institutional Effectiveness & SACSCOC Liaison



Dr. KB Gwebu – Director of Assessment



Dr. Zach Abernathy – Educational Data Scientist & Professor of Math



Maria Linn – Director of Institutional Research



Kelly Scott – Senior Data Analyst



Nancy Scurry – Budget, Personnel, & Business Analyst

Agenda

- Introduction to the Student Success Partners Series
- Retention Data
- Door Prize Drawing
- Table Conversations
- Large Group Conversation
- Wrap-up
- Next Session



Student Success Partners: Conversations about Winthrop Data

- Data Transparency
- Student Success
- Conversations
- Partners



About the Data

Maria Linn, Director of Institutional Research



The term **retention rate** typically refers to the percentage of the fall cohort of **first-time degree-seeking freshmen** who returned to the same institution the subsequent fall. In addition to the ability to filter classic retention rates by subgroup, this dashboard includes:

- **Fall-to-spring** retention rates, which can be helpful predictors of fall-to-fall retention rates;
- First-time **transfer** retention rates;
- Retention rates for **part-time** students (beware small cohort sizes of first-time, part-time freshmen);
- Retention by **major** (based on student's declared major as of six weeks into their first term) including students retained in **any major** and students retained in **original major**;
- **Persistence** and **graduation rates**, which track the cohort's retention and completion over the course of their academic careers, and;
- **Subsequent enrollment** information about first-time freshmen who were not retained and enrolled elsewhere, based on National Student Clearinghouse data.

TIPS & CAVEATS

- Navigate using the tabs at the top of the dashboard.
- Each page has a Cohort Type filter to choose whether to view first-time freshman or transfer cohort retention data.
- To clear filters, click the icon at the top right side of the drop-down menu.
- Hover your cursor over the graphs to see tooltips containing additional information, including cohort sizes.
- College, major, and concentration filters are based on the student's declared primary major during their term of entry.
- Pay attention to population sizes when viewing data, using filters, and comparing subgroups. The smaller the sample size, the less reliable and valid the data will be.

DEFINITIONS

Cohort term – The student's first term at Winthrop as a degree-seeking student. Cohort Term should be read as the "from" term, not the "to" term. For example, the Fall 2024 retention rate represents the percentage of students from the Fall 2024 entering cohort who were retained to Fall 2025.

First-time freshman – A degree-seeking undergraduate attending college for the first time, including those enrolled in the fall term who attended college for the first time the prior summer and those who earned enough college credits in high school to be classified as sophomores or juniors during their first term.

First-time transfer – A student in their first term of enrollment at Winthrop known to have previously attended another postsecondary institution after graduating high school. Includes transfers enrolled in the fall term who attended Winthrop for the first time the prior summer. Transfers bring various earned hours to Winthrop; therefore, a first-time transfer's classification by hours could be freshman, sophomore, junior, or senior.

Full-time – Undergraduate students enrolled in twelve or more credit hours at the start of the term.

Graduation rate – Percentage of the cohort of first-time freshmen or transfers awarded a bachelor's degree at Winthrop by the end of the summer term of the academic year in question. (Ex: The four-year graduation rate of the 2021 cohort includes students who completed their bachelor's degrees through summer 2025.)

Persistence rate – Percentage of the cohort of first-time freshmen or transfers who were retained to subsequent terms at Winthrop (ex., their second, third, fourth, or fifth fall term).

Retention rate – Percentage of the fall cohort of **first-time, full-time freshmen** who returned to the same institution the subsequent fall. This dashboard also includes fall-to-spring, transfer, and part-time student retention data, as well as persistence rates beyond the first year.

Why do we track retention?

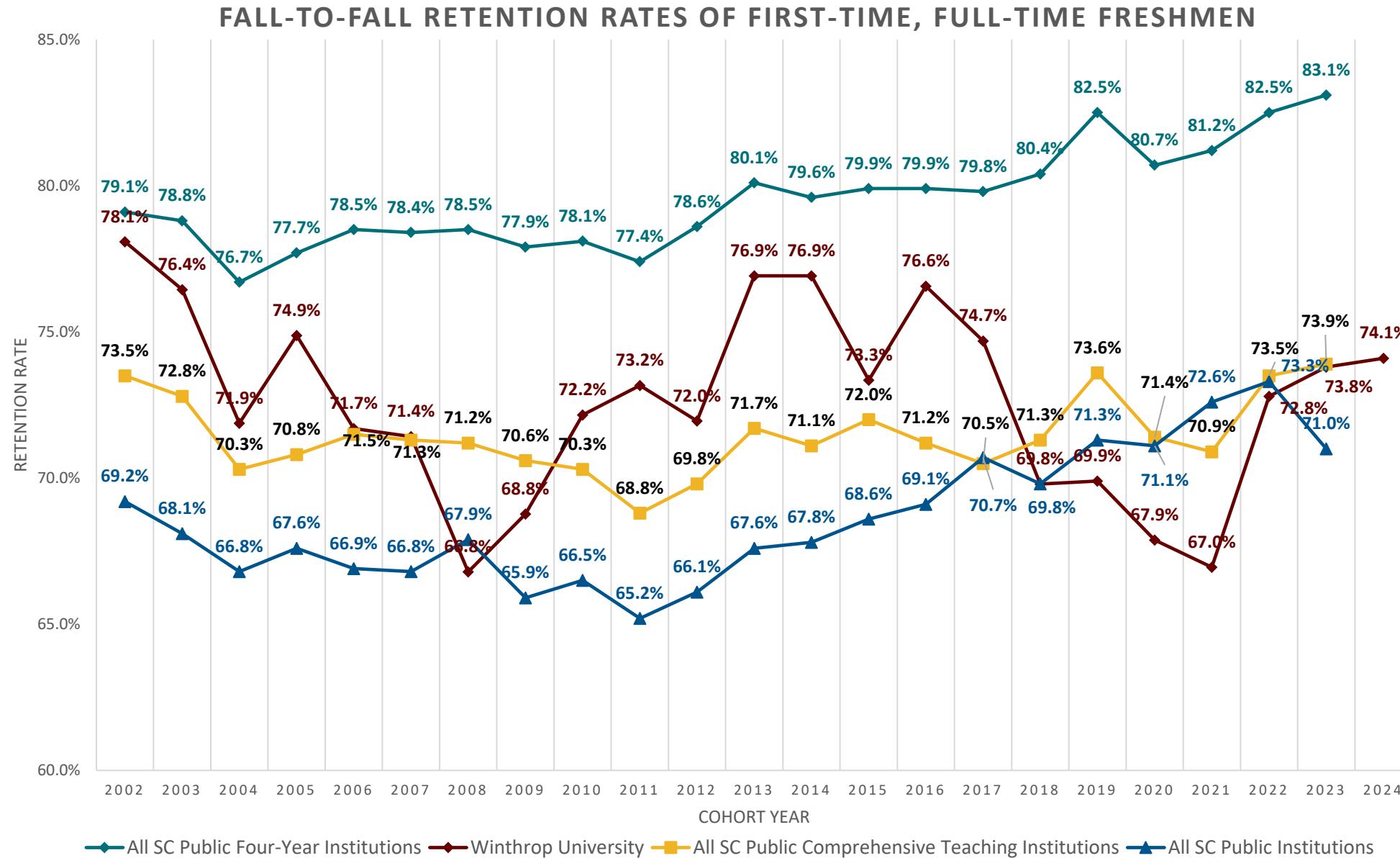
IMPROVEMENT:

- Academic preparedness
- Student satisfaction
- Student engagement
- On-time degree completion
- Recruiting strategies
- Program mix
- Financial health

ACCOUNTABILITY:

- Strategic plan/KPI metric
- House Ways & Means budget presentation
- State Accountability Report performance measure
- College rankings
- Federal & state reporting
- Institutional accreditation
- Program-level accreditation
- Program reviews

Historical Retention Trends



Comparison Institutions

■ All SC Public Comprehensive
Teaching Institutions

Comprehensive Teaching Institutions
The Citadel
Coastal Carolina
College of Charleston
Francis Marion
Lander
SC State
USC Aiken
USC Beaufort
USC Upstate
Winthrop

◆ All SC Public Four-Year
Institutions

Research Institutions	
Clemson	
USC Columbia	
	Research Subtotal
Comprehensive Teaching Institutions	
The Citadel	
Coastal Carolina	
College of Charleston	
Francis Marion	
Lander	
SC State	
USC Aiken	
USC Beaufort	
USC Upstate	
Winthrop	
	Comprehensive Subtotal
Public Four-Year Total	

★ All SC Public Institutions

Research Institutions	
Clemson	
USC Columbia	
	Research Subtotal
Comprehensive Teaching Institutions	
The Citadel	
Coastal Carolina	
College of Charleston	
Francis Marion	
Lander	
SC State	
USC Aiken	
USC Beaufort	
USC Upstate	
Winthrop	
	Comprehensive Subtotal
Public Four-Year Total	
Two-Year Regional Campuses of USC	
USC Lancaster	
USC Salkehatchie	
USC Sumter	
USC Union	
	Regional USC Subtotal
Technical Colleges	
Aiken	
Central Carolina	
Denmark	
Florence - Darlington	
Greenville	
Horry - Georgetown	
Midlands	
Northeastern	
Orangeburg - Calhoun	
Piedmont	
Spartanburg CC	
TC of The Lowcountry	
Tri-County	
Trident	
Williamsburg	
York	
	Technical Subtotal
Public Institution Total	

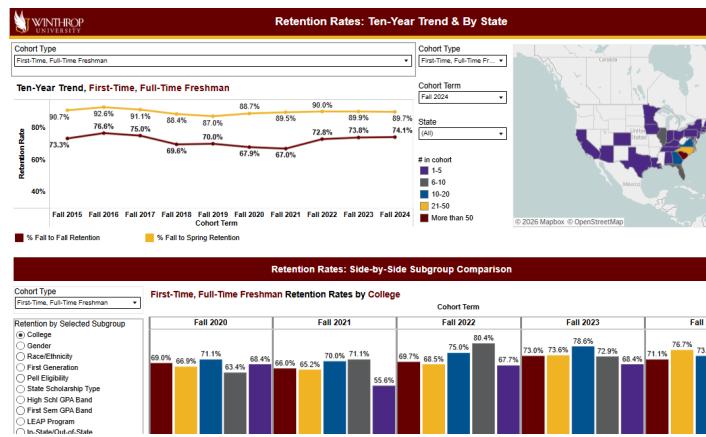
What's available & where?

Fact Book pages (Public)

Fact Books (PDF's average size ~ 130 KB)

- CURRENT YEAR
 - 2025-26 Fact Book
 - ENROLLMENT DATA
 - NEW STUDENT DATA
 - STUDENT OUTCOME DATA
 - Fall Credit Hour Production
 - Undergraduate Degrees Conferred by Year
 - Spring Credit Hour Production
 - Undergraduate Degrees Conferred by Semester & Concentration
 - Summer Credit Hour Production
 - Graduate Degrees Conferred by Year
 - Retention Rates - Overall
 - Retention Rates by Gender
 - Retention Rates by Race/Ethnicity
 - Retention by Pell Eligibility

Dashboard (F/S only)



Student Consumer Information (Public)

Student Outcomes

Retention Rates

Overall Retention Rates (PDF - 183 KB)

Freshman to Sophomore Retention Rate by Race/Ethnicity (PDF - 190 KB)

Freshmen to Sophomore Retention Rate by Gender (PDF - 179 KB)

Freshmen to Sophomore Retention Rate by Pell Eligibility (PDF - 182 KB)

Graduation and Continuation Rates

Archived Retention Reports (F/S only)

SharePoint

IR Winthrop Data (Login Required) Home INSTRU

+ New Upload Edit in grid view Share

Documents > Retention Reports

Name Reports from Previous Years

Fall 2023 to Fall 2024 Freshman Retention Report.pdf

Almost time to debut the dashboard...

But first...coffee!



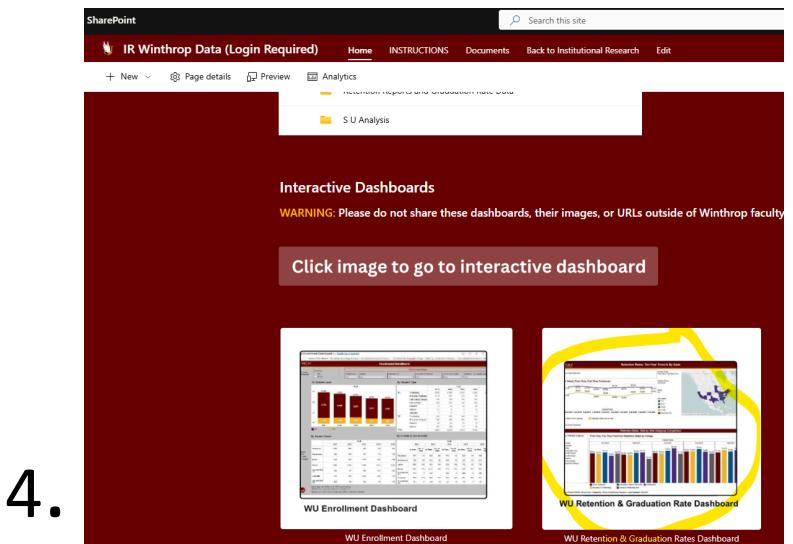
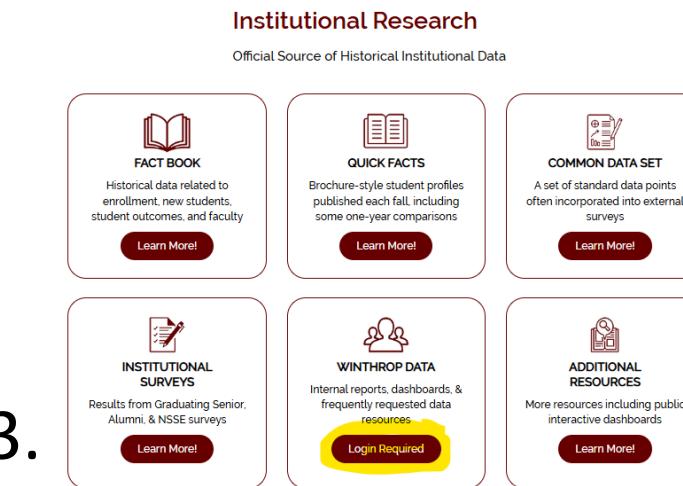
COFFEE
ROCK HILL

Door prize drawing – check your ticket

Let's Navigate to the Dashboard

URL: www.winthrop.edu/ie/sharepoint-site

Or click through from www.winthrop.edu:



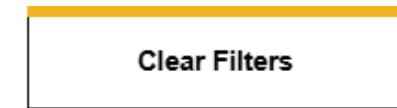
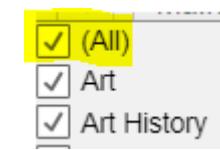
Dashboard Tips & Tricks

- Preferred browsers are Microsoft Edge or Google Chrome.
- Zoom settings may need to be adjusted (67% works well for most). Click refresh after adjusting for best results.
- Navigate using the gray tabs along the top of the dashboard.
- Each page has a Cohort Type filter to choose whether to view **freshman** or **transfer** and **full-time** or **part-time** cohorts.
- Hover your cursor over the graphs to see tooltips containing additional information, including cohort sizes. Be mindful of population sizes when viewing data, using filters, and comparing subgroups. The smaller the sample size, the less reliable and valid the data will be.
- Use the Filters Selected list to keep track of which filters you have in place. In the example below, the displayed retention rate will be for male. first generation. in-state, first-time, full-time freshmen.

[Filters Selected Above:](#)

First-Time, Full-Time Freshman, All, All, All, Male, All, First Gen, All, All, All, All, In-State, All

- There are several options to clear filters:



Discussion

Reflecting on what surprised you and what you learned about the data presented today,

1. What are some of Winthrop's strengths in retaining new freshmen?
2. What are some opportunities for Winthrop to improve in retaining new freshmen?

Wrap-Up

- **Thank you** for attending! **Coaster** is our departing gift to you.
- Feel free to take the **handouts** with you for future reference.
- Please, complete an **evaluation form** – on paper or scan the QR code.

PULLING BACK THE CURTAIN
ON OUR NEXT SESSION:

WE KNOW WHAT WE ARE, BUT KNOW NOT
WHAT WE MAY BE:
CAREER OUTCOMES WITH BECKY ROSS

CONVERSATIONS
ABOUT WINTHROP DATA



FEBRUARY 25, 2026
10:00 - 11:15 A.M.
DIGS 114

www.winthrop.edu/ie/ssp

STARRING:

