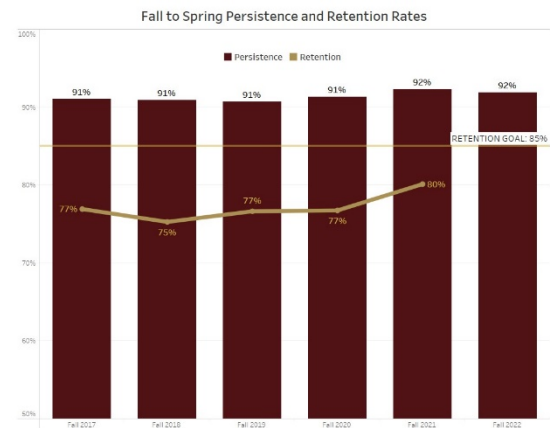


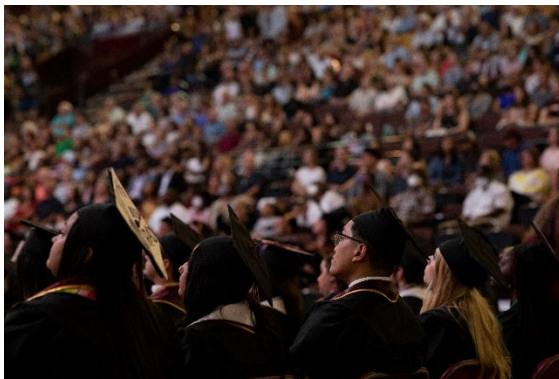


## Data Point: Fall to Spring Persistence

Each year the Office of Institutional Research looks at the persistence of our incoming first-time, full-time undergraduate cohort to track their progress from fall to spring. This is one of the leading predictors of first year retention, a key student success metric. Each year, between 7% and 10% of our first-time, full-time incoming fall cohort do not return for the spring semester. Although we've seen slight improvements over the past few years, there is more work to be done to reach our goal of a one-year retention rate of 85%. For more information, visit [Student Data](#) on the Institutional Research website.



## IR Terminology 101: Persistence versus Retention



To help improve data literacy across campus, we will begin including an item on IR Terminology in each of our newsletters. For this edition, we're focusing on the difference between the words *persistence* and *retention*. In common usage, *retention* is often used interchangeably with *persistence*, but there are some important differences to understand. In fact, many higher education organizations have been moving away from using the term

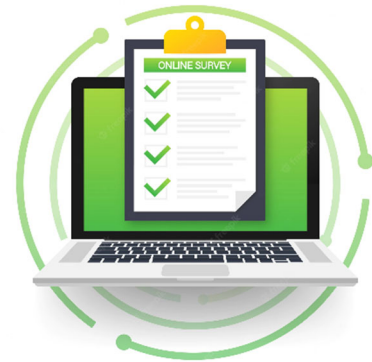
*retention* for many years in favor of looking at student *persistence*.

*Persistence* is the broad term referring to the percent of a particular group of students from a given semester which re-enroll in a future semester. *Retention* is a more technical term used to refer to first-time, full-time students enrolled in their first Fall semester who re-enroll the following fall semester. So, *retention* is a subset of the more general student *persistence* where the group of students (first-time, full-time) and period of time (fall to fall) is already defined.

You can learn more about IR Terminology and improve your data literacy using the resources available in the [Data Literacy section](#) of the Institutional Research website.

## Survey of Surveys

Many offices and groups on campus frequently want to survey Texas State students, faculty, and staff for administrative operations, opinion polls, and research. The increasing number of survey requests leads to survey fatigue on campus and low response rates. Coordinating with the University Survey Committee and Texas State's survey calendar when planning your survey administration is important to help prevent survey fatigue on campus. Institutional Research maintains this calendar on behalf of the [University Survey Committee](#) on the Institutional Research website.



In an effort to better understand the variety and scope of survey activities on campus, Institutional Research asks that you complete the [survey registration form](#). We are asking all parties who are engaged in survey activities to complete the form, even if the survey is exempt from the Administrative Survey Policy. Having a more complete picture of survey activities will allow the University Survey Committee and IR to identify potential overlaps and to reduce the impact of survey fatigue on response rates. This form is not part of an approval process, just a way for us to learn more about survey activities on campus.

*\*Please note: IR is unable to administer surveys for individual departments or provide survey assistance for grant-funded projects, academic research or academic class projects.*

## Coming Soon: Data Asset Inventory



As part of the ongoing data management efforts at Texas State University, an inventory of data assets on campus will soon get underway. This inventory is part of the Data Management Council's efforts to create a comprehensive list of university data assets being maintained across campus. It will build on the work already performed by Information Security and other offices to provide a more comprehensive picture of university data.

You can learn more about the efforts of the [Data Management Council](#) on the Institutional Research website.