

The background is a collage of four quadrants. The top-left quadrant shows a stack of papers with a purple tint. The top-right quadrant shows a clock face with a magenta tint. The bottom-left quadrant shows a stack of papers with a green tint. The bottom-right quadrant shows a clock face with a yellow and orange tint.

# READI at WNCC: An Attempt at Online Retention

Scott Drew and Leonard MacKey



Western Nevada Community College  
Carson City • Douglas • Fallon • Fernley • Hawthorne • Lovelock • Smith • Yerington



# Contents

- Why READI?
- What is READI?
- WNCC's approach in Fall 2006
- Demonstration
- Results
- Discussion



## Web retention

- National problem
- U of Georgia reported 30% dropout rate over 5 semester period
- Other studies reported dropout rates of up to 50% (Lorenzetti, 2002)

## Why READI?

- Web course completion is less than the average retention for all courses.
- In Fall 2005, web completion was 64% versus 70% for all courses.
- As more students utilize technology, WNCC needs to focus more attention on web retention.
- Able to identify and assist at-risk students.





## What is READI?

- Readiness for Education At a Distance Indicator

Assesses:

- Reading comprehension
- Technical knowledge
- Technical competency
- Individual attributes

## WNCC approach

- Counseling office contacted all first-time web students
- Students completed READI
- Counselor evaluated results



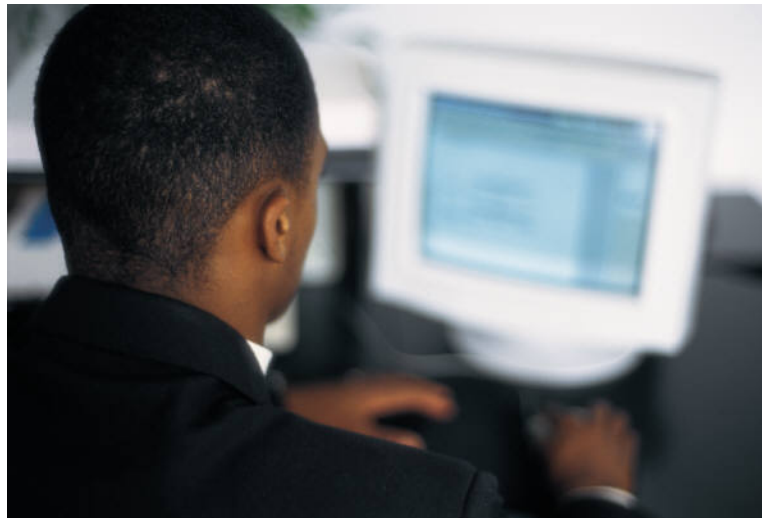
## WNCC approach



- Students who passed were sent an email with reference info
- Students who were flagged were contacted by a counselor
- Program was evaluated



# Demonstration



- Leonard will demonstrate





## Results

- 463 students were contacted
  - 108 students took READI
  - 28 students were flagged
- Of 28 at-risk students
  - 6 students chose another class or dropped
  - 1 student audited



## Results

- Of 21 at-risk students who took class
  - 52% completion rate
  - 59% retention rate





## Results

- Students who passed READI
  - 74% completion rate
  - 61% retention rate
- Overall (WNCC) web retention
  - 66% completion rate
  - 58% retention rate



## Conclusion

- At-risk student completion higher than expected
- More students need to take READI
- More technical way advertising READI needed
- Need ways to engage at-risk students

# Discussion

- How to better implement web retention program?
- How to better engage at-risk online students?



- Other thoughts?



# References

Lorenzetti, J. 2002. Before they drift away:  
Two experts pool retention insights.  
Distance Education Report 6. (8) 1-2.





## Contact info

- Leonard MacKey
  - [lmackey@wncc.edu](mailto:lmackey@wncc.edu)
- Scott Drew
  - [sdrew@wncc.edu](mailto:sdrew@wncc.edu)



# The End

## Thanks so much for attending!



**Western Nevada Community College**

Carson City • Douglas • Fallon • Fernley • Hawthorne • Lovelock • Smith • Yerington