



# Valdosta State University Campus Planning

**Kristina M. Cragg, Ph.D.**

Assistant to the President for Strategic Research & Analysis

Data Resource Specialist

[aselder@valdosta.edu](mailto:aselder@valdosta.edu)

Valdosta State University – Strategic Research & Analysis









# By the End of this Presentation ...

☒... We Will Have Discussed:

- Motivation for Creation of Pipeline
- Brief Literature Review
- Research Questions
- Variables Used





# Motivation for the Study





While institutions continue to provide additional and improved programming to increase retention, little is known about an individual institution's non-returning students.











# VSU PIPELINE

For every **100** Freshmen

**28** Leave

**72** Return  
Sophomore Yr.

**13** Leave

**59** Return  
Junior Yr.

**59**



1. Recruitment & Admissions



2. Freshman Focused Programs & Services



3. Sophomore Focused Programs & Services



4. Junior & Senior Focused Programs & Services



















# Questions & Comments