



# THE CURRENT

KACRAO'S MONTHLY NEWSLETTER

JUNE 2024

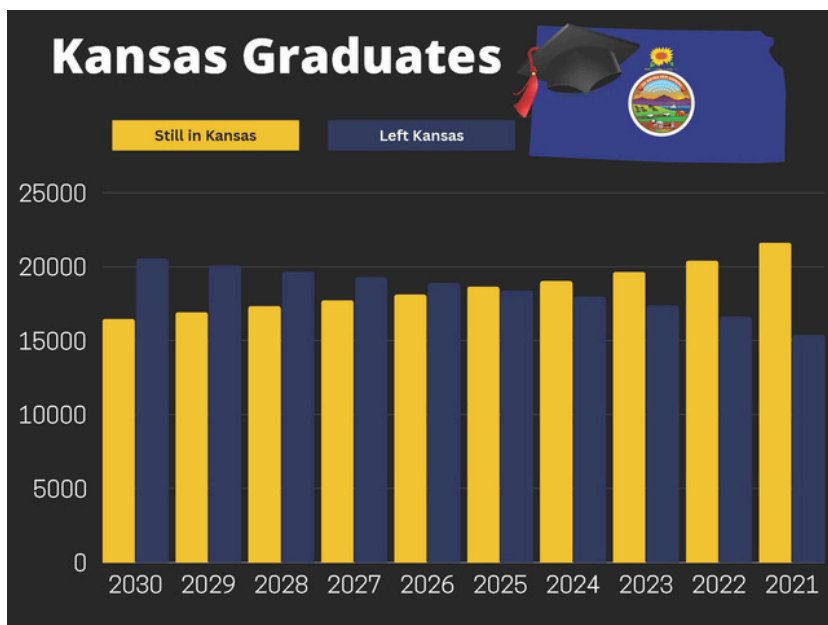
## WHAT'S INSIDE THIS ISSUE:

KU's KBOR Data  
CUPA-HR's Higher Ed. Survey  
KLRD Stats  
KACRAO's Summer Drive-In

## KU INSTITUTE FOR POLICY & SOCIAL RESEARCH

BY MELISSA FARMER

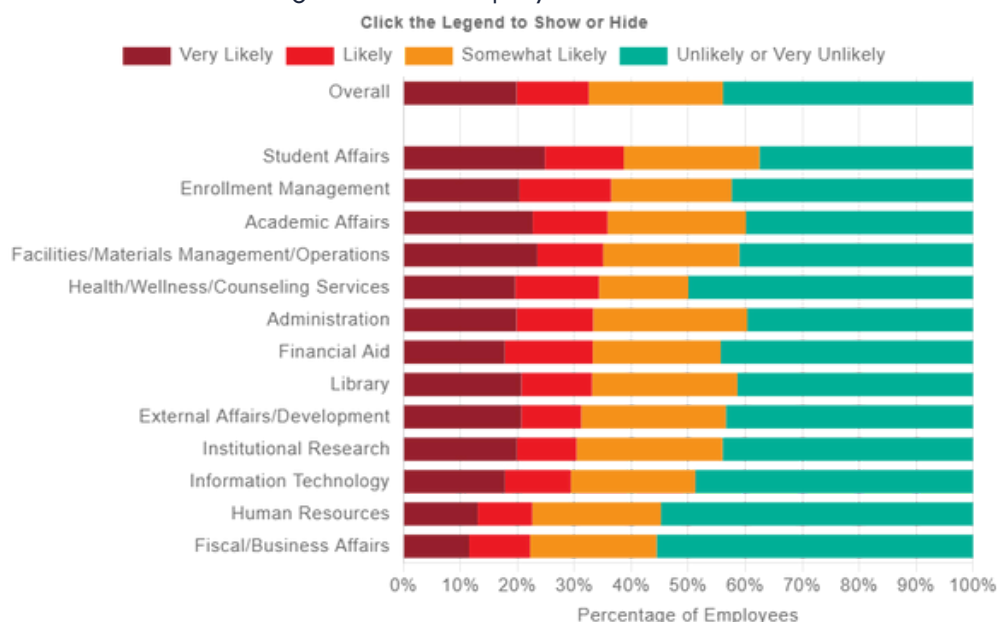
The KU Institute for Policy & Social Research pulled data from KBOR (Kansas Board of Regents) in relation to retention rates in Kansas's university graduates. Did you know that individuals with AAS degrees and certificates are retained more in Kansas than any other degree? Higher degrees like BA, MA, and PhD have the lowest retention rates. Almost 37K graduates are produced in Kansas each year. With that, about 200,000 with post-secondary degrees will stay working in Kansas over a 10-year span.



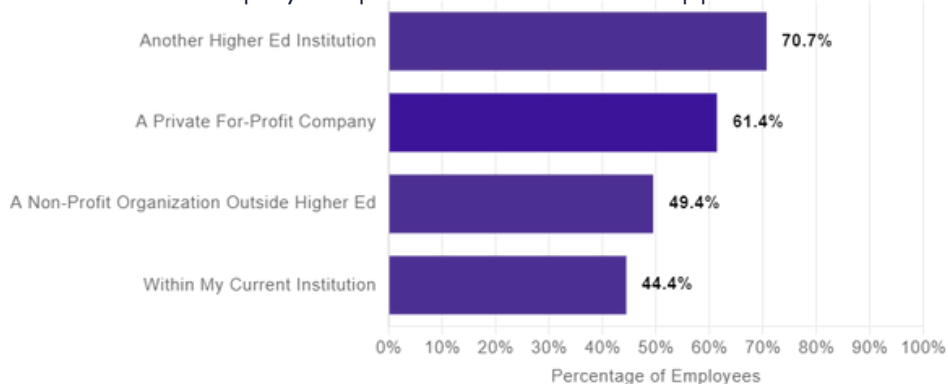
# CUPA-HR'S 2023 HIGHER EDUCATION EMPLOYEE RETENTION SURVEY

Employee retention is not a new phrase in higher ed.! Among many different departments, financial aid employees have felt overworked due to FAFSA simplifications, administrative burden, being short-staffed, and many other reasons. A survey conducted by the College and University Professional Association for Human Resources (CUPA-HR) and NASFAA showed that over half of financial aid professionals are likely to seek other employment opportunities within the next year. The CUPA-HR's 2023 Higher Education Retention Survey asked higher ed. employees multiple questions on retention, and these are some of the results!

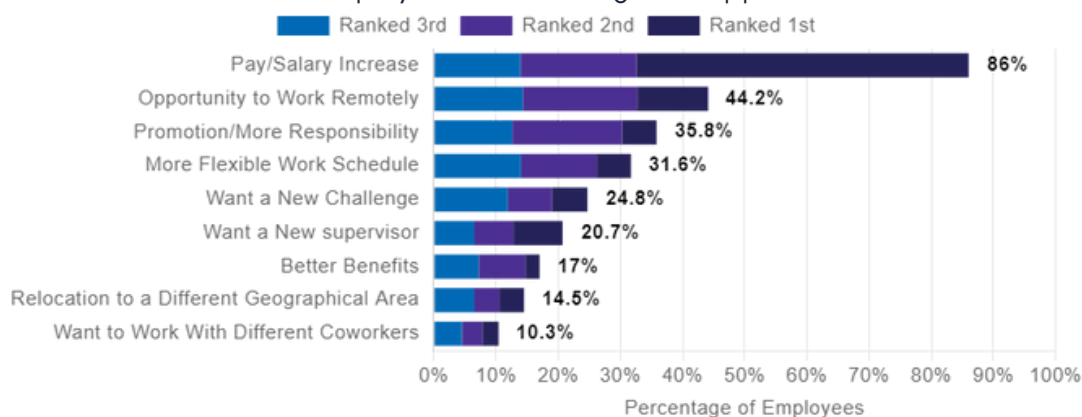
## Likelihood of looking for other employment within the next 12 months



## Where employees plan to look for other opportunities



## Reasons employees are seeking new opportunities



# INFORMATION FROM THE KANSAS LEGISLATIVE RESEARCH DEPARTMENT (KLRD)

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On February 1, 2024, the KLRD released information regarding retention percentages in higher educational institutions in the state of Kansas.

- Four-Year Universities: AY 2017–2022 → 3.6% decline in headcount enrollment.
  - Kansas State University had the largest decline (14.1%).
  - Wichita State University had the largest growth (14.4%).
- Community Colleges: AY 2017–2022 → 19.2% decline in headcount enrollment.
  - Barton Community College had the largest decline (30.9%).
  - Pratt Community College had the largest growth (1.2%).
- Technical Colleges: AY 2017–2022 → 14.1% growth in headcount enrollment.
  - Washburn Institute of Technology had the largest decline (22.2%).
  - Flint Hills Technical College had the largest growth (73.1%).

Sources across the web provide the following strategies to help higher educational institutions increase student retention rates.

- Academic Engagement: Research states that when students are engaged, they make better academic progress and consider furthering their education. 53% of students and 66% of educators indicate that engagement is a consistent challenge.  
Ways to combat this challenge:
  - Interactive teaching methods.
  - Collaborative projects.
  - Personalized learning experiences.
- Academic Resources: This is crucial for fostering student success! Common resources include tutoring and learning centers, digital resources, and on-the-job learning experiences.
- Turning insights into action! Many higher education institutions have collected data from campus surveys, but that should not be the end. You must use that data and act! Set ongoing plans to stay ahead of the game in the future.
- Adopt flexible scheduling. Adults are increasingly embracing nontraditional education, but the decision to return without the flexibility to work and continue their education is not as easy.

Research has shown that Gen Z individuals are not as afraid of unemployment and career instability as previous generations. A 2022 survey from the World Economic Forum reported that almost half Gen Z workers stated they would quit their job if it had a negative impact on their work-life balance. Microsoft's data shows entrepreneurship as a top career choice with almost two-thirds of Gen Z Americans starting their own business. This means that non-traditional careers are becoming more popular, and most do not need higher education. This means higher education institutions must focus on the reality and importance of improving student retention!

# KACRAO SUMMER DRIVE-IN

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Are you ready to attend the annual Summer Drive-In?! Here is your opportunity!! The 2024 KACRAO Summer Drive-In Workshop will be held on Thursday, July 25, at the Wichita State University campus. SAVE THE DATE!

Get excited for this year's keynote speaker, Dr. Jessica Provines. Dr. Jessica Provines is the Assistant VP for Wellness, Chief Psychologist. She received her Ph.D. in Community/Clinical Psychology from Wichita State University in 2006 and has been a licensed Psychologist in Kansas since 2007.

The 2024 KACRAO Summer Drive-In's theme will be Movie Madness: Academy Awards of Wellness.

Plan now to attend this fun event! Register now at <https://www.kacrao.org/2024summerdrive-inworkshop>.

Questions? Contact Denise Hoeffner, Chair of the KACRAO Summer Drive-In Workshop Committee, at [denise.hoeffner@salinatech.edu](mailto:denise.hoeffner@salinatech.edu) or by calling 785-309-3110.



Have exciting news about your institution or a KACRAO member employed at your institution? Maybe you have a wellness tip for your fellow KACRAO members?

You can be in the next issue of The Current by submitting a brief summary to [melissa.farmer@salinatech.edu](mailto:melissa.farmer@salinatech.edu)!

Let's stay engaged! I can't wait to hear from you!



*Thanks  
for  
reading!*



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