



**Thoughts on the Future:**  
Critical Issues Facing Drexel University  
& Some Possible Solutions

Prepared for:  
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# Critical Issues Facing Drexel: Historical background and highlights



- ✦ 1891: Drexel Institute of Art, Science and Industry
- ✦ 1970: Drexel University
- ✦ 1996: Online programs
- ✦ 2002: Merged with MCP Hahnemann University
- ✦ 2006: College of Law
- ✦ 10 colleges and 3 schools
- ✦ Co-operative education



# Critical Issues Facing Drexel: Three Critical Issues

1. Staff training and Professional Development
2. Student Recruitment
3. Student Retention



# Critical Issues Facing Drexel: Staff Training and Professional Development

- ✦ Poor customer service
  - ✦ Towards students
  - ✦ Towards fellow employees
- ✦ Low staff morale



# Critical Issues Facing Drexel: Staff Training and Professional Development

- ✦ Strong monetary support
- ✦ Dedicated, high-level administrative and academic backing
- ✦ University-wide training and development coordinator structure
- ✦ Ongoing assessment of training needs
- ✦ Customer service training structure for both new and continuing employees
- ✦ Utilization of both internal and external professional development opportunities
- ✦ Internal development/advancement component
- ✦ Streamlining of processes and procedures
- ✦ Consolidation of administrative functions



# Critical Issues Facing Drexel: Student Recruitment

## Projected change in high school graduate rates

State	Projection of Change
Delaware	8.2%
Maryland	6.6%
D.C.	0.3%
New York	-3.3%
Pennsylvania	0.1%

## Projected change in elementary and secondary education enrollment

State	Projection of Change
Delaware	-2.0%
Maryland	-1.0%
D.C.	-2.8%
New York	-6.0%
Pennsylvania	-7.7%



# Critical Issues Facing Drexel: Student Recruitment

## Number of Freshman Applications



Source: [http://www.drexel.edu/statistics/prospective.asp#app\\_fresh](http://www.drexel.edu/statistics/prospective.asp#app_fresh)



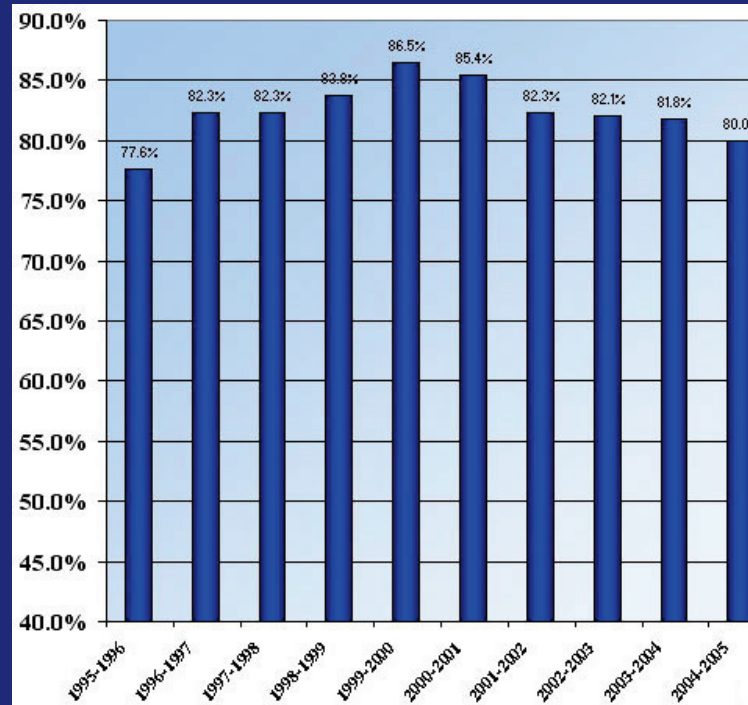
# Critical Issues Facing Drexel: Student Recruitment

- ✦ Branding\*
  - ✦ Domestic
  - ✦ International
- ✦ Marketing focus on big growth states\*
- ✦ Non-traditional student focus\*
- ✦ Use of new media
- ✦ Physical campus development
- ✦ Physical campus maintenance



# Critical Issues Facing Drexel: Student Retention

## First to Second Year Retention Rates



Source: <http://www.drexel.edu/statistics/prospective.asp#retent>



# Critical Issues Facing Drexel: Student Retention

- Carnegie-Mellon University
- Case Western Reserve University
- Georgia Institute of Technology
- Virginia Polytechnic Institute
- Lehigh University
- Rensselaer Polytechnic Institute
- Illinois Institute of Technology
- Northeastern University
- University of Cincinnati

Designation	Six Year Graduation Rate	Cohort Entering	First to Second Year Retention Rate	From Fall	To Fall
Role Model	86.4%	2000	94.5%	2005	2006
Role Model	77.0%	2000	91.0%	2005	2006
Role Model	77.0%	2000	92.0%	2005	2006
Role Model	76.0%	1999	88.0%	2004	2005
Peer	86.0%	2000	94.0%	2005	2006
Peer	82.0%	2000	94.0%	2005	2006
Peer	67.0%	2000	85.0%	2005	2006
Other Coop	63.9%	2000	89.7%	2005	2006
Other Coop	52.2%	2000	80.0%	2005	2006
<b>Drexel University</b>	60.0%	1999	80.0%	2004	2006



# Critical Issues Facing Drexel: Student Retention

- ✦ Three-pronged study and service improvements
  - ✦ Freshman
  - ✦ Second and subsequent years
  - ✦ Graduate students
- ✦ Better customer service
- ✦ Physical campus improvements
- ✦ Change in administrative hours
- ✦ Streamlining administrative procedures
- ✦ Making policies clear and readily accessible



**Thank you**

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