2014 Weekend Behavior Survey – GPA & Retention Follow-Up

Executive Summary

Purpose: In the spring of 2014, the Weekend Behavior Survey gathered data about students’ weekend behaviors, level of campus involvement, and their sense of belongingness on campus. In order to better inform decisions regarding practice, this follow-up study was conducted to determine if a relationship existed between the behaviors and beliefs measured by the survey and the students’ GPA and/or retention.

Key Respondent Demographics:
- 250 respondents (90% Confidence Level, ± 5%)
- First year freshmen (64%) and transfer students (36%) residing on campus (87.6%) or in DeKalb (14%)*
- 65.6% female, 34.4% male
- 36.4% employed working <20 hours per week (81.3%)
- Overall Cumulative GPA: 2.95
- Overall Retention Rate: 86% enrolled fall 2014

*Some on-campus residents also have permanent DeKalb addresses

Overall, GPA and retention did not have a statistically significant relationship with any of the behavior or perception factors in this study. Nevertheless, the results show some practical significance. The chart to the right shows that students who just believe that leaving has a detrimental effect on their experience will be more likely to stay enrolled. In addition, the chart below shows that retention rates tend to decrease as students feel less connected to the campus.

Select Recommendations
- Future programming efforts should emphasize the importance of investing in college life as a student success strategy
- NIU should provide resources and training to staff with high student contact about the importance of students finding their community