



## Burton College of Education

#1 Plan cycle - 1  
Plan cycle 2024/2025  
7/1/24 - 6/30/25

**Performance Objective 1 Increase annual student recruitment into the Burton College of Education, as measured by Fall 14th-day census data.**

**1 Assessment and Benchmark**

Benchmark: To increase the overall recruitment into the Burton College of Education by 3% each year using Fall 14th day census data as evidence.

**1.1 Data**

Burton College of Education

| Fall Semester | Cohort Size (UG Enrollment) | % Change | Cohort Size (GR Enrollment) | % Change | Average UG & GR Enrollment |
|---------------|-----------------------------|----------|-----------------------------|----------|----------------------------|
| 2020          | 704                         | -4.7%    | 133                         | 6.4%     | .85%                       |
| 2021          | 612                         | -13.1%   | 115                         | -13.5%   | -13.3%                     |
| 2022          | 529                         | -13.6%   | 83                          | -27.8%   | -20.7%                     |
| 2023          | 577                         | 9.1%     | 88                          | 25.7%    | 17.4%                      |
| 2024          | 617                         | 6.9%     | 106                         | 20.5%    | 13.7%                      |
| Average       |                             | -3.08%   |                             | -1.42%   | -2.25%                     |

School of Kinesiology

| Fall Semester | Cohort Size (UG Enrollment) | % Change | Cohort Size (GR Enrollment) | % Change | Average UG & GR Enrollment |
|---------------|-----------------------------|----------|-----------------------------|----------|----------------------------|
| 2020          | 451                         | -1.1%    | 53                          | -100%    | -50.55%                    |
| 2021          | 406                         | -10%     | 38                          | -28.3%   | -19.15%                    |
| 2022          | 357                         | -12.1%   | 32                          | -15.8%   | -13.95%                    |
| 2023          | 365                         | 2.2%     | 29                          | -9.4%    | -3.6%                      |
| 2024          | 379                         | 3.8%     | 37                          | 27.6%    | 15.7%                      |
| Average       |                             | -3.44%   |                             | -25.18%  | -14.31%                    |

Department of Education Professions

| Fall Semester | Cohort Size (UG Enrollment) | % Change | Cohort Size (PBC) | % Change | Cohort Size (GR Enrollment) | % Change | Avg UG & GR Enrollment |
|---------------|-----------------------------|----------|-------------------|----------|-----------------------------|----------|------------------------|
| 2020          | 224                         | -8.6%    | 29                | -23.7%   | 80                          | 3.9%     | -9.47%                 |
| 2021          | 181                         | -19.2%   | 25                | -13.8%   | 51                          | -36.3%   | -23.1%                 |
| Average       |                             | -13.9%   |                   | -18.75%  |                             | -16.2%   | -6.82%                 |

PBC Calculations moved within all UG data after 2021

Department of Education Professions

| Fall Semester | Cohort Size (UG Enrollment) | % Change | Cohort Size (GR Enrollment) | % Change | Avg UG & GR Enrollment |
|---------------|-----------------------------|----------|-----------------------------|----------|------------------------|
| 2022          | 172                         | -16.5%   | 51                          | -33.8%   | -25.15%                |
| 2023          | 212                         | 23.3%    | 59                          | 55.3%    | 39.3%                  |
| 2024          | 238                         | 12.3%    | 69                          | 16.9%    | 14.6%                  |
| Average       |                             |          |                             |          |                        |

**1.1.1 Analysis of Data**

2024-2025:

The Burton College of Education has annual data covering Fall 2020 to Fall 2024. The five year recruitment average for all programs is -2.25%. The five year recruitment average for undergraduate programs is -3.08%. The five year recruitment average for graduate programs is -1.42%.

The College can report a positive increase in overall recruitment for Fall 2023 (+17.4%) and Fall 2024 (+13.7%) meeting our goal of 3% even though the overall five year average is -1.42%.

The set goal is to increase recruitment across the college by 3%. Data is reported from the 14th day census that occurs each fall.

1a. The School of Kinesiology has annual data covering Fall 2020 to Fall 2024. The five year recruitment average for all programs is -14.31%. The five year recruitment average for undergraduate programs is -3.44%. The five year recruitment average for graduate programs is -25.18%.

The School can report an increase in overall recruitment for both UG (+3.8%) and graduate (+27.6%) for the Fall 2024 academic year.

1b. The Department of Education Professions has annual data covering Fall 2020 to Fall 2024. Data being analyzed and discussed is from Fall 2022 to Fall 2024 due to the combining of UG program data reporting beginning in Fall 2022. The three year recruitment average for all programs is +9.59%. The three year recruitment average for undergraduate programs is +6.37%. The three year recruitment average for graduate programs is +12.8%.

The Department can report a positive increase in overall recruitment for both Fall 2023 (+39.3%) and Fall 2024 (+14.6%).

### **1.1.2 Plan for Continuous Improvement**

2024-2025:

The Burton College of Education's overall recruitment plan for continuous improvement includes expanding both the Unlock Education Regional Conference and Train, Teach, Treat (T3) Summit to include more participants. Historical data (8 years) from the Unlock Education Conference indicates that about 50% of participants attend McNeese and of that about 50% of those enrolled choose the field of education.

T3 has only occurred for two years so continuous data is not yet available

Education Professions also intends on expanding the Ed Rising, Pre-Educator Pathway, partnerships with new districts during the 2025-2026 academic year. At the time this report was written discussions with two new districts is occurring.

The Dean of the college has also reached out to Fort Polk with the intent of forming a partnership to include online EDUC UG and Grad programs along with MS in Science programs located within Kinesiology and Education Professions.

## **Performance Objective 2 Increase the year-to-year retention rate of First Time Full Time Freshmen in the Burton College of Education.**

### **1 Assessment and Benchmark**

Benchmark: To increase the overall retention rate for the Burton College of Education for First Time Full Time Freshman (FTFTF) to Year 2 (sophomore) by 1.75% using IRE reported data. (The rate of 1.75% was agreed upon by the provost and dean.)

1a. Drew School of Kinesiology will increase FTFTF retention from freshman to sophomore by 1.5% for the Fall 2024 cohort.

1b. Education Professions will increase FTFTF retention from freshman to sophomore by 2% for the Fall 2024 cohort. 1.1 Data

#### **1.1 Data**

## Burton College of Education

| Fall Semester | Cohort Size | Y1 to Y2 | Y1 to Y2 % Retained | Y1 to Y3 | Y1 to Y3 % Retained |
|---------------|-------------|----------|---------------------|----------|---------------------|
| 2023          | 140         | 79       | 56.4%               | 6.4%     | .85%                |
| 2024          | 148         |          |                     |          |                     |

## School of Kinesiology

| Fall Semester | Cohort Size | Y1 to Y2 | Y1 to Y2 % Retained | Y1 to Y3 | Y1 to Y3 % Retained |
|---------------|-------------|----------|---------------------|----------|---------------------|
| 2020          | 97          | 55       | 56.70%              | 36       | 37.10%              |
| 2021          | 94          | 48       | 51.10%              | 35       | 37.20%              |
| 2022          | 84          | 45       | 56.60%              |          |                     |
| 2023          | 105         | 57       | 54.30%              |          |                     |
| 2024          | 103         |          |                     |          |                     |

## Department of Education Professions

| Fall Semester | Cohort Size | Y1 to Y2 | Y1 to Y2 % Retained | Y1 to Y3 | Y1 to Y3 % Retained |
|---------------|-------------|----------|---------------------|----------|---------------------|
| 2020          | 48          | 25       | 52.10%              | 17       | 35%                 |
| 2021          | 28          | 14       | 50.00%              | 9        | 32.10%              |
| 2022          | 24          | 6        | 25.00%              |          |                     |
| 2023          | 35          | 21       | 60.00%              |          |                     |
| 2024          | 45          |          |                     |          |                     |

**1.1.1 Analysis of Data**

2024-2025:

Baseline data for the Burton College of Education was set using the 2023 cohort of First Time Full Time Freshman (FTFTF) at a retention rate of 56.4% from freshman Fall 2023 to sophomore Fall 2024. The college-wide goal is to increase retention across the college by 1.75% for the Fall 2024 FTFTF cohort. Data will be collected each fall from the 14th day census, reported by IRE to the college, and evidenced in the annual assessment report.

1a. The School of Kinesiology has annual data covering Fall 2020-F2023. The four year retention average is 53.93%. They have had an increase over the last two years of 2.5% (F2022) and 1.01% (F2023), respectively. The set goal is to increase retention for the School of Kinesiology by 1.5% for the Fall 2024 FTFTF cohort. Data will be collected each fall from the 14th day census, reported by IRE to the college, and evidenced in the annual assessment report.

1b. The Department of Education Professions has trend data covering Fall 2020 to Fall 2023. The four year retention average is 46.78%. We do not believe the increase from Fall 2022 (25%) to Fall 2023 (60%) represents a true evaluation of the program efforts as the Fall 2022 cohort seems to not repeat at 25% retention rate over the last four years.

The set goal is to increase retention for the Department of Education Professions by 2% for the Fall 2024 FTFTF cohort. Data will be collected each fall from the 14<sup>th</sup> day census, reported by IRE to the college, and evidenced in the annual assessment report.

**1.1.2 Plan for Continuous Improvement**

2024-2025:

The Burton College of Education’s overall retention plan for continuous improvement includes student concern reporting by all full-time faculty and visiting lecturers at 14<sup>th</sup> day, midsemester, and end of semester. Both departments will conduct mid-semester student concern meetings with faculty to discuss support to be offered to students of concern that may include available University student services and/or academic plans that include monthly meetings with their advisors.

Data is tracked and reported to the dean for each of the three mandatory student concern reporting timelines.

**Performance Objective 3 Increase the rate of undergraduate graduates from the Burton College of Education who secure employment or enroll in graduate programs.**

**1 Assessment and Benchmark**

Benchmark: To increase overall job placement or application into master’s programs for UG graduates within the Burton College of Education to 80% using annual data collected through the President’s Graduation Survey.

**1.1 Data**

Burton College of Education

| Academic Year | Number of Graduates | Participation % | Secured Employment (PT /FT) | Grade School Placement | All Post-Grad Placement |
|---------------|---------------------|-----------------|-----------------------------|------------------------|-------------------------|
| 2024-2025     | 121                 | 81.8%           | 42.5%                       | 7.5%                   | 50%                     |

**1.1.1 Analysis of Data**

2024-2025:

The President’s Graduation Survey was used as baseline data for the Burton College of Education. The survey was first implemented with the Fall 2024 graduating class.

Discussion with the provost pertaining to the survey questions to include clarification questions or clearer questions about graduates applying to advanced-level programs. Some Kinesiology graduate programs do not begin accepting applications until mid-spring or summer so fall graduates who will apply for a graduate program would have not been able to apply at the time of fall graduation. Also, education majors that are spring graduates may not sign an actual contract for hire until July or August due to school staffing depending on fiscal budgeting for the following academic year.

**1.1.2 Plan for Continuous Improvement**

2024-2025:

The School of Kinesiology is implementing Graduate Support nights during the 2025-2026 academic year to assist undergraduate students in their application process for graduate schools.

The Department of Education Professions will be implementing a recruitment push for the Master of Education in Curriculum and Instruction to UG seniors to begin the program using senior privilege.