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| Report auto generated in RShiny |  |  |  | For questions, contact Dr. Steve Sherrin at sherrins@wit.edu |

Retention Insights

With National Student Clearinghouse Data

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# About This Report

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|  | Write this last so that you can summarize the most important points from your business plan.  Provide a concise but positive description of your company, including objectives and accomplishments. For example, if your company is established, consider describing what it set out to do, how it has accomplished goals to date, and what lies ahead. If new, summarize what you intend to do, how and when you intend to do it, and how you think you can overcome major obstacles (such as competition).  You can also choose to use the following four subheadings to organize and help present the information for your executive summary.  Note: to delete any tip, such as this one, just click the tip text and then press the spacebar. |

Welcome to the RShiny app for student retention in higher education! This report is built to work alongside a research project that demonstrates how tracking National Student Clearinghouse (NSC) persistence data can help IR researchers develop timely, relevant, and important data insights for university leaders. It is designed to assist Institutional Research (IR) departments in answering important student retention questions and making data-driven decisions – all for free.

Whether you are a researcher looking for new insights, or a university leader looking to improve retention rates, this report is a valuable tool for anyone interested in student retention in higher education.

# Your Data

|  |  |
| --- | --- |
|  | Please remember to…. |

Abc

'r nrow(df())'

Below we want to show some plot based on mtcars dataset:

## Data Methodology

|  |  |
| --- | --- |
|  | Indicate whether your business is a sole proprietorship, corporation (type), or partnership. If appropriate, define the business type (such as manufacturing, merchandizing, or service).  If licenses or permits are required, describe the requirements for acquiring them and where you are in the process.  If you have not already stated whether this is a new independent business, a takeover, a franchise or an expansion of a former business, include that here. |

# Data Insights

|  |  |
| --- | --- |
|  | How well you market your business can play an important role in its success or failure. It is vital to know as much about your potential customers as possible—who they are, what they want (and don’t want), and expectations they may have. |

## By Institution

|  |  |
| --- | --- |
|  | What is your target market? (Who is most likely to buy your products or use your services?) What are the demographics? What is the size of your potential customer base?  Where are they? How are you going to let them know who and where you are and what you have to offer?  If you believe that you have something new, innovative or that isn’t generally available: How do you know that there is a market for it—that people are willing to pay for what you have to offer?  Consider the market you are trying to reach: Is it growing, shrinking or static?  What percentage of the market do you think you will be able to reach? How will you be able to grow your market share?  Note: You might include a chart, such as the one that follows, to demonstrate key points about your market potential at-a-glance. |

# Appendix

## Data Exclusions