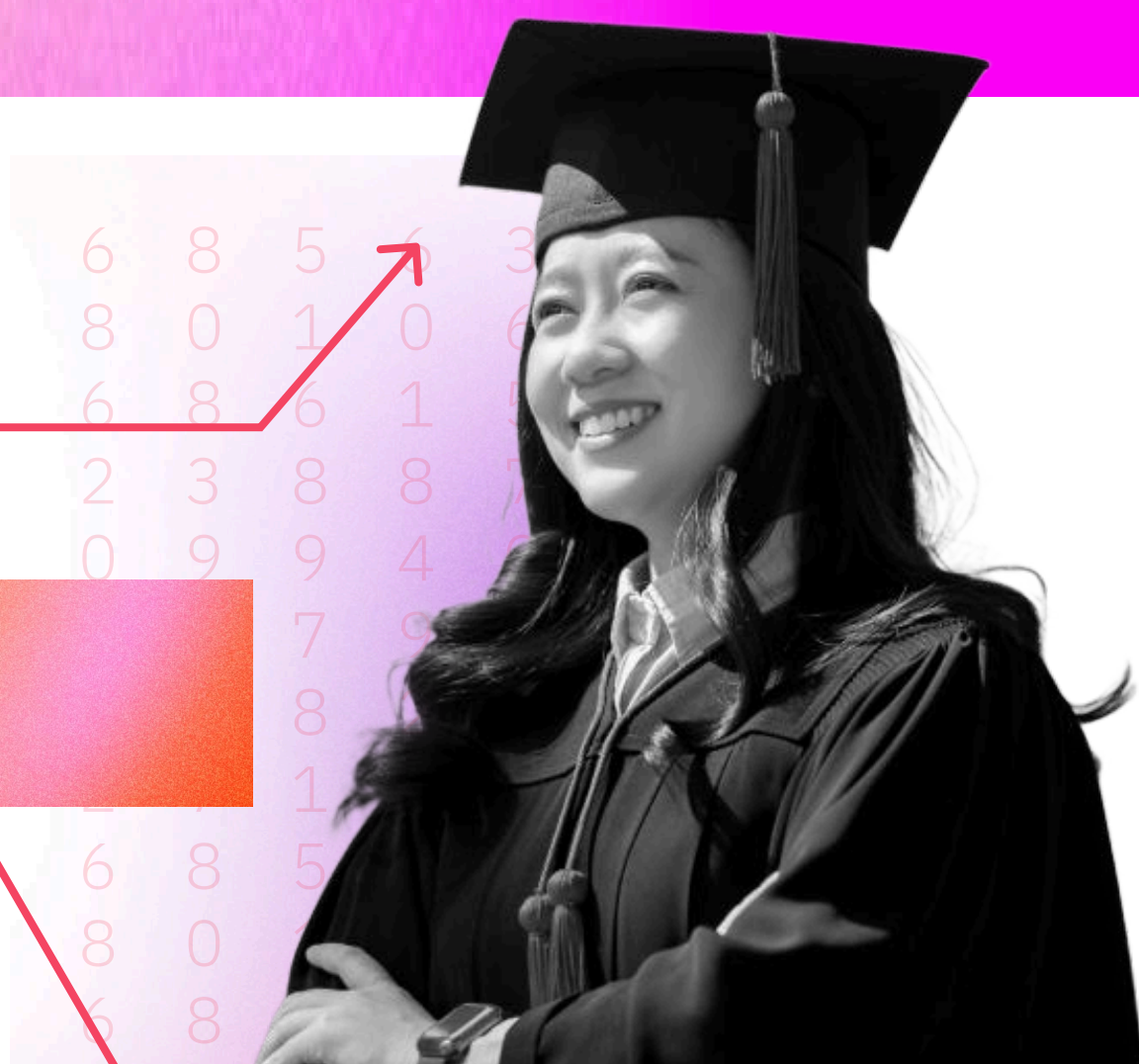
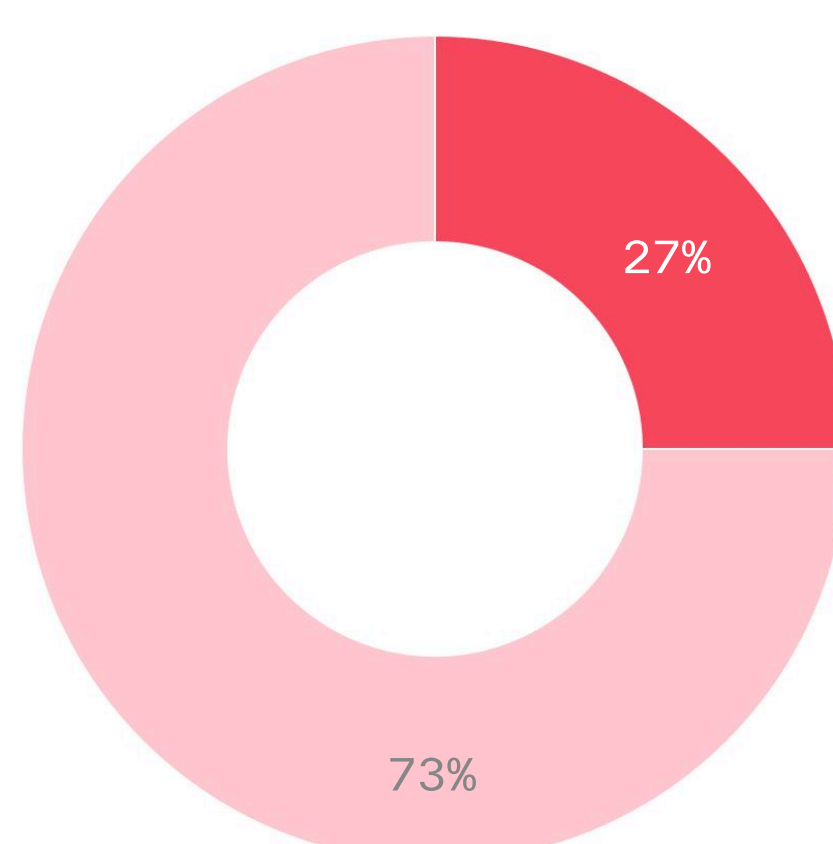


Creative Student Retention Strategies for Higher Education



1. Start Retention Efforts Early

- Offer campus visits, shadowing experiences, and early orientation.
- Provide welcome packages, success stories, and access to online communities.
- Share information on career resources to boost student preparedness and excitement.



Alarming full-time student drop out rate
Source: National Center for Education Statistics, data from 2007 to 2022.

Average amount of students that don't return to university every year

Average student retention rate

Student motivation changes along the way

Source: YouScience, data from 2019 to 2022

75%

Reported feeling moderately, slightly, or not at all prepared.

53%

Changed their college major at least two times.

2. Design Career-Oriented Academic Programs

- Create programs aligned with current job market needs. *
- Help students select majors with strong career prospects.
- Use labor market data to guide curriculum development for in-demand skills.

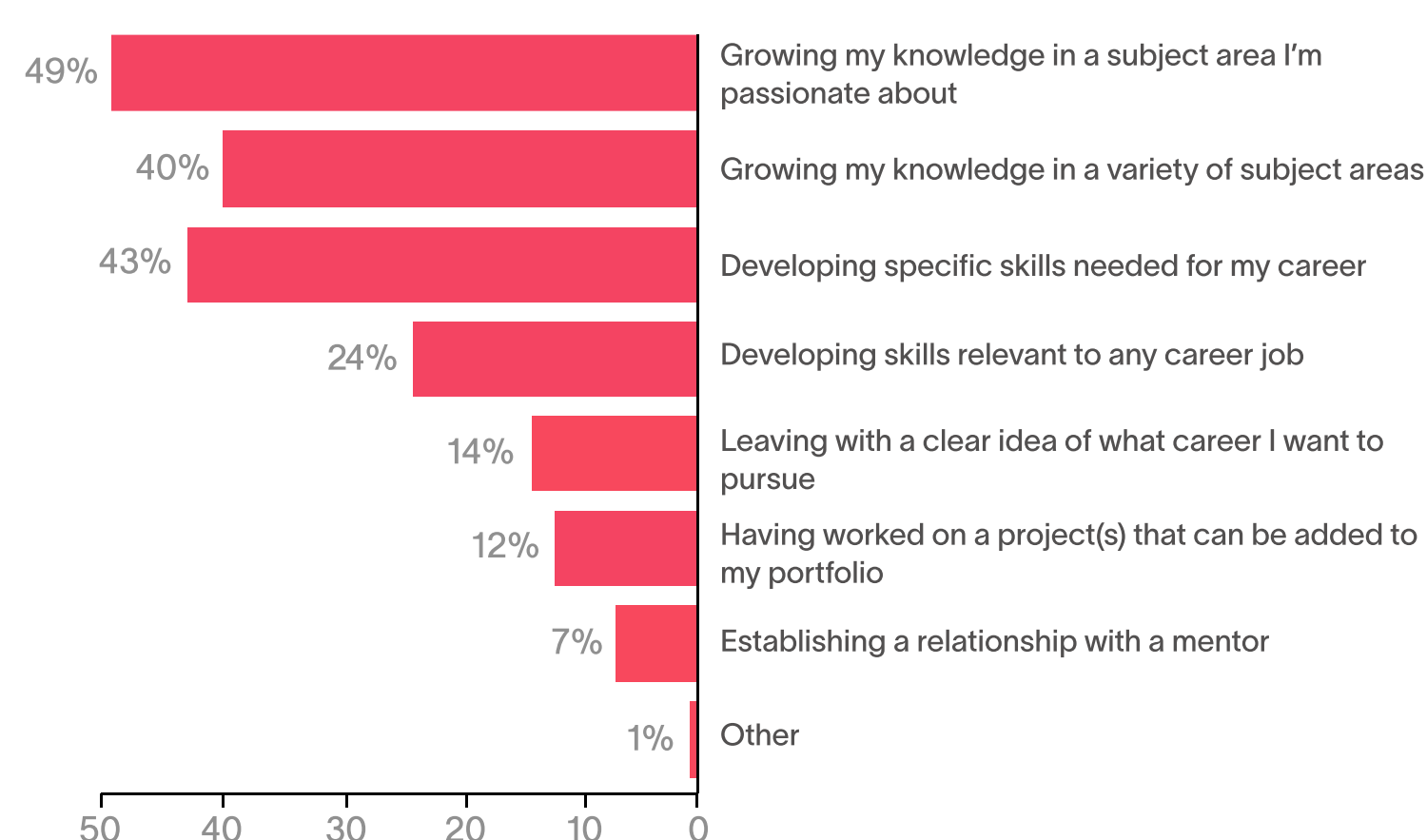
* Offered by Lightcast

3. Guide Students Toward In-Demand Careers

- Utilize labor market data to connect course skills with future careers.
- Support students with career exploration through resources and counseling.
- Help students see clear, achievable career paths to increase motivation and retention.

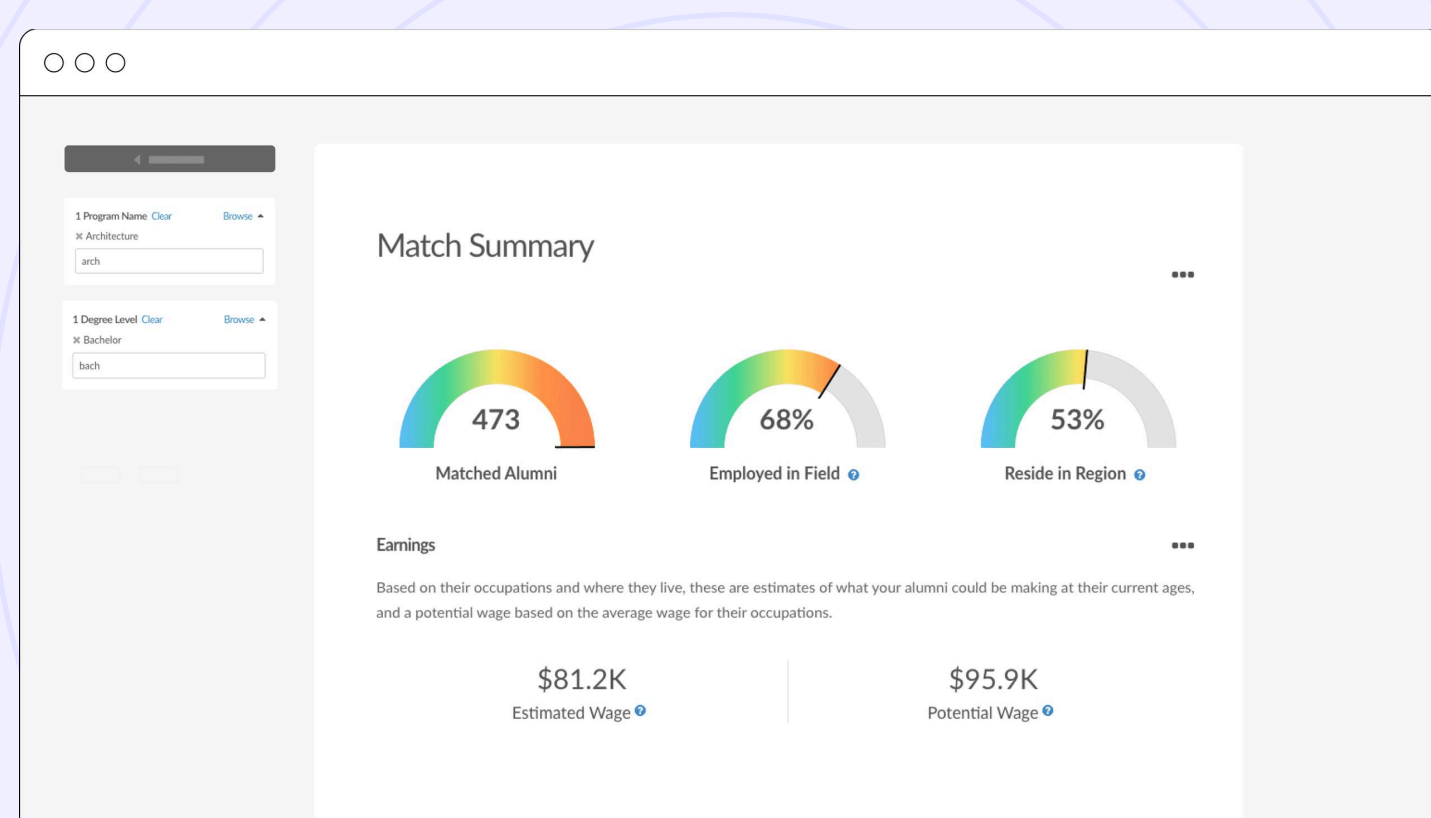
The top outcomes from students' college experience

Source: Inside Higher Ed, 2023



4. Track Alumni Career Pathways to Improve Outcomes Over Time

- Monitor alumni career pathways to refine academic and career services.
- Share alumni success stories to boost enrollment and student motivation.
- Identify and enhance programs that yield strong career outcomes.



Setting Students up for Career Success

Source: Lightcast, 2016

86%

Felt like the college did a good job helping them navigate career options

85%

Felt very confident or confident about their next steps

Case Study: Weston College

- Launched a career assessment tool with Lightcast's Career Coach.
- Provided personalized career guidance and increased student confidence.
- Results: 86% of students felt well-supported in career planning.

Partner with Lightcast

Lightcast uses labor market data to help colleges improve retention and student career success. We support over 1,000 institutions in aligning education with real-world careers.

Read more at lightcast.io

