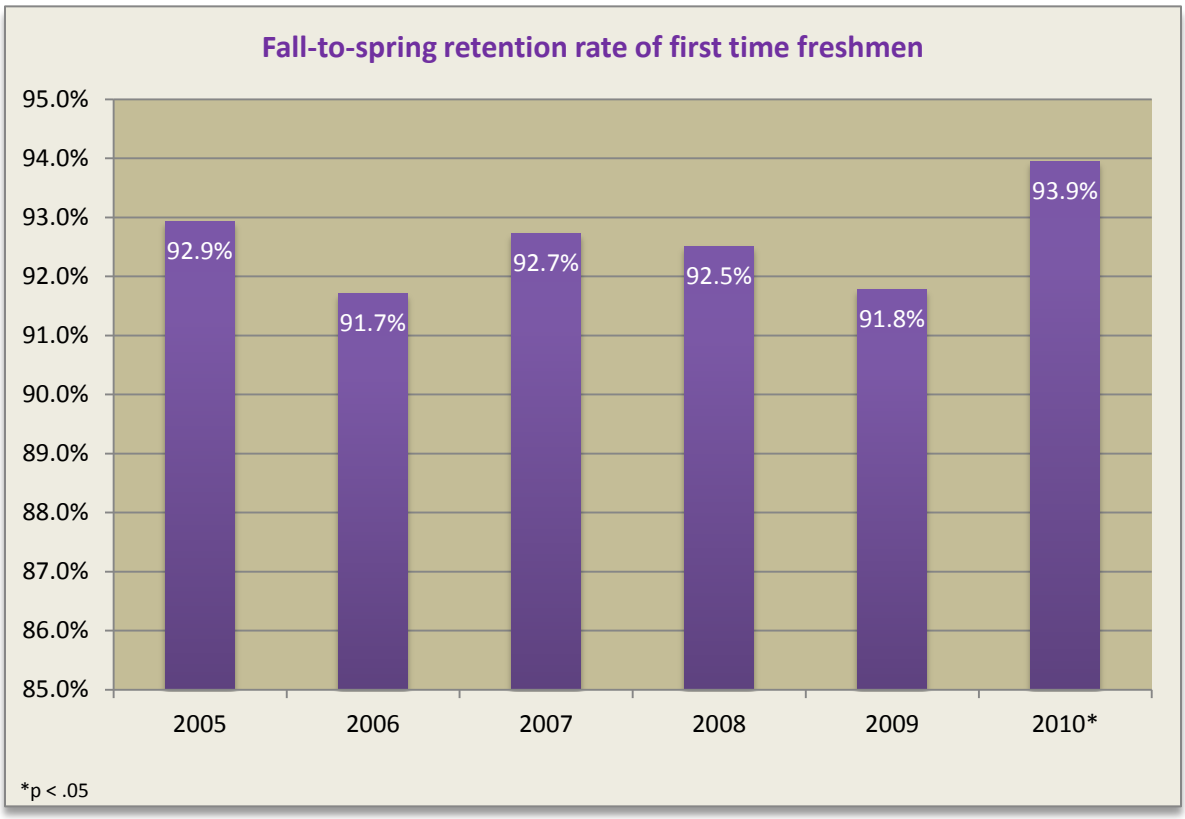
University of Northern Iowa

UNI I am... making achievement possible.

In the fall of 2010, UNI implemented **MAP-WORKS®** for all new freshmen, upon the recommendation of the First Year Council. This program is designed to assist colleges and universities with their student retention efforts. It allows us to inquire about student satisfaction and other issues affecting new student transition and success at UNI throughout the academic year through a series of surveys and other academic measures. Upon completion of these surveys, the system assigns students a risk indicator based on their responses to the survey and several other student characteristics. **MAP-WORKS®** is used by a variety of individuals on campus, including faculty, student affairs staff, and residence life staff.

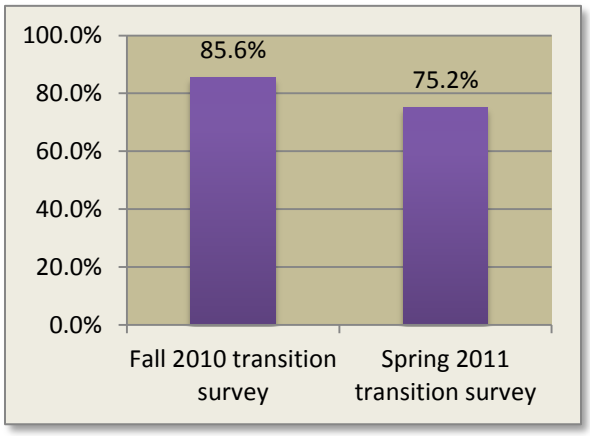
Retention Rate of NEW STUDENTS in 2010 Compared to Students from Previous Years

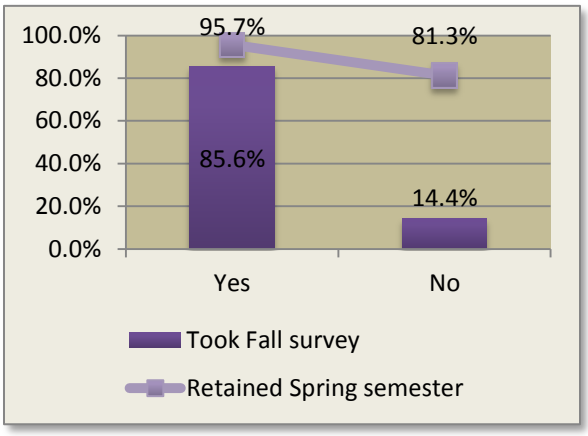


UNI freshmen who completed the fall survey were retained in the spring 2011 semester at a higher rate than freshmen who chose not to complete the survey. More importantly, students who entered UNI in fall 2010 were retained at a **SIGNIFICANTLY HIGHER RATE** than their predecessors from the past five years. The significant effect on retention is independent of the retention pilot program students.

MAP-Works® Making Achievement Possible

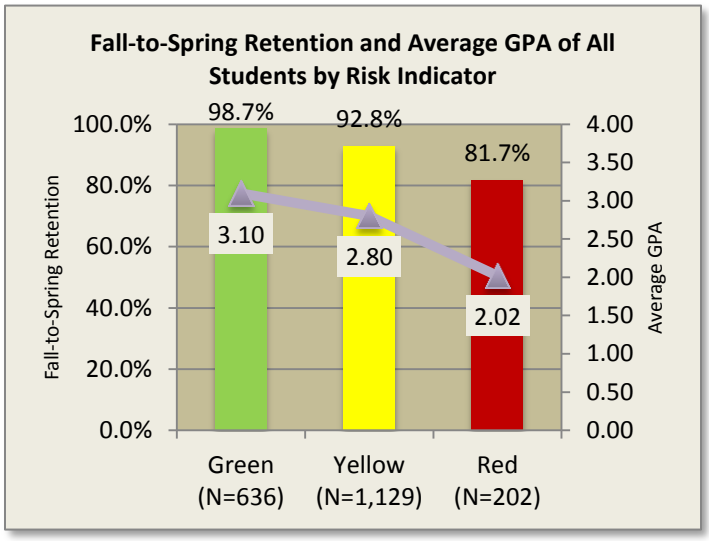
85.6% of students took the MAP-Works® fall transition survey. We are expecting another impactful semester with **75.2%** completing the spring transition survey.

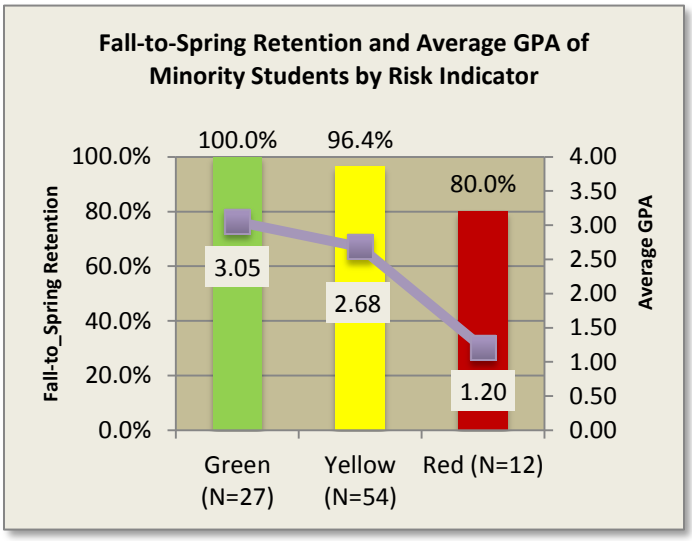




"The MAP-Works® system is a rich source of information about the specific adjustment challenges of individual students, which creates opportunities for early and targeted intervention. In addition, MAP-Works® provides extensive aggregate data about the transition experiences of our first-year student class. This will prove helpful in supporting our data-driven approach to prioritizing strategies for student success."

-- Kristin Woods, Coordinator of New Student Programs





The **MAP-WORKS®** color coded indicators provided an accurate measure for predicting the retention of students into the spring 2011 semester. Green students were retained at a higher rate than yellow or red students, while also holding a higher GPA than the two groups.

For more information about MAP-Works®, please contact Drake Martin at Drake.Martin@uni.edu