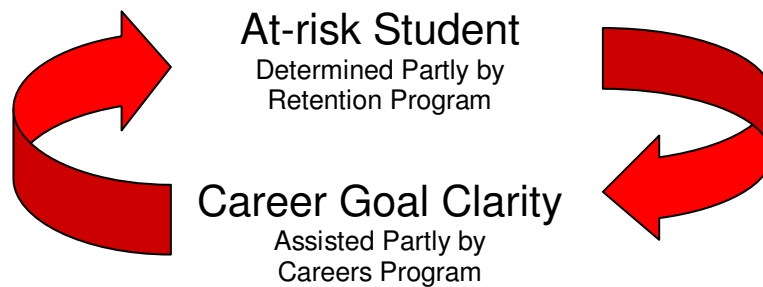


TypeFocus™

Success Through Self Awareness

Success Factors & Retention Programs

Overview of the TypeFocus™ Careers Program



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Introduction

The TypeFocus mission is to help students achieve their educational goals. Retention, therefore, becomes a measure of success in achieving this mission. Students who do not finish their education bear a large personal cost in lost income, missed opportunities and lowered self-esteem. Institutions are affected as well as attrition results in the loss of millions of dollars in lost tuition fees¹ and transfer payments as well as lowered morale and increased stress of instructors and counsellors.

To counter these costs, new emphasis is being placed on addressing low retention rates and resources will flow to those programs that can demonstrate their cost-effectiveness.² However, the recent economic downturn has resulted in many institutions freezing programs in response to reduced budgets. This will make introducing new programs will be more difficult, and they will need to demonstrate their effectiveness through good data. TypeFocus will partner with its clients to produce this data and assist in demonstrating a positive cost-benefit ratio.

TypeFocus Programs

TypeFocus Careers Program

This program provides an online personality assessment and personalized career reports. Students learn more about themselves and use that knowledge to develop better relationships, choose more satisfying careers and become more effective personally. This program meets the highest industry standards.³

TypeFocus Retention Program

This program provides an online assessment called the Success Factors Questionnaire (SFQ), so called because the topics addressed are related to retention, or from the students' perspective, to their success in completing their education.

Part I of the SFQ captures the background information of students such as their high school grades and clarity of their career goals.

Part II is a 30-question survey based on ten topics related to psycho-social indicators of successful persistence⁴ such as self-esteem, locus of control, time management, social support, etc.

TypeFocus has normed the Success Factors results across thousands of users:

- 20,000 university students
- 6,000 college students
- 6,000 high school students.

Students in each of these groups receive reports normed to their own group. Combined, Parts I and II give students feedback on these topics; this type of information can improve self-awareness and self-efficacy.⁵

Proactive Communications

Proactive communications (often referred to as intrusive advising) may be considered a “best practice” and has resulted in marked gains in retention.⁶

TypeFocus streamlines this practice because students sorted for any variable in the Admin Interface can be contacted as a group by the counselor with little effort. These students would receive individualized emails with content that focused on their needs.

The content might relate to a skills workshop (sort for low time management skills), support groups (sort for low self-esteem or low social support) or opportunities such as career fairs (sort for the cohort graduating that year).

Integration of the two programs

The *TypeFocus Careers* and *TypeFocus Retention* programs are designed to function together. What makes the two programs mesh seamlessly is that they share a common interactive database.

The shared interactive database allows counsellors to have full access to both programs at the same time. This means that one can access data on personality type or values (components of the Careers program) and sort for success factor results as well (components of the Retention program).

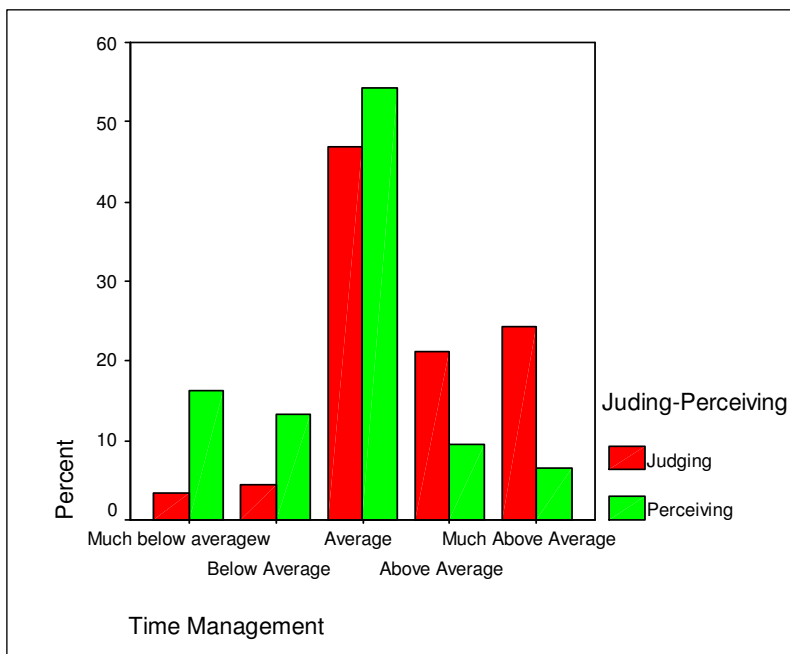
Another benefit is that users only login once and they receive reports in both retention and careers areas that are holistic and interactive.

When at-risk students are identified through the Retention program, the Careers program provides a solution: improving self-awareness and fostering self-efficacy through goal setting.

At TypeFocus, our vision is to help you facilitate the successful journey of every student who comes under your care. Career advising has been suggested as the best place to link students to retention initiatives.⁷ Your career services provide the professional career counseling expertise; we support you with excellent online tools.

Personality Type & Success Factor Results

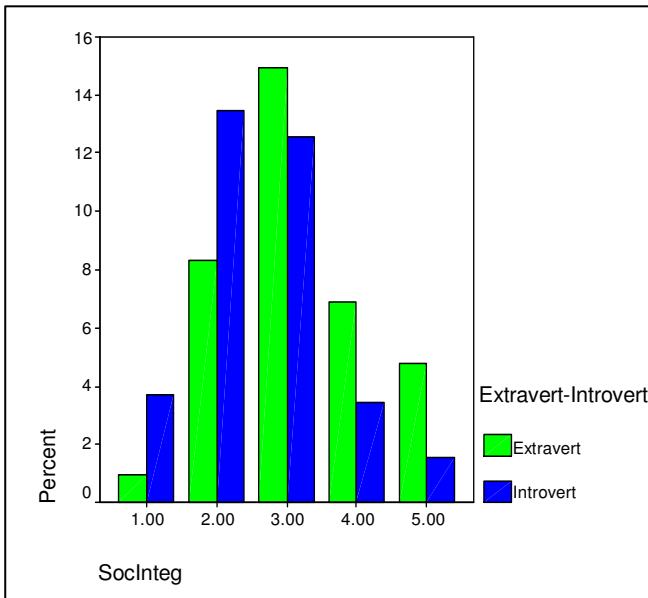
Self-reported Time Management skills are significantly related to the personality factor of Judging-Perceiving. $P < 0.001$



Judging-types are many more times as likely to report themselves as good time managers than their Perceiving-type counterparts.

Students, who were aware of their Judging-Perceiving preference, would have a better understanding of their attitudes to time management.

Student engagement, or what TypeFocus calls Social Integration is significantly correlated to the Extraversion-Introversion type factor. $P < 0.001$



These results would be predicted from type theory; students with a preference for extraversion are more inclined to engage in the social activities of their campus than those with a preference for introversion.

Recent research using TypeFocus and retention data shows significant drop-out rates for students scoring low on Social Integration only if they are extraverts.

This indicates an important insight into the concept of student engagement because theory and this result would indicate that a low score on social integration is a more serious issue for Extraverts than for Introverts.

Retention Results

A university client of TypeFocus received its own SFQ data, matched it to a group of students and returned it with all student identifiers stripped out. Even with low numbers (N=78) several SFQ results were significantly higher for those still enrolled compared to those that were not enrolled and all results were in the predicted direction.

Chi-Square results comparing enrolled to not-enrolled:

- Accepts Responsibility $P < 0.15$
- General Health $P < 0.13$
- Academic Competiveness $P < 0.09$
- Social Support $P < 0.02$
- External Commitments $P < 0.01$

This data could be used to identify at-risk students very early in their academic journey, possibly even before they have started their classes.

Exporting SFQ Data

TypeFocus can export its data in an Excel format that can be imported into a statistical program such as SPSS. Now clients can meld the TypeFocus data with additional information such as their students' GPA and status and perform sophisticated analyses of their own choosing.

Additional Research⁸:

- Allen & Robbins (2008) found students more likely to flourish in academic environments that fit their personality types... Interests affect both choice of entering major and the likelihood of persisting in a major.
- Tracey & Robbins (2006) found that good grades are related to having a major close to one's interests/personality.
- Allen & Robbins (2010) found that higher levels of congruence lead to a greater likelihood of attaining a degree in a "timely fashion".

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http://associationdatabase.com/aws/NCDA/pt/sd/news_article/55619/PARENT/layout_details_cc/true