Customer Service and Retention

Retention refers to students who enroll at a college or university and stay there until they graduate. Retention is central to our mission here at SC State of producing graduates. It also impacts enrollment, funding, and our continued employment.

Noel-Levitz, a leading consulting firm in higher education, stresses that retention is the responsibility of the entire university, and is a measure of:

- How much student growth and learning occurs.
- How valued and respected students feel on campus.
- How effectively your campus delivers what students expect, need, and want.

Delivery of high quality customer service greatly aids retention efforts.

To do our part in retaining our students, we must all adopt the mindset that students are:

- The most important people on campus. Without students there would be no need for the institution.
- Not cold enrollment statistics, but flesh and blood human beings with feelings and emotions like our own.
- Not people to be tolerated so we can do our thing. They are our thing.
- Not dependent on us, rather we are dependent on them.
- Not an interruption of our work, but the purpose of it. We are not doing them a favor by serving them. They are doing us a favor by giving us the opportunity to do so.

Let us all remember that retention is a campus-wide responsibility and requires a coordinated and collaborative approach to improving the quality of student life and learning.

Source: Noel-Levitz, various publications
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