

April 4, 2014
2014 Meeting of the Minds Conference

What Do Heavy Drinking and Misperceived Norms Have to Do with Student Retention? Uncovering the Connections

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Why is Retention So Important?

- Affect on Reputation and Admissions Selectivity
- Cost of Recruitment of New Students
- Economic Losses through Loss of Tuition, Room, and Board

Data Collection Strategies to Assess the Link Between Heavy Drinking and Attrition/Retention

- Institutional Records on Social Behavior, Academic Performance, and Graduation
- Public Records on Arrests and Enrollment
- Surveys of Student Drinking and Engagement
- Surveys of Incoming or New Students Matched Later to Graduation Records

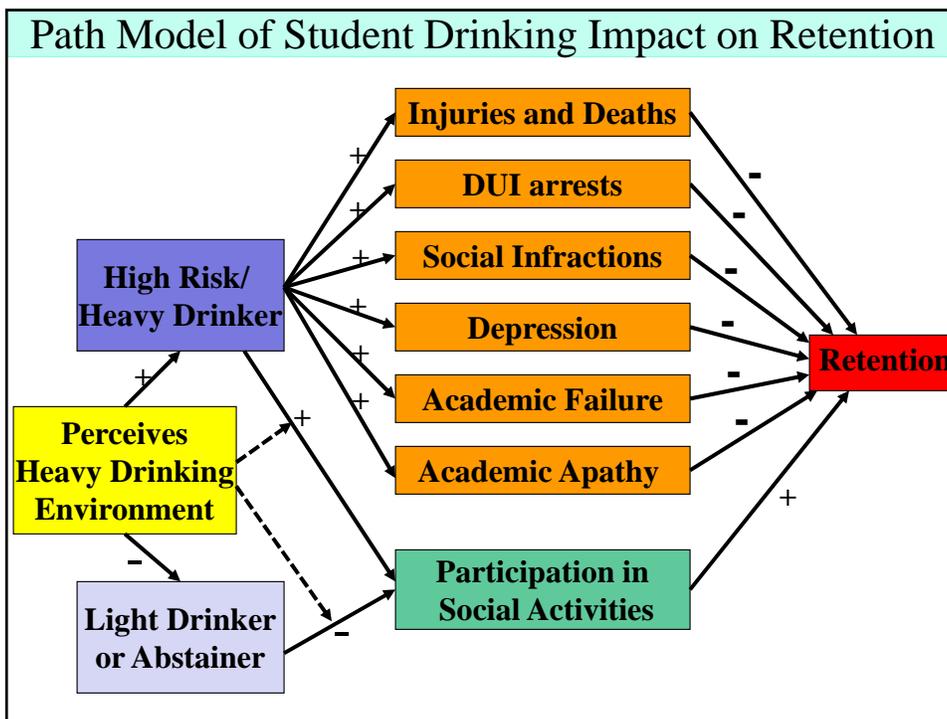
H.W. Perkins, MoM, 2014

STATUS * ACTS10 DRANK BEER * COLLEGE Crosstabulation

		ACTS10 DRANK BEER			Total	
		1 NOT AT ALL	2 OCCASIONALLY	3 FREQUENTLY		
Male	STATUS 1 Graduated	Count	74	174	97	345
		% within ACTS10 DRANK BEER	80.4%	77.7%	71.3%	76.3%
	3 Voluntary	Count	14	43	31	88
		% within ACTS10 DRANK BEER	15.2%	19.2%	22.8%	19.5%
	4 Required	Count	4	7	8	19
	% within ACTS10 DRANK BEER	4.3%	3.1%	5.9%	4.2%	
	Total	Count	92	224	136	452
		% within ACTS10 DRANK BEER	100.0%	100.0%	100.0%	100.0%
Female	STATUS 1 Graduated	Count	150	253	61	464
		% within ACTS10 DRANK BEER	77.3%	79.1%	64.2%	76.2%
	3 Voluntary	Count	39	59	31	129
		% within ACTS10 DRANK BEER	20.1%	18.4%	32.6%	21.2%
	4 Required	Count	5	8	3	16
	% within ACTS10 DRANK BEER	2.6%	2.5%	3.2%	2.6%	
	Total	Count	194	320	95	609
		% within ACTS10 DRANK BEER	100.0%	100.0%	100.0%	100.0%

H.W. Perkins, NASPA, 2010

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Canadian student disaffection among very light and non-drinkers^a by their perceptions of the student drinking norm at parties and bars in their school environment (N=1,197)
Source: H.W. Perkins, Addictive Behaviors 37, 2007.

Indicators of Disaffection	Accurate Perception of Drinking Norm	Overestimates Drinking Norm
% that do not feel valued as a person at their school	13.0	21.3***
% not happy at school most of the time	7.9	11.8*
% thinking that they do not fit in with other students on campus	25.6	32.8**
% that do not think it is important to work with other students to improve their school	21.8	34.2***

^aStudents reporting typically consuming 0 or 1 drinks at parties and bars.
*Significant difference between percentages at p < .05; ** p < 01; ***p < .001.

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