



**CALL FOR SUBMISSIONS**

# ASCEND

to Higher Retention Rates

A Collection of Best Practices and Practical Strategies from Higher Education Experts for Increasing Student Retention, Completion, and Student Success

Edited by

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Volume 3

# CALL FOR SUBMISSIONS

[Dr. Jared Tippets](#) and [Dr. Eric Kirby](#) invites submissions for a new and exciting volume of the [ASCEND to Higher Retention Rates](#) book series. In this volume, we are excited to highlight an edited collection of innovative ideas, best practices, and practical strategies that tie back to one of the components of the ASCEND Model (Affordability, Support, Culture, Engagement, Nudges, or Data).

In regards to your submission, we are looking for write-ups of a single strategy, lever, or best practice that falls under one of our ASCEND categories (Affordability, Support, Culture, Engagement, Nudges, or Data) that you've used on your campus to influence the retention and persistence of your students.

- **Affordability** - What initiatives have you implemented on your campus that help students retain and succeed by addressing challenges related to their finances and affordability? How are you addressing financial challenges on your campus? How are you teaching financial literacy to your students?
- ~~**Support** - What programs and initiatives have you implemented on your campus to better support students in their educational goals? How are you providing holistic support for your students? What strategies are you using to help students feel supported? (SLOTS FILLED)~~
- **Culture** - What strategies have you implemented on your campus to create a culture among your employees that is focused on student success? How have you gone about shifting the culture on your campus to create a student-first approach?
- **Engagement** - How are you helping students get engaged on campus? How are you helping students find their community and feel a sense of belonging?
- **Nudges** - What strategies and practices are you using on your campus to nudge students along the path toward graduation? What solutions have you implemented to help execute your nudges?
- **Data** - How are you using data to improve your retention, completion, and student success work? How are you collecting good data that is actionable?

If you've seen either volume 1 or volume 2 of our ASCEND book series, we are looking for submissions that are more practical in nature rather than "academic," per se. The write-ups don't have to be long. They can range anywhere from 200-1,000 words.

To get a sense of the types of write-ups we are looking for, here is [Chapter 3](#) from our most recent book, Volume 2. In this chapter you'll see short write-ups on strategies and initiatives such as "Financial February", "FAFSA Nights", "Professional Closet", "Free Career Assessments", etc. We aren't looking for one person to write an entire chapter. Instead, we are looking for several experts to submit single write-ups of their favorite initiatives/strategies.

Please don't hesitate to reach out with more questions. We can be reached at [tippetskirby@gmail.com](mailto:tippetskirby@gmail.com).

## Important Dates and Deadlines

Deadline: Until slots fill  
Notification of acceptance: Upon receipt of submission  
Anticipated publishing date: November-December 2024

## Submission Guidelines

Word Limit: 200-1,000 words

Format / Citation style: APA

Title: Please submit a suggested title for your submission

ASCEND Category: Please note which category of the ASCEND Model your strategy aligns with:

- Affordability
- ~~Support (SLOTS FILLED)~~
- Culture
- Engagement
- Nudges
- Data

Originality of work: All submissions should be the original work of the contributor and should not have been submitted for consideration in any other publication. The submission should not be plagiarized, not be developed by artificial intelligence, and be free of grammatical errors and spelling mistakes.

Submission email: Please email submissions as a MS Word document, google doc, or pdf to [tippetskirby@gmail.com](mailto:tippetskirby@gmail.com).

## Suggestions for Strong Submissions

- Submit ideas, strategies, and best practices that have been proven effective on your campus and have some data to prove their impact
- Submit ideas, strategies, and best practices that have applicability to other institutions
- Submit ideas that are cost-effective and accessible for campuses to implement
- Keep your title concise and catchy
- Follow the proposal guidelines carefully

## Questions and Answers

Q: Can a contributor submit more than one submission, strategy, initiative?

A: Yes.

Q: What's in it for the contributor?

A: Any contributor whose submission is included in the book will have their name, institution, and initiative published in the book to an international audience. The contributor's name will also be included in a list of contributors on the back cover of the book. The contributor will also be invited to be a special guest on the ASCEND Podcast to discuss their topic/strategy. They will also receive three free copies of the book.

Q: What's the timeframe?

A: The priority deadline is July 15, 2024. However, we will continue to accept submissions until we feel comfortable with the book. We will begin to notify individuals if their write up is accepted by August 1, 2024. The anticipated publishing date is sometime in fall 2024.