



**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 volume 3, 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. Below are some prompts to help you think about possible topics you may write about:

- **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? What unique retention strategies, initiatives, or programs have you seen or implemented that help students overcome their financial challenges? How does your campus educate your students about finances? How is your campus using scholarships to retain more 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?~~
- **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? How have you gone about creating a culture on campus that is focused on retention and student success? How do you go about getting employees to all work together? What strategies have you used to shift the culture on your campus?
- ~~**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? How are you nudging students to accomplish important student success tasks? What nudges are you using to impact retention rates?
- ~~**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: We do not have a **deadline** per se... We are accepting submissions until we complete the book and receive 10+ quality submissions for inclusion under each of the ASCEND categories/chapters. As of today we still have a few open slots in the Affordability, Culture, and Nudges chapters. So, the sooner you get us something, the more likely we'll be able to include it!
- Notification of acceptance: After we receive your submission, we will review it and get back to you.
- Anticipated publishing date: Late 2025 or early 2025

## 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 (SLOTS FILLED)**
  - Nudges
  - **Data (SLOTS FILLED)**

- 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.