RETENTION OF STUDENTS IN UPPER EDUCATION INSTITUTIONS: A STATISTICAL APPROACH

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The higher education institutions have interest in attract news students and retain those that already registered. Political, economic, social factors and, mainly, increasing offer of courses by new institutions has caused instability in the sector, and thus inferring the important variables that affect the undergraduate courses structure and sustentation is becoming more difficult. Some studies inserted in this context consist of obtaining estimates for the quantity of students in each term, finding the probability of retention and its relationship with the value of the course’s monthly cost. In this work we base on a modified Kaplan-Meier survival function to present the construction of confidence intervals for the cumulative average number of students in each term of the course and to estimate the probabilities of permanence in each semester. We also determine the expected permanence time and the life-time value of students in the course.