

# Top Ten Reasons Why Students **Quit** Training



**And what to do about it**



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# The Top Ten Reasons Students Quit Training: and what to do about it.

The intent of this document and teleconference is to consider the results of an ongoing exit survey conducted among ex-students members of the U.S. Federation.

The teleconference provides an opportunity for interested parties to discuss if or how these responses may help inform an understanding of the overall national student retention ratio (**Table B**) and to explore ideas and creative new actions that instructors may share with each other about how to help minimize student drop outs.

The survey essentially asks the ex-student member a single question, *“Why are you no longer training in Soo Bahk Do?”* Respondents are provided with a selection of predefined choices, other, and a write-in option.

The quantity of responses received and the answers given provide some interesting insight into matters that ex-students indicate as affecting student retention at a school.

Certainly, there are factors that cause students to quit training which are beyond the control of the instructor or school owner to change. However, a bit of contemplation of the survey responses and some creative thinking may reveal opportunities for instructors to minimize student losses reportedly caused by the most common factors cited.

Every instructor who is seeking to provide a body of students with a place to train faces the same two critical issues.

## Attracting Enough New Students Retaining Existing Students

Whether an instructor is only seeking to be compensated adequately to cover the rent, utilities, insurance etc. that is often necessary to maintain a training space or perhaps to also be reasonably compensated for the time and energy expended teaching students, these two matters ultimately determine the success or failure of the instructor's endeavor.

**58.4%** of ex-students cite two main reasons for quitting training. If instructors can share ideas about school practices that address these top two reasons, then a school could potentially realize an overall decrease in student dropouts by implementing only one or two new business practices.

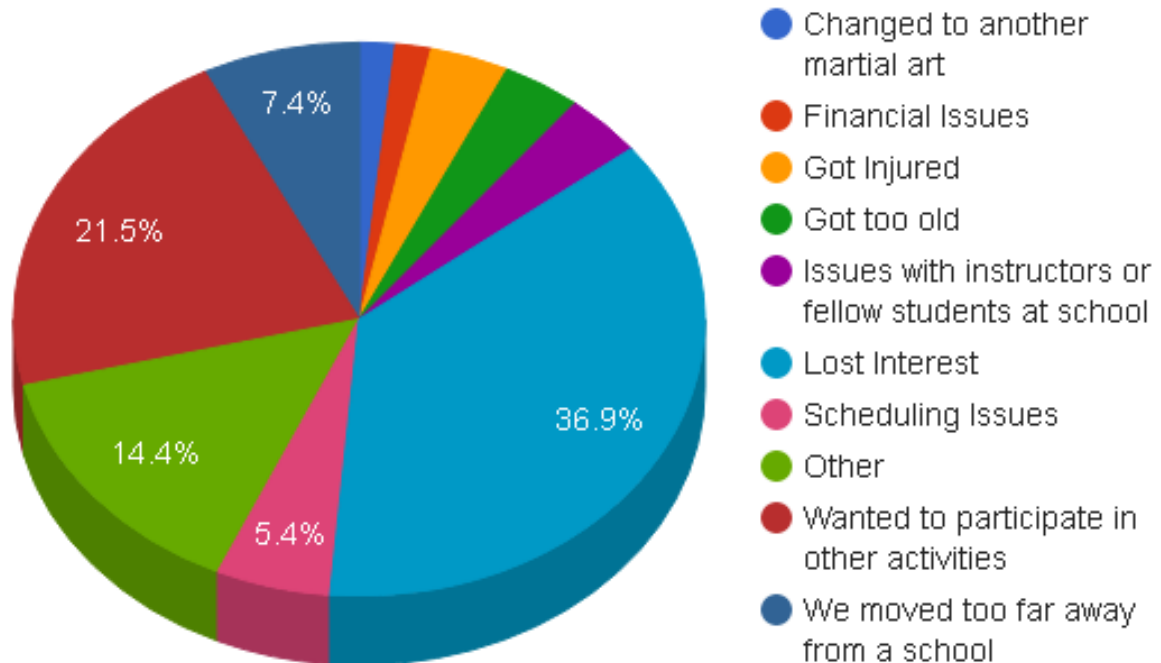
**Chart A** summarizes three hundred (300) individual survey responses which have been aggregated and sorted into the ten most common reasons cited for quitting training.

**Table B** summarizes the overall national statistics for student retention and new student recruitment nationwide for the past five years.

Thank you for your interest and may your contemplation of the information provided support your teaching activity and your promotion of Soo Bahk Do.

## Chart A

Count of What are the primary reason(s) you or your child are no longer training in the Soo Bahk Do® martial art system?



## Table B

Year	2012	2013	2014	2015	2016
Qty Active Students Beginning of Year	4519	4320	4310	3915	3515
Qty New Students Enrolled During Year	1233	1197	1084	1093	1113
Qty Students Dropped During Year	1432	1207	1479	1493	1223
Qty of Students At Year End	4320	4310	3915	3515	3405
Student Drop Out Ratio	24.9%	21.9%	27.4%	29.8%	26.43%

You can download a spreadsheet from this page to calculate the overall increase in your school enrollment that can be achieved by decreasing student drop out ratio and increasing new student recruitment by as little as one student.

<http://soobahkdo.biz/how-can-i-minimize-student-dropouts/>

<http://soobahkdo.biz/want-better-student-retention/>

# What do instructors and school owners do to combat each of these reasons for student drop outs?

## 1) Changed to another martial art

- a) ?

## 2) Financial Issues

- a) What might be done if the issue is catastrophic (loss of home in fire, etc.)
- b) What might be done if school tuition is the issue?
- c) What might be done if Federation membership is the issue?

## 3) Got injured

- a) How do you seek to prevent injuries in class?
- b) How do you respond to injuries in class?

## 4) Got too old

- a) Do you address this perception in your teaching?
- b) How would you address it?

## 5) Issues with instructor or fellow member at school

- a) Do you have tips for effectively handling confrontation, complaints, etc.?

## 6) Lost interest 36.9%

- a) Do you publish an advance schedule of what will be taught?
- b) Do you create anticipation of what will be taught in next class?
- c) Could allowing assistants to teach contribute to this?
- d) Could mixed adult/kid classes contribute to this?

## 7) Scheduling Issues 5.4%

- a) Tips about the most attended class days and times?

## 8) Other 14%

- a) Do you poll ex-students?

## 9) Wanted to participate in other activities 21.5%

- a) Might interest in other activities also be driven by loss of interest?
- b) Do you provide any scheduling accommodation for those in other sports and activities?
- c) Have you explored ways to maintain engagement with those missing classes for other activities
- d) Have you considered Soo Bahk Do Institute as a tool to encourage returns?

## 10) Moved too far from school

- a) Have you considered offering remote instruction through Soo Bahk Do Institute?