

Retention Committee Meeting Minutes

May 27, 2016

Present: Ken Barr Jr., Ezra Bell, Dennis Bertch, Felix Brooks, Steve Cannell, Mike Collins, Steve Cook, Lena Cool, Laura Cosby, Kelly Digby, Coty Dunten, Carol Heeter, Sarah Hubbell, Roger Miller, Chris Stroven

Absent: Bonita Bates, Cathy Colella, Colleen Olson, Tracey Quada, Carl Ross, Diane Vandenberg, Cynthia Schauer

- I. Call to Order
- II. Meeting Minutes of April 29, 2016 were approved.
- III. Retention
 - a. Defining retention – A handout was covered discussing the definition of Retention/Persistence, Course Retention, Completion, Re-Enrollment (non-cohort).
 - b. Setting benchmarks – Waiting for further review and additional feedback from other committees before setting a specific benchmark.
- IV. SSI Updates
 - a. Reports – Still working on reports with hopes of being ready for the next meeting.
 - b. Plans for fall 2016 – Pulled comments that relate to a specific department and observing the themes. Will be sending out a response to students of our action plan for improvement. Most common areas marked unsatisfied: Counseling, Security, Online Class Scheduling and Financial Aid.
- V. Strategy Committee Updates
 - a. Mandatory Orientation –
 - i. No new updates. Reviewed a handout consisting of policies from other institutions. GRCC and WMU currently place a hold on students who do not attend and other institutions are considering it. The new student checklists are nearing completion and transfer students will be encouraged to attend orientation.
 - ii. Discussed creating a plan to do a retroactive campaign to target those who did not attend orientation but not to road block for fall enrollment. Coty to start putting together action plan for next meeting.
 - b. FYE class lists –
 - i. Discussed ways of tracking success rates of those who complete FYE. Lena to get Steve a list of students to create a retention report comparative to

the prior year, to be presented at the next meeting. Consistency between NSO and FYE and will be tracking fall to fall and fall to winter.

- ii. Winter 2017 course officially titled TRS 104.
- c. CRM – Committee met yesterday, 5/26/2016. Currently looking at the life cycle of a student. They are focusing on the communications they can be sending out on different touch points of this student’s life cycle. Proposed a completion date of November 1, 2016.
- d. Guided Pathways –
 - i. Moving forward with a focus on Art and New Media / Bronson Healthy Living programs. Focus on other programs will start rolling out in winter 2017. Orientations are becoming specific to guided pathways.
 - ii. Looking into courses that help with success rates by Gateways to Completion / Gardner Institute.
- e. Mandatory Career Advising – No updates at this time.

VI. Other

- a. Summer Bridging Program – 5 student are enrolled in the course. Will be at the High School in the next week or two for the boys and girls club. Next Friday will be out there getting students signed up for the course. Will be piloting the ALEKS course and splitting the day up between lecture and lab. Will incorporate tour of new campus and 360 through Career Counseling.
- b. SRP – First email was sent out last Thursday, May 19 with 1 appointment made. The second email was sent out yesterday, May 26 with results to come. Phone call campaign to start next week. Reviewed the winter campaign and discussed reaching out to the 5 students we lost.
- c. Summer Enrollment – Discussed drop in re-enrollment. We are down -572 for students registered Prior Semesters. Discussed action ideas to create a larger importance on summer enrollment. Example – Doing welcome tables for new students.

Minutes submitted by: Meredith Mancuso

Next Meeting: Thursday, June 30, 9:30-10:30 AM, Room: TTC 4380