

Retention Committee Meeting Minutes

January 13, 2017

Present: J. Abbott, B. Bates, E. Bell, D. Bertch, F. Brooks, A. Cederberg M. Collins, L. Cool, L. Cosby, K. Digby, E. Dominianni, C. Dunten, C. Gearig, S. Hubbell, K. Johnson, C. Ross, C. Schauer, D. Vandenberg

Absent: M. Meyers, C. Olson, C. Stroven T. Quada

- I. Call to Order
- II. Approval of Meeting Minutes of December 16, 2016
- III. Retention Activity Report
 - a. Handout provided - This is a living document where different communications from the SSC and some retention initiatives such as SRP are captured/recorded. Breakdown primarily of different events within the SSC and how students are communicated with – text/email/phone/posters, etc. – all of the different avenues that are used. Hope to include CRM once we have that in place.
 - b. This document helps us what actions are being taken and hope to expand as we learn about additional retention initiatives across campus, avoids duplicating efforts/helps keep us in order. Will check in at each meeting about this document.
- IV. SRP
 - a. Delayed by a few days due to a glitch in the process due to a change with Accuplacer – problem fixed – moving forward now and should have details ready for next meeting. Scheduled for remodeling this summer with Noel Levitz – in conversations with them about this now. Budget is built in for this remodeling – it is a top priority.
 - b. Open House – ready to move forward as a pilot to see how well it goes with a group of students within a particular program area.
- V. Information Technology
 - a. Tim Welsh has been invited to join Retention Committee
- VI. Institutional Research
 - a. Discussion of where we are headed with retention in terms of analytics – going forward, trying to get everyone accustomed to the benchmark data that is available – live data through the analytics dashboard – and utilizing IR resources in order to continue work on retention most efficiently.
- VII. Strategy Committee Updates
 - a. Mandatory Orientation
 - i. About 45 students were called to attempt to get them into orientation – either the last available or online orientation. – new report requested to have updated list - should do a cross check on this list of students to exclude those enrolled in FYE
 - ii. Goal is to not have any students have a hold put onto their account – if they cannot get into orientation, they will be notified and a hold will be put on at open of registration. Will have to add holds manually – program built by Nate that can be used each semester.
 - b. FYE

- i. Approved 2 credits to 3 credits change – looking to roll it out this fall. Development sessions to train additional instructors – anticipating an increase in FYE enrollment numbers due to including all undecided students along with those who score at a certain reading level, etc.
 - ii. **Kudos – FYE presentation during faculty seminar days was very well received. Great feedback – people were very impressed.**
 - iii. Discussion of how FYE could potentially become an institutional requirement – it has great results and has a real impact on enrollment/revenue – a program we want to invest in. Discussion of how if FYE were to become an institutional requirement, it could perhaps replace 3 credits of elective within a program, etc. Revisit this discussion in the future.
- c. CRM
 - i. This month, CRM is looking at 3 different companies to see whether they are worthy of showing to the larger college community – evaluating the systems in relation to 3 main focus areas: recruitment, retention, and reporting. Hope to have some recommendations for the college and more information to bring to the next meeting.
- d. Guided Pathways
 - i. Three new full-time Pathway Advisors started on January 3rd – Kristen Debruin – Culinary, Brewing, and Allied Health; Kevin Dodd – ANM; & Kevin Lavender – Early College.
 - ii. Discussion of inviting Dean McCurdy to join retention committee meetings
- e. Mandatory Career Advising
 - i. Excited about FYE. Still having conversations – have discussed career advisors reaching out to students who are identified as undecided. More to come.

VIII. Other

- a. Communications have been posted for placement testing advice – encourage students to take a break between or take over two days – and to take testing seriously.
- b. Follow-up from calling campaign to come soon. Due to improvement from various efforts – move from 13% down on enrollment last week to 3% this week. It is clear that the fact that retention is everyone’s issue is resonating with faculty and staff.

Next Meeting: February 17, 2017 10:00-11:00 AM, Room: TTC 5740