

Retention Committee

MINUTES

Friday, March 17, 2017

10:00 AM – 11:00 AM

TTC 4380

Present: J. Abbott; M. Adams; B. Bates; E. Bell; D. Bertch; A. Cederberg; M. Collins; L. Cool; L. Cosby; K. Digby; E. Dominianni; C. Dunten; S. Hubbell; D. Mondoux; T. Quada; D. Vandenberg; T. Welsh

Absent: F. Brooks; C. Gearig; K. Johnson; D. McCurdy; C. Ross; C. Schauer; C. Stroven

I. Retention Activity Report

- a. Updated Retention Activity Report handout provided – information and statistics were shared from recent larger campaigns – communications to students from Deans, SRP email communications, email open rates, and upcoming efforts such as the Registration Blitz in mid-April.

II. SRP

- a. Wrapping up current calling campaign – 270 students contacted in January via email – open rate of at least 49.3%. Currently working with IR to see commonalities among students who were with us in the Fall semester but are not currently in Winter semester.

III. SSI area response updates

- a. Trying to ensure that those areas identified in the SSI are following up with what we said we would do. Updates from various areas discussed – Counselors are working on more consistencies with pathways, updated training, etc.
- b. Financial Aid hosted workshops, ensured that an advisor was available to answer questions during key times. Financial Aid also working on projects including updating their video to be more accessible and more focused around the idea of “we are here to help – come see us”. Currently collecting names for a focus group to learn more about student perspectives. Financial Aid office has also updated their survey to focus more on asking about student’s experience with the front end, and seeing how students prefer to be communicated with (call, text, email, etc.).
- c. Russ Pianco has created a flyer to remind students and faculty that he is the Student Relations Coordinator and is available for students to bring concerns to him. This information is also now included in NSO materials.

IV. Information Technology

- a. Work with the Cougar Retention Grant is on schedule. IT is in a good position if any parameters need to be modified.
- b. Continued work with CRM
- c.

V. Institutional Research

- a. Continued work with IR for the SRP and exploring different reporting opportunities

VI. Strategy Committee Updates

a. Mandatory Orientation

- i. Discussion of holds for not completing NSO – From an original list of 26 students, 12 students ended up with holds on their accounts. A last communication effort was completed prior to placing the holds. If anyone encounters a student with questions about these holds, the current process is to direct the students to meet with Coty Dunten to complete online NSO and have the hold removed. Levi Funk, Diane Vandenberg, in addition to records & registration staff can also remove holds.
- ii. Several orientations coming up for summer – discussion of staffing needs –Coty and Levi are able to train anyone – it is very easy to participate in the orientations. Not including Coty’s team, IT, and counselors, about 14 staff are needed per orientation. Discussion of trying to have the right people – those who have a passion and strength in these areas – in the right spots, rather than those who are made to participate.

b. FYE

- i. Currently trying to encourage enrollment. Cheryl Almeda has met with counselors in the SSC to educate them on the differences between TRS 104 (soft skills) and TRS 105 (hard skills). Handouts were provided to provide additional information on these differences. This information is now available for students within the NSO materials. As discussed in the last meeting, FYE is now 3 credit hours. Continued efforts with promoting FYE and encouraging enrollment. Discussion of possibilities of customization per Guided Pathways.

c. CRM

- i. We have been evaluating CRM since early December - trying to find a more full-featured product that has not only the recruitment portion but a retention portion as well. Currently sending out RFP’s to some of the companies - should receive those in a few weeks and will then begin scheduling college-wide demonstrations of the top company choices.

d. Guided Pathways

- i. Discussion of meta-major for psychology and social sciences side – currently working on pathways for the sciences– more transfer focused – looking at business and accounting , and just started having conversations with communications faculty for a pathway in English, etc. More to come.

e. Mandatory Career Advising

- i. Career Advisors have stepped up and helped to make an impact on undecided students. This shows because the number of undecided students has decreased. Looking at doing additional proactive outreach to those students who have declared undecided. A large number of class presentations is completed by the Career staff – this large amount of effort has been very beneficial.

Next Meeting: April 21, 2017 10:00-11:00 AM, Room: TTC 4380