

Retention Committee

October 12, 2018

10-11 a.m.

TTC 4380

Kalamazoo**VALLEY**TM
community college

Goal: Achieve a **next-term retention rate** of 74% and a **fall to fall retention rate** of 50% for

New to KVCC Students intending to obtain a certificate, associate degree or transfer who enter KVCC Fall 2018.

1. Call to order
2. Approval of meeting minutes of September 14, 2018
3. Institutional Research update
4. Retention Plan Priority Area updates
 - a. Batch Cancellation – Finalized messaging strategy
 - i. Stop-out survey
 - b. In-take Survey Winter 2019
5. Ongoing Initiatives/Strategy Committee updates
 - a. FYE - Fall 2018
 - b. Mandatory Orientation - Fall 2018
 - c. Target X and Banner 9
6. Part-Time Learner Support
7. Other
 - a. Registration Campaign - Winter 2019

---Retention Plan Progress Monitoring---

Operational Recommendation	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Revise course schedule	X	X	X						Proposal brought to ISSES committee
Caseload based advising	X	X	X						Mapping caseloads underway
Mid-Term grades	X	X	X						Need to determine role of technology
Revamp early alert	X	X							Committee has been meeting to plan
Developmental placement	X								Analysis co SAT,ALEKS,Accu. complete
Recapture stop-outs	X	X	X	X	X				Piloted with Admissions & Financial Aid
Course attendance									
Campaign alignment	X	X	X	X	X	X			Campaigns = prospect thru completer
Dropped non-pay outreach									Data compiled
Student in-take survey revision	X	X	X	X	X				Survey incorporated, outreach occurring
Focus Projects	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
Identify at-risk factors	X	X	X						Retroactive look at survey data with IR
Math remediation w/ K-12	X	X	X						Pilot occurred with GLHS, proposed expansion not fully planned, started grant
CRM implementation	X	X	X						
Asset map development	X	X	X	X					Data collection currently underway
Student employee review									
Ongoing Initiatives/Programs Influencing Retention	Officially Proposed	Initial Meeting(s)	Partially Planned	Fully Planned	Executed or Piloted	Continuous Improvement	Expanded Implementation	Fully Scaled	Notes
FYE	X	X	X	X	X	X	X		Continuing to scale/add programs
Mandatory orientation	X	X	X	X	X	X	X	X	
Mandatory career advising	X	X	X	X	X	X	X		
Academic probation	X	X	X	X					
Gateways to Completion	X	X	X	X					
GLW, AMP, 8x8, Rapid Review	X	X	X	X	X	X	X		
KVAAP	X	X	X	X	X	X			

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Present: J. Abbott, M. Adams, E. Bell, A. Cederberg, C. Gearig, S. Hubbell, C. Almeda, M. Collins, C. Cockerel, E. Dominianni, C. Dunten, A. Galick, D. Mondoux, E. Pauken, T. Quada, C. Ross, T. Welsh

Absent: E. Bast, D. Bertch, L. Cosby, L. Cool, S. Hermann, K. Johnson, A. Marsh-Peak, C. Olson, C. Stroven, L. Thomas

Since membership had changed from the previous year, introductions were made.

Evan advised that meeting materials and other pertinent retention information will be saved to the Retention Folder/sub-folders on the G drive for ease of access by committee members. Members will be advised once access to the folder has been arranged.

The minutes of June 18, 2018, were approved as presented.

1. Institutional Research update

- D. Mondoux reviewed Fall '17 – Fall '18 persistence data. Highlights of the discussion include:
 - Data is preliminary; final numbers not available until the end of the semester
 - Persistence rate, '13-'14 to '17-'18 ranges from 46-49%
 - Anticipate slow improvements over next few year due to new initiatives/efforts being implemented
 - Official enrollment numbers will be available 10/15/18

2. Retention/Completion and Loan Default

- Cederberg led a discussion regarding loan default
 - The Default Prevention Task Force has been working to address the loan default concerns.
 - An “in-school” sub-committee of this task force has been working to provide education/support to students to help them become more aware/responsible for payment of tuition, fees, etc.
 - Task Force consensus is that the work/initiatives of the Retention Committee is a more effective/efficient use of resources to address loan default, given the committee’s collective focus on all issues relative to student retention. Retention Committee members are asked to advise Financial Aid of any issues/concerns regarding loan default that may be able to be addressed.
 - KVCC’s current default rate is 23.4%; the official rate is 21.7%, both of which are 10% below sanction.

3. Retention Plan Priority Area updates

- E. Pauken briefly reviewed the Retention Plan Priority Area update.
 - The plan is categorized in three components
 - Operational recommendations: initiatives currently in play; continually being monitored to ensure alignment with retention efforts.
 - Focus Projects: initiatives/efforts currently in the planning stage for future implementation
 - Ongoing Initiatives: processes/initiatives in play from the previous Retention Plan that are being monitored/improved as appropriate to maintain alignment with retention goals

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- **Early Alert**
 - E. Pauken reviewed the updates to the Early Alert System that have been implemented for Fall '18
 - E. Pauken then reviewed the EA Communication Work Flow during the second week of classes through the last date of withdrawal
 - The timeline was reviewed to facilitate a quicker closure of issues
 - Kudos to Renee Daudert for her work updating the system's tools and logic
 - E. Pauken is now the administrator of the Early Alert System and will make assignments to team members. Individuals are to contact him with questions/issues.
- **Recapture Stop Outs**
 - KVCC has contracted with ReUp to identify/work with KVCC "stop outs" (approximately 11,650 students) from 5 years back
 - ReUp has numerous resources and mechanisms to target the appropriate individuals
 - ReUp coaches will work the full spectrum – re-enrollment through degree completion, contacting individuals as "ReUp on behalf of KVCC."
 - Question was raised re: KVCC being advised of status of students contacted by ReUp. E. Pauken stated that KVCC can request such.
 - ReUp will receive a percentage of tuition (minus any institutional awards (grants/scholarships in which KVCC is the fund source) for each student who re-enrolls.
 - Program will go live, 9/20/18
- **DNP/Batch Cancellation**
 - Discussion re: issues/potential solutions to DNP/batch cancellation followed.
 - Approximately 30% of batch cancellation students in the Fall 2016 cohort never transferred or re-enrolled.
 - Communication re: DNP provided several mechanisms
 - Orientation
 - Text and email
 - Late registrations do not receive notification re: deadline to pay tuition. However, students are called by Financial Aid.
 - Additional concern re: student losing spot to wait-list student
 - Suggestions to address issue were made:
 - Earlier communication re: tuition being due
 - Add tuition balance to MyValley page ("in your face")
 - Additional communication re: checking MyValley during summer
 - Add date student registered for class to schedule
 - Continue proactive and reactive awarding of institutional funds to assist students when applicable
 - Develop a bill and send; may be helpful to get "second party" involved
 - With addition of the CRM and an anticipated upgrade to Banner Self Service, increased options to modify messaging may be available

4. Intake Survey Fall 2018 - Final

- E. Pauken distributed and discussed the final Fall Intake Survey Aggregate Responses
- Departments continue to collaborate to address issues, including but not limited to:
 - Proactive fund awarding
 - Identification of students for support programs and services

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- Outreach to encourage appropriate course loads
- The CRM will assist with capturing data and facilitation resolution of issues

5. Ongoing Initiatives/Strategy Committee updates

- FYE
 - Offering 24 classes, all but 3 are at capacity
 - Approximately 500 student enrolled, twice the number v. Fall '17
 - More positive attitude observed
- Academic Probation
 - Communication about the policy going out to all FTIAC students, 9/20/18

Next Agenda

- Orientation Data
- FYE
- Target X Update
- Revised Batch Cancellation/Banner 9 Upgrade