

## Retention Committee Meeting Minutes

*January 7, 2016*

**Present:** Bonita Bates, Dennis Bertch, Steve Cannell, Cathy Colella, Mike Collins, Steve Cook, Laura Cosby, Kelly Digby, Carol Heeter, Roger Miller, Robin Murchison-Green, Colleen Olson, Tracey Quada, Diane Vandenberg

**Absent:** Ken Barr, Felix Brooks, Sarah Hubbell, Carl Ross, Chris Stroven, LaSonda Wells

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- I. Call to Order
- II. Meeting Minutes of October 30, 2015 were approved.
- III. Committee Members – Welcome new members, others are encouraged to join.
- IV. Workshop Follow-up – Dave Trites provided summary handouts from the workshop. The first handout listed the different student populations at Kalamazoo Valley that workshop participants suggested focusing on with the top five groups in bold as voted by participants. The second handout listed all suggested strategy ideas from participants, with the top six in bold. The efforts from the workshop produced a result that can be used, the most important populations and strategies.
- V. IT Updates – Batch cancellations took place end of December with just under 1,300 non-payment drops made. Grades were posted on December 29. As a result, 213 students were dropped due to a pre-requisite requirement from 251 classes.
- VI. IR Updates – Two handouts on Enrollment and Retention Comparisons were supplied. When looking at students retained from Fall 2014 to Fall 2015, averages were in the 40% range. The report is broken down by cohort and additional filters can be added/created. Further discussion on this topic will occur at the next meeting.
- VII. Exact Target (Steve Cook) – Ellucian email services, have the capability to personalize emails and target specific cohorts of students. The current open read rate is above the industry average. Current campaigns are: UNDC, Petition to Graduate, and SRP.

Minutes submitted by: Carey Stolsonburg

*Next Meeting: Friday, January 29, 9:30-10:30 AM, Room: TTC 5740*