

Retention Committee

Meeting Minutes

February 26, 2016

Present: Ken Barr Jr., Bonita Bates, Ezra Bell, Dennis Bertch, Felix Brooks, Steve Cannell, Cathy Colella, Steve Cook, Laura Cosby, Carol Heeter, Tracey Quada, Cynthia Schauer, Robin Murchison-Green, Colleen Olson

Absent: Mike Collins, Kelly Digby, Sarah Hubbell, Carl Ross, LaSonda Wells, Chris Stroven

- I. Call to Order
- II. Meeting Minutes of January 29, 2016 were approved.
- III. SSI Overview and Discussion:
 - a) Cathy Colella distributed SSI reports provided by Noel Levitz that outline strengths and challenges for each campus. The Student Satisfaction Inventory survey was administered by Noel Levitz during the months of November and December 2015. Invitations were sent to all currently enrolled students from President Schlack. Faculty members encouraged their classes to take the Survey. In total, there were 1041 surveys for TTC returned and 460 from ACC.
 - b) Summary reports of the SSI were emailed to the committee members in late January and will be posted on the Noel Levitz archive page. Cathy also summarized common themes that emerged in the supplemental comments section.
 - c) The group discussed possible action items based on the SSI results including the following:
 - Further splitting the results to analyze results according to specific demographics such as recommended by Steve Cannell: PT/FT Students, Class level, GPA, Educational Goal, Employment, Years since high school, Campus.
 - Following up with appropriate departments to address challenges and highlight strengths.
 - Work with marketing and various departments to let students know that we have listened to their feedback. For example, highlighting quiet study spaces, improved lighting/security in parking areas, etc.
 - Create a short-term subcommittee to work on action items. Steve Cannell, Steve Cook, Ken Barr Jr. and Kelly Digby were mentioned as subcommittee members.

IV. New Retention Strategies: Representatives from all over the college worked with Noel Levitz and Dave Trites during the Strategic Retention retreat in January. Attendees recommended and voted on retention strategies listed below. Laura Cosby asked the group to review the strategies and determine who may wish to lead the effort for each:

1. CRM – Customer Relationship Management for current students (software): *Laura Cosby and Steve Cook*
2. Mandatory career advising/career assessment for undecided students or required career course: *Dennis Bertch*
3. Mandatory orientation: *Dennis Bertch*
4. Revamp withdrawal process to create a retention safety net: *Mike Collins*
5. Develop a comprehensive guided pathway model (over 3-5 years): *Dennis Bertch*
6. First year experience class: *Lena Cool, Natalie Patchell*, and a counselor (TBD) *Colleen Olson will follow up.*

V. Brief updates from current Committees, IT, IR, other initiatives:

- a) Diane Vandenberg shared that New Student Orientation is being edited and updated by Coty Dunten, Meredith Mancuso, Marketing and the NSO Committee. A signup form (similar to the system used for welcome tables) is now available via MYVALLEY for faculty and staff to participate in New Student Orientation as presenter and/or tour guide.
- b) NSO session for parents is being updated to present in the fall 2016.
- c) Online NSO is also being updated by Natalie York.

Minutes submitted by: Cathy Colella

Next Meeting: Friday, March 25, 9:30-10:30 AM, Room: TTC 5740