

Retention Committee Meeting Minutes — September 16, 2016

Present: Felix Brooks, Mike Collins, Laura Cosby, Coty Dunten, Carol Heeter, Sarah Hubbell, Tracey Quada, Diane Vandenberg, Bonita Bates, Ezra Bell, Dennis Bertch, Lena Cool, Kelly Digby, Cynthia Schauer, Chris Stroven, Tom Buszek, John Abbott, Adrienne Fraaza (WMU Intern)

Absent: Roger Miller, Steve Cannell, Colleen Olson, Carl Ross

I. Call to Order

II. Approval of Meeting Minutes from July 28, 2016 an error was submitted for correction.

III. SRP Update

Michael Hall, and Steve Cannell are working on the list of students it was sent to be checked last week and should be ready next Monday. We will then send a text, call, and email to students. A solid plan as to who will be making the calls is not in place. In the past the advocates would do this. We will be moving away from the advocates to a Pathway Advisor. Cristina Babaris our one advocate is leaving on September 30th. Discussions are taking place as to, who will be making the phone calls.

Dennis clarified the advocate roll as changing to Pathway Advisors. It will be rolling out hopefully within the next couple of weeks. Advocate served everybody and Pathway Advisors will be aligned with Guided Pathways.

Diane will update us at the next meeting on SRP plan for calls to students.

IV. SSI

The student satisfaction inventory needs review. Cathy Colella presented the data from last year, and the key areas of student importance where identified. Cathy is no longer on committee, Laura will be following up on counseling, financial aid, and instruction. Mike Collins is taking on the parking issues. The goal was to get the information back to the students in October on how we have or will address their concerns... Faculty would like to have access to the data from the survey. Dennis has been talking to Steve to make the data available to faculty. The information is on the "G" drive. Kelly Digby suggested that more follow up with faculty-student engagement survey from students' needs to done. She volunteered to be part of a sub-committee along with John Abbott to research the parts of the faculty-student engagement survey. Laura will work on getting the information that they need to get started.

V. IR

Steve Cannell is in Lansing. We will have an update on IR at the next meeting.

VI. IT

It provided reports for the recapture campaign. Diane reports that Over 2000 phone calls were made over a week long period to students that had not registered for this fall semester. The result was that over 360 students registered after receiving a call with a total of 3545 contact hours. Mike reports that the list had been paired down from the original 4000 by removing students with less than a 2.0 GPA, less than 25 credits, and the undecided. It would be great in going forward to have everyone become vested in this campaign and to begin the calls earlier to capture more unregistered students. Laura also suggested, to have faculty look at their class list to see who is registered for the next semester. Another suggestion by Laura was to have a competition for the calling campaign. Strategies for this would have to be worked out for those that would want to participate. Further discussion for next meeting.

VII. Strategy Committee Update

- a) Mandatory Orientation – Diane reports that we need to look at the # of students who did not complete NSO (request IT reports). Contact those student to complete an abbreviated NSO. For those student that do not complete NSO they will have a hold put on their account preventing them from registering for winter. Help will be needed. Diane will give us an update at our next meeting on the numbers. Every hold needs a contact.
- b) FYE – Lena Cool and Valerie Jones are the lead instructors for FYE. Lena is at TTC and Valerie is at AWH. They are looking at where the FYE overlaps with other TRS classes. They are working with the other TRS instructors to avoid the overlaps. They also would like to recruit full time faculty for the touch points with FTIAC. Dean invited Lena and Valerie to attend a summit in Lansing to see Guided Pathways. They are looking at trying to avoid redundancy with future classes. Chris reports that it is a barrier for students that need to be full time. Students will pick up the TRS 105 instead. Adrienne Fraaza WMU intern works with FYE at WMU. She shared with us the how the FYE program works at WMU. At this time they have 45 sections which is down from 80. It is required of students that are undecided and is 2 credit hours. Adrienne and Lena will meet at a later time to discuss the FYE program. From fall of 2015 to winter 2016 the retention rate for students taking FYE was 80%. We will revisit the numbers at the next meeting for tracking of previous years FYE retention.
- c) CRM – Laura reports that we are continuing to work on meeting with different departments what is working and what is not working in accordance with the CRM. Sarah Hubbell and Lori Evans attended the last meeting. We are continuing to look at the ways we are connecting with students, and streamlining communications. The committee is looking at other CRM vendors. Roger Miller will be at the next meeting. If you are interested in attending a CRM meeting please contact Laura Cosby.
- d) Bridging Course Update– Ezra reports 2016, 12 students were enrolled in Summer Bridge. Of that 11 are enrolled for fall 2016 with an average GPA of 2.72. Forty-one students have taken the Summer Bridge class over the last 3 summers, 28 of them are registered for fall 2016 with an average GPA of 2.58. Of the 13 that are missing 1 is at MSU, and another is in Washington State. They will continue to reach out and help those that have not returned in hopes of recapturing these students.

- e) Guided Pathways – Dennis reports that we have rolled out guided pathways at the culinary, brewing, and ANM for fall. It has not been decided at this time what other programs will be rolled out for winter. Deans are working with leadership to see which areas we will go forward with. Dennis has asked Steve to look at the metrics for guided pathways and benchmarks. Pathway advisor will be hired in addition to teams for guided pathways. They will be helping to connect them to the teams to work with the students in guided pathways.

VIII. Other

Chris would like to address the class rosters and what is seen when they pull these. It does not specify what the student is registered for. FERPA issues have to be considered. Sarah reports that they are looking into granting faculty training for degree works. They must have an educational interest vested in the student in order to pull this information.

IX. Kudos

- a. Thank you to all that helped with the recapture campaign. This was time well spent and the effort needs to continue. M. Collins
- b. Thank you to IT for the new class roster it is much easier to use. The information is very valuable and helpful. They can see when students have met bench marks, and prerequisites for classes. Also if the student has registered for the next semester. K. Digby

The next meeting is Friday, Oct. 28th, at 9:30 a.m. in Room 4380.

Respectfully submitted,
Robyn Schieber
Recording Secretary