

**Retention Committee**  
**Meeting Minutes — October 28, 2016**

Present: Mike Collins, Steve Cannell , Coty Dunten, Carol Heeter, Sarah Hubbell, Diane Vandenberg, Bonita Bates, Dennis Bertch, Lena Cool, Chris Gehrig, Marty Meyers, Cynthia Schauer, Chris Stroven, Tom Buszek, John Abbott,

Absent: Ezra Bell, Felix Brooks, Laura Cosby, Kelly Digby, Colleen Olson, Tracey Quada, Carl Ross,

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I. Call to Order

II. Approval of Meeting Minutes from September 16, 2016, an error was submitted for correction.

III. SRP Update

714 students in the .4 to .6 range about 100 are in the undecided category. Two e-mails will be scheduled to the students that are decided and one to the undecided. Nate Hartman will be sending out the e-mails today. One is for the decided and it will direct the student to make an appointment with the academic counselor, the other is for undecided and will direct the student to make an appointment with a career counselor. A presentation was done on the SRP at the Administrator Plus meeting explaining what that is and the big push with retention. It will also be presented at the next college-wide meetings.

IV. IR

We send data up from the SRP to Noel-Levitz it comes back to us after we chase it down. We have no way to validate what Noel-Levitz does with that information. At the next meeting, Steve will be sharing the SSI from the Arcadia they will be laying out what areas are in common and what is unique to each campus.

V. IT

Platform change to take place on November 3 at 10:30pm. Everything will be offline banner related and the plan is to be back up by 8am. Once platform change is behind us they will start rolling out more of the Banner XE. This will be more student and registration things.

VI. Strategy Committee Update

a) Mandatory Orientation – Diane reports that they put a plan in place to run a report on those students that have not completed an NSO. Carol S. and Diane V. have met and decided that they would communicate with those students before putting a hold on their accounts. This would be done with a communication. Example: We are sorry that you missed NSO it is very important to your success here is a date and time for you to come in and meet with us and we will be sure you have all the correct information. The plan is that a couple of weeks into the semester they will run the report again and communication will be sent stating “that a hold is going to be placed on your account for not completing an NSO”. In person NSO will be advised

- however, the communication will include a link to the online NSO. Once the student has completed either an in person NSO or online NSO the hold would be lifted. FYE – Lena C. asks that we revisit the numbers from fall of 2015 to fall of 2016 to see if the students have returned to the college. Lena to provide Steve with the section numbers for the report. Faculty workshops will be done on Friday, November 4 to train faculty interested in teaching FYE class. Current FYE instructors will be conducting the workshops. Staff can also participate in these workshops.
- b) CRM – A budget discussion will be held with Dennis Bertch, Mike Collins, Terry Hutchins, Tim Welsh, and Laura Cosby on November 3 at 1pm. Diane reported that we are looking at software to help recruit and retain our students.
  - c) Bridging Course Update – Nothing has changed. Mike C. reports that Bonita, Ezra, Billy Reynolds, Cheryl Almeda, and Mike C. met to discuss the Summer Bridge course. They are going to bring the Summer Bridging program under the umbrella of FYE. They will be reaching out to the athletic program and Kalamazoo Promise students to offer this class in the summer to them. They hope to expand the program in the future.
  - d) Guided Pathways - Chris S. reports that they have been pulling the class roster to see who out of the rolled out programs and looking at the bench marks and their grades in the classes. They are seeing if they are registered for the next semester. They did their own type of research. They went into one class and told them exactly what they needed to register for but did not go into the other class. The class that they had visited 60% of that class registered for winter and 25% of the other class had registered. They then visited the other class within 5 days of that visit 85% had registered for class for winter. At this time of the two classes visited only 4 students have not registered for winter. They are pulling a report and monitoring to see who is registered and who is not. They are checking the students' destination courses to see who is registered in their last courses and who is not. They are contacting the students to see why they have not registered for their destination courses.

## VII. SSI Status

### A. Communication Plan:

- a. Counseling - consistency program knowledge and transfer advising
  - b. Financial Aid - customer service, payment plan options, and scholarships
  - c. Course Availability - Times, schedule
  - d. Timely feedback regarding academic progress
  - e. Challenge for expressing student complaints
  - f. Fitness Center Fees
  - g. Parking
- 1. Laura C. is working with the marketing department to develop a communication that will be sent out to students. Mike C. reports that he has heard from marketing. They are going to place a banner heading on my valley that says " We Heard You" and a link the student can click on a link for each area of concern this would take them to the responses for that topic. Dennis B. would like the responses to be student oriented responses.

2. We reviewed the two handouts addressing these 7 action items. It was suggested that on the parking section to add bullet points and information on the bus pass.
3. Diane suggested that we add a statement on the Timely Feedback Regarding Academic Progress saying "We will continue to update you as we make progress."
4. Course availability is being looked at to add more evening classes, weekend, and online classes. This is a demand driven process. Security is an issue also to consider. Other things to consider is the cost effectiveness of offering classes on the weekends.
5. Sarah H. gave an overview of wait listing. She monitors to see how many classes are full and how many are on the wait list. This is given to the dean with suggestions to add more sections for classes on demand. This is method will be used in the future to adjust classes. This will help with planning for upcoming semesters.
6. Carol H. spoke to the idea of offering classes to the non-traditional student that are very intensive weekend classes. This would allow them to take a class and finish it in 5 to 6 weeks. This is very helpful for the business programs.

#### B. CCSE/SSI comparison update

The work with faculty on the CCSE/SSI is being done. Cynthia S. is working with this. We don't have a good tool to match the two up. Cynthia S. reports that they will be meeting on this soon.

### VIII. Class Roster Campaign

Tom B. is sending out an email to faculty in his area to use the class roster tool to help with retention. Use of class roster will help to see who is registered for the next semester and instructors can use this to communicate with students. This will be left up to the instructors on how they communicate to the students. Rather it is one on one or a class announcement to register for the upcoming semester. The goal is to have multiple touch points to help encourage the students to register and retain them at KVCC be it by email or in person. The faculty holds the power to address the students while they are in class to keep the student informed of upcoming registration.

Some faculty is not aware that the class roster tells them if a student is registered for the next semester. It is a column that has to be clicked.

### IX. Other

Cynthia proposed that we lay out a list of acronyms on the analytics page on line so people are more knowledgeable about these terms and what they mean.

Degree Works was discussed. Carol H. suggested that a video training is done for faculty. Faculty could then access this online once they have completed the training they would be given access to Degree Works.

Inconsistency on the payment plan dates is confusing. Suggested that the language is reviewed about the payment plan. Mike C. will check with Brian Lueth about the language that is coming from NELNET on the payment plan.

We have about 900 students enrolled in the payment plan this is up from 300 in the past.

**The next meeting is Friday, Nov. 18th, at 9:30 a.m. in Room 5740.**

Respectfully submitted,  
Robyn Schieber  
Recording Secretary