

Retention Committee Meeting Minutes

November 18th, 2016

Present: J. Abbott, E. Bell, D. Bertch, S. Cannell, M. Collins, L. Cool, L. Cosby, C. Gearig, C. Heeter, R. Miller, C. Schauer

Absent: B. Bates, F. Brooks, T. Buszek, K. Digby, C. Dunten, S. Hubbell, M. Meyers, C. Olson, T. Quada, C. Ross, C. Stroven,
D. Vandenberg

- I. Call to Order
- II. Meeting Minutes of October 28th, 2016 were approved.
- III. SSI
 - a. TTC/ACC
 - Discussed results of the SSI for ACC and compared them to results from TTC. Both reports will be communicated in a PDF document to the committee soon.
 - Identified primary areas of concern for importance/satisfaction:
 1. Class Scheduling/Conflicts
 2. Concern for students as individuals
 3. Quality of Instruction
 4. Understanding of students' unique life experiences
 5. Career Services
 6. Academic Advising
 7. Parking
 8. Early Alert System
 9. Timely Feedback
 10. Help achieving goals
 11. Channels for complaints
 12. Being given the "run-around" when seeking info
 - b. Communication Update
 - We are ready to launch communication on identified areas of concern within the next few business days.
 - c. CCSE/SSI
 - CCSE has been administered February/March of every year. We will be administering it February/March 2017.
 - How do we move forward from here –realize that if data gets too old and if it takes us a long time to take action it may no longer be relevant.
 - Discussion of alternating years for CCSE and SSI to allow for adequate time to implement changes.
 - Plan to go back and compare the first SSI to the latest SSI to identify common themes.
- IV. Strategy Committee Updates
 - a. Mandatory Orientation - in process of writing report – more info to come

- b. FYE
 - Focus on “casting a wider net” to get more students into FYE. Looking at attributes for Fall 2017 - all undecided FTIAC students and those who test below on TRS 102.
 - Discussion of revising the course descriptions for TRS so they don’t overlap as much in FYE and providing a flow chart to use in orientation and recruiting efforts
 - Bridge program now in FYE. We are also encouraging coaches to get first year athletes in FYE

- c. CRM
 - Requested placeholder for capital for 2017 for potentially purchasing CRM software
 - Still looking at vendors – hope to provide recommendation by February 1st. Goal for CRM to offer college opportunity to listen to the features of vendors via webinar or in-person.

- d. Guided Pathways
 - Currently interviewing for 3 Full-Time Pathway Advisors - hope to have by early December but definitely by January 1st.
 - From the pathways we currently have, we are seeing how to start improving.

- e. Mandatory Career Advising
 - Working with our FTIAC students - goal is to get them front and center with a counselor or put them in FYE because there is a careers component within FYE.

- V. SRP – Update
 - College-wide presentations have been made - Trying to brainstorm about retention efforts

- VI. VI. Other
 - Batch cancellation finalized yesterday - 833 students batch cancelled: Email/Text/Calls made notified of being dropped & Registration open again today 7am
 - Discussion of potential calling campaign for retention and recapture for Winter Semester. (Results from last campaign speak to fact that we should move in this direction.)
 - Winter registration down 22% after batch. 1500 students out there who could be contacted.
 - E.J. and Enrollment Management team contacting students who applied for winter but have not yet registered.
 - Demographics Info/Snapshot of those lost after batch cancellation can be provided for next meeting.
 - Trying to capture some of the retention efforts and communication that goes out. Example provided from SSC of records and projections of what we SSC will be doing for winter. Send any retention related information to Erin Dominianni and we can build a report to use in building the CRM needs.

Next Meeting: Friday, December 16th - 9:30 AM, Room: TTC 5740