

## Retention Committee

### Minutes

Friday, April 21, 2017

10:00 AM – 11:00 AM

TTC 4380

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**Present:** J. Abbott; B. Bates; D. Bertch; A. Cederberg; M. Collins; L. Cool; L. Cosby; E. Dominianni; C. Dunten; C. Gearig; S. Hubbell; D. Mondoux; K. Johnson

**Asbent:** M. Adams; E. Bell; K. Digby; D. McCurdy; C. Olson; T. Quada; C. Ross; C. Schauer; C. Stroven ; T. Welsh

#### I. Retention Activity Report

- a. Updated Retention Activity Report handout provided – plans to also distribute to Administrators Plus and Enrollment Task Force meetings
- b. Discussion of recent emails sent and open rates. Comparison- higher open rates for emails vs. other methods. Brainstorming - discussion of also sending to personal email addresses in addition to KVCC email addresses.
- c. Email going out this Monday for students who have applied for Summer but have not registered. Plans to send a comparable email for Fall (ideally sent prior to students exiting)

#### II. Status of Student ID's

- a. Instructor concerns presented for the issue of students not having ID's when they take an exam. Discussion of best time to require students to have an ID – plans to discuss with Public Safety and bring to Cabinet.
- b. Current procedure for when students are able to obtain their ID is the first day that late registration is opened. This way, because printing an ID incurs an expense, we can guarantee that a student has solidified a form of making payment prior to issuing them a student ID. If students have not secured payment after batch cancellation, they are not able to obtain an ID.

#### III. SRP

- a. Plans to work with IT and Analytics to measure progress made with campaigns that went out to students. Discussion of potentially moving away from use of Noel Levitz data and looking at other ways of measuring – possible opportunities with the CRM and other companies or on our own, with use of more live data.

#### IV. SSI area response updates

- a. Change of name from Cougar Retention Grant to Cougar Completion grant effective for Fall.
- b. For Summer, 56 students were awarded over \$30,000. Counselors have been very helpful providing assistance and following up with students to help them into classes needed for completion.
- c. Financial Aid survey updated for this semester – more improvements and opportunities for feedback to come soon. New Financial Aid video shown at orientation today – emphasis on a “here to help, come see us” outlook. Student Workshops - low attendance but successful follow-through for students who attended first workshop and also came to second workshop.
- d. Discussion of opportunities to promote the Board's decision not to implement the Wellness Center fee for students starting with Fall semester. Great opportunity to thank students for their feedback and let them know that they were heard.
- e. Sarah Hubbell discussed initiatives such as targeting students for Summer semester who had petitioned to graduate but did not successfully receive their degree – these students received personal phone calls encouraging them to register based on classes needed and what is being

offered for Summer semester. Out of 54 students targeted, 5 have registered and petitioned to graduate. Plans to continue this initiative and work with financial aid for more opportunities for use of the Cougar Completion grant.

- f. Discussion of recent marketing initiatives such as faculty videos on website – positive response from students. Interest expressed in seeing how enrollment in these promoted courses increases as a result of these efforts.
- g. Discussion of future planning for timing of initiatives so that we can more effectively measure which initiatives are moving the dial. Using click through rates and open rates, students could be tracked to see if they have registered after responding to email and text campaigns.

V. Institutional Research

- a. Plans to update Retention report and make this resource available soon.

VI. Strategy Committee Updates

- a. Mandatory Orientation
  - i. 90 Students on campus today. Number of High School Orientations has been increased.
- b. FYE
  - i. Training Workshops starting today – emphasis on integrating career planning into the courses. Looking forward to seeing what happens in Fall as a result of many efforts undertaken.
- c. CRM
  - i. Request for Proposals sent out – responses received. More info to come on scheduled visits for the college to see what the selected companies have to offer.
- d. Guided Pathways
  - i. Great progress has been made with building and implementation of pathways. Discussion of working on adding additional pathways.
- e. Mandatory Career Advising
  - i. Number of undecided students over past few years has dropped from 14.9% to 8.3%. All of the efforts being made are helping this number decrease. Discussion of having undecided orientations in the future as well to further help these efforts.

VII. Other

- a. Pre-Nursing event last week was very successful. Reached out to students looking to go into the Nursing program and opportunities to connect with current students and alumni were provided. A&P and Bio students were targeted to try and create engagement – great success.
- b. New Director of Retention and Completion position to be posted soon and in place by Fall. This person would be focused solely on retention and completion efforts, and enhancing those efforts already undertaken.
- c. Kudos – Michael Collins for his efforts in eliminating the Wellness Center fee for students starting this Fall.

**Next Meeting: May 19, 2017 10:00-11:00 AM, Room: TTC 5740**