

Retention Committee Meeting Minutes

February 9, 2021 – Tuesday– 1pm

Facilitated by Pat Roper


Attendees: Kristi Aulick, Tina Edwards, Purnima Sharma, Patricia Roper, Kim Patterson, Shelley DeLuca, Rita Lyons, Robin Evans, Said Leghlid.

Absent: Rana Spurlock, Curt Hippensteel, Mary Jean McIntosh, Dr. Loveless

Reviewed Mission, Vision, Values and Goals document.

What are the directional objectives?

- Set goals and strategies to accomplish goals.
- Focus on retention and different levels of retention.
- Retention rate was 60% for the last few years. (why)
- How are we going to change that rate?
- Past goals – ARP program, call campaign.
- Possible new goals – Use two way texting technology?



The college of first choice for our students.

Goals:

- I.1 Expand college marketing and student recruitment efforts.
- I.2 Expand the number of high demand programs delivered in flexible formats.
- I.3 Invest in technology to support students and enhance learning.
- I.4 Improve student advising, retention, and completion.

Strategy Possibilities

- Advising Center – effectiveness of students advised in one major from start to finish.
- Social Activities – how and when event(s) are planned, topics, student response.
- Student services – student account holds.
- Financial – loyalty reward(s) incentives.

Goals vs Strategies

- Define your goal for different populations.
- What are the strategies to address those goals?
- Examples of two main areas to focus on are Retention and Persistence.

- The percentage of students who returned in Fall 2020 from Fall 2019 = 70%
- The percentage of students who returned in Spring 2020 from Fall 2019 = 76%
- Most colleges are at 80-85%.
- Plan of action Ex.) Increase retention at rate of 1% every year.
- Strategies will define matrix.

Objective Focus

- Objectives should meet four criteria:
 - If you want to increase that is direction.
 - The increase retention rate that is specific.
 - The amount of 1% that is measurable.
 - Within one year that is time bound.

Setting a Benchmark

- Monitor chosen benchmarks and who are the competitors. (Ex; local colleges in the state.
- Compare retention rates of last five years.
- Or do an average of three years.
- Should also review the benchmark from last year.
 - Committee can decide this.
 - Pam/Shelley will decide data on retention, persistence, completion. Data can be segregated by; age, gender, enrollment intensity, and student. Cannot pick all of them.

Matrix

- Retention = KPI (Key Performance Indicator) = Matrix
- Not all Matrix are KPI, and all KPI are Matrix
- Example: Said Advising strategy
 - Meta major students that moved forward after advising the following year and every year after that. That would be the matrix.

Next Meeting Agenda

- Presentation with Gerald Meggett Jr from CircleIn.
- Review and finalize strategic plan objectives.
- Decide retention rate benchmarks.

Action Items

- Shelley/Pam will send data regarding retention, persistence, completion. Please send email request if you need data segregated by age, gender, enrollment intensity, student.
- Create list of objectives for strategic plan.
- Invite Dennis Thorn to next meeting to discuss effectiveness of call campaigns?