

Retention Committee

Meeting Minutes

Sept 3, 2020

Present: T. Alfred; P. Roper; P. Sharma; J. Loveless; K. Aulick; S. Leghli; K. Patterson;
C. Hippensteel; D. Mosser; C. Farnsworth; S. DeLuca
Excused: T. Edwards; MJ McIntosh; R. Spurlock
Next meeting: September 17, 2020 / 2-3 p.m. / <https://us02web.zoom.us/j/9583433397>

1. Announcements

What It Takes to Be a Student-Centered Institution Now Webinar offered in lieu of next (Sept 10) meeting; attendees must [register individually](#) to participate

J. Britt will no longer be on the Retention Committee

S. Wood has been invited to join and stated she would do so following completion of Title IX/Clery Act reporting

2. Discussion

J. Loveless stated the registration campaign initiative will move to the EM Council as it is a more appropriate home; T. Alfred concurred

C. Farnsworth reported the FYS (ORNT90) Task Force appointees have been contacted and offered goals and a timeline for the redevelopment of ORNT90; K. Patterson stated the group has not yet had time to organize

Thoughts/ideas were solicited regarding how we may improve retention. Members considered, specifically, the start of the semester and any barriers or issues that may have surfaced

J. Loveless inquired about strategic ways to ensure we are reaching out to and connecting with students especially in current environment of social distancing and online learning; she wondered if basic things...communication and customer service strategies, rapport and relationship-building may be key

Pres. D. Mosser inquired about spring to fall retention data, both P. Sharma and S. DeLuca stated it was not yet ready but will be forthcoming

K. Aulick reported the new Mental Health Committee effort to provide students with mental health (and other) services through the online Wellconnect platform has launched...students can connect to the free service through the Portal and several other links on multiple WVNCC webpages; SGA has received information and additional information for students, faculty, and staff will be forthcoming; she stated the services offered should positively impact retention; she again thanked administration for their support of the initiative and again thanked previous committee chair T. King for her efforts initiating the program

Pres. D. Mosser inquired about the other recommendations the Mental Health Committee had originally brought forward and whether any of those ideas might be worth revisiting

P. Sharma stated the Retention Plan includes 3 projects currently and cited specifically Project Graduation...she also praised S. Wood's assessment efforts regarding student engagement

Pres. D. Mosser inquired about a focus on 15-30-45 and there was some discussion of the Complete College campaign...

Social integration/connection was mentioned as demonstrated by research to be a key factor for retention and success

Discussion occurred regarding ways to engage students with the campus and community...peer mentoring being developed by S. Wood, a potential Criminal Justice Club, E-sports were all mentioned. The success of LAN parties was cited.

S. Leghlid stated that online forums may offer an opportunity for students to connect... especially in the current climate...

Conversation shifted to the success of the drive-thru registration event...perhaps there are additional opportunities for these types of events..."drive-thru ask-an-advisor; ask a counselor," have pizza with President, lunch on the lawn, etc.

Pres. D. Mosser mentioned using social media platforms that could be monitored by the institution...Twitter, Snapchat...and stated student-to-student conversation on platforms like these can offer insight into the student experience, e.g. concerns, needs, barriers, etc.

K. Aulick mentioned virtual BINGO, S. Wood's Scavenger Hunt was mentioned

J. Loveless and T. Alfred stated they still plan to work on a recruitment/information video starring the mascot

Discussion shifted to the mobile app...committee members wondered whether the app may offer additional features, add-ons, or tools that would offer live chat, discussion features, ways for students to connect with one another...Bb tools for this purpose were also mentioned

J. Loveless stated she is currently looking at a product that may offer some type of interactive communication tool

Discussion shifted to mid-term grades and whether a requirement or encouragement to give mid-term grades would be an effective strategy

"Nudges" were discussed...how we might use "nudges" to keep students informed and on track

The Kudos/Alert system was mentioned as one "nudge" tool

S. Leghlid mentioned the value of having a tutor embedded in online courses who can help with "nudges" and outreach

The Bb quick tips previously sent by K. Patterson were mentioned as beneficial ...to remind faculty of the “nudge” tools available in Bb; K. Patterson stated she would revisit these for the current year

P. Sharma offered a reminder about the importance of QM standards in Bb courses as well

T. Alfred wondered whether a section in the Student Portal or on the website...related to COVID, might be simplified and consistently updated for students with a simple list of ‘What I Need to Know Today...’

Discussion continued regarding computer/technology needs of students; some students do come to begin coursework without the necessary technology...discussion of referrals to IT for equipment occurred; a question was asked about the process of communicating technology requirements/expectations to students; the “Let’s Get Started Guide” was identified as a resource for this information; T. Alfred suggested this information be relocated so it is more accessible and prominent

3. Follow-up

J. Loveless to talk with D. Barnhardt about possible expansion of the mobile app

Explore other opportunities for students to connect virtually

Explore “nudges” via Bb, Academic Alert/Kudos, and other

Review spring-fall retention data when available