

## **Retention Committee Meeting Minutes**

*January 27, 2021 – Wednesday – 1pm*

*Facilitated by Dr. Loveless*

*Attendees: Kristi Aulick, Tina Edwards, Purnima Sharma, Rana Spurlock, Patricia Roper, Kim Patterson, Curt Hippensteel, Shelley DeLuca, Rita Lyons, Robin Evans, Mary Jean McIntosh, Said Leghliid.*

*Guests: Jeff Sayre, Debbie Cresap*

*Absent: Daniel Mosser, Tami Alfred*

Discussed trends from CJ's previous report.

- Reasons why students chose to no longer continue with school.  
Ex.) COVID, family pressures, job is more important.
- Need to cross reference phone outreach data with list of students who, decided to stay after being contacted.
- Start a cohort group (*pilot*) that will track students progress and show outcomes.

Reviewed recommendations with Jeff Sayre;

- Big question: should students receive a financial hold for a less than 250-dollar amount owed?
- Every Friday there is a review of charges process, which has two parts.
  - ✓ What were the circumstances that resulted in an unpaid balance? Did the student attempt to rectify the situation but then could not reach anyone at the college by phone/email/etc.?
  - ✓ Or did the student show no responsibility or initiative within a certain period, and all attempts to notify the student of the balance were ignored.
- Each student or account is reviewed on a case-by-case basis.
- A code applied to the student account would require an employee to go thru and manually apply the code that determines the amount of the balance owed.
- A blanket code to identify a certain dollar amount would not be well-served. As some students can pay higher dollar amounts at a moments notice, and others struggle with smaller balances.
- Students must show an ability to pay by the first day of classes.
- Moving forward suggestion: Set up a rewards club for students that marks their progress when going thru the registration process. Ex) free t-shirts, buttons to wear, etc.

### *Next Meeting Agenda*

- Follow-up discussion on College 101.
- What are the main goals to improve retention?
- Should we add a list of students with a financial hold to the phone outreach campaign?
- Financial hold screen displays amount owed, recent payments or charges may not show. And there is no contact information listed, student(s) do not know who to contact.

### *Action Items*

- Pam/Shelley will share data from strategic plan from last Accreditation, to review and possibly add to goals of the Retention team.
- Next meeting the week of Feb 12<sup>th</sup>. Robin will send Doodle poll to confirm date and time.