

Student Success Committee Meeting

9:00 AM October 19, 2012

NCSOSE Conference Room, Innovative Research Park

Present: Jane Dane', Scott Harrison, Todd Johnson, Terri Matthews, David Metzger, Ellen Neufeldt, Carol Simpson, Don Stansberry, Mary Swartz, Rusty Waterfield, Sandy Waters, Johnny Young.

Holds

Rusty distributed handouts further updating the committee on student billing and holds and reviewed the four projects the student billing and holds committee has identified:

- Utilize Retain CRM for Communications
- Customize Student Portal
- Deadlines

Discussion followed regarding a central appeal process. Concerns were expressed about the need for a central appeal committee to meet regularly (at least weekly, possibly more often) so as not to slow down the appeal process, and the difficulty in doing so.

- Office of Finance Active BPM Projects

This item will remain on next month's agenda for further discussion.

CRM

Jane provided a visual "tour" of Hobson's Retain CRM, highlighting many of the features available and being used by ODU. We can learn the students' birthdate, race, address, demographic data, academic standing, high school GPA, whether the student is registered at ODU, how many courses (s)he is taking and mid-term/final exam grades, SAT scores, Writing Placement Test scores, housing, student level (undergraduate or graduate), major, college; emails that have been sent to a student and if/when they are read. Jane pointed out that if emails are not being read by students, we have the ability to send texts and hard copies of our communications. From the data we are able to collect, the CRM can produce reports and charts.

Retention Group Update

Ellen reported that the group is running the students through a military database to determine if any more students activated in the military.

Dave Trites' Visit

Ellen reported that Dave Trites will return to ODU to help formulate a success plan.

Georgia State Major Maps and Other Initiatives

Provost Simpson reported that she met recently with the Provost of Georgia State University. GSU uses major maps, although not for every major and in every school. The maps are very specific. GSU has a transition specialist, and employs six full-time advisors who meet individually with students and develop a plan with them. Due to time constraints, this item will be on the November agenda for further discussion.

Items for Next Meeting

- Assessment of retention initiatives
- Follow-up on Georgia State initiatives
- Committee updates:
 - Freshman
 - Sophomore
 - CRM
 - Holds