

## **Student Success Committee Meeting**

9 AM, April 11, 2014

Koch Hall Conference Room

Present: Todd Johnson, Ellen Neufeldt, Brian Payne, Lisa Mayes, Don Stansberry, Rusty Waterfield, Sandy Waters, Johnny Young.

### **Student Success Center Fall 2013 Preliminary Report**

Lisa distributed copies of the Student Success Center preliminary report on building usage, student survey and marketing. The survey results, based on 1,169 responses show that nearly 85% of all respondents reported knowing about the Student Success Center and that the majority of the students learn about it through personal interaction. The majority of students reported visiting the Student Success Center at least one time; students who visit the Center come for a specific program or service, such as tutoring, testing, advising, Honors College, and writing counseling. Students who do not visit the Center indicated that they do not see a need to visit. Most students are satisfied with their Student Success Center experiences, giving it a grade of "A." Students' negative experiences mostly stemmed from a lack of available tutoring appointments. One of the top 3 ways students indicated the Student Success Center can help them be more successful in the classroom was general resource kiosks. Discussion followed regarding kiosks.

### **Predictive Tool Update**

#### **EAB Collaborative**

Brian reported that a conference call with EAB will be conducted immediately following this meeting today. A webinar is scheduled in a couple of weeks. Pilots will begin in a few weeks.

### **Fall '13 Cohort, Retention Efforts, and Goals (83%)**

Sandy distributed 2 recent marketing flyers for advising and reported that advising appointments are spiking. The retention committee is gearing up to reach out to first-year students. Upcoming outreach efforts will include:

- HRL door-to-door knocks to all on-campus first-year students
- HRL currently reaching out to residence hall students who have not signed up for return housing
- Telecenter campaigns will begin Monday, April 21.
- Financial Aid Office will send information to first-year students that are impacted by SAP the week of May 25
- Registrar's office will send emails with survey responses to students who have not registered on April 18
- Retention reports will begin on a weekly basis on April 21

Discussion followed concerning promotion of registration during events/activities already scheduled on campus, such as Relay for Life (this weekend).

### **Website Update**

Rusty reported that Tesha Benjamin and Marissa Jimenez are updating the website as new content is submitted. Ellen encouraged all to update their committee information.

## **Committee Updates**

### **a. FYE**

Don reported that this committee is reviewing all the programs/activities being offered to/for freshmen in an effort to develop a model. The committee will break down the activities by month...

### **b. Portal/Communication**

Rusty distributed a first draft mockup of MY Schedule and MY Program. The committee suggested several changes to MY Schedule, including listing courses in date order rather than alphabetically, adding faculty email to Resources menu, put up links for Register for Spring/Summer/Fall Semester. Links to MY Program will be added to view GPA, grades, hours completed. The marketing portal will be presented to CAAD and SGA and at RA training, Fraternity and Sorority Council, and as part of the Student Success Program. The Dining Menu module is in pre-production. This module would be in a new tab titled "Housing and Dining" and would include information on Monarch card balance, meal plan, and flex point.

### **c. Sophomore Success**

Don reported that this committee is compiling and reviewing all the programs/activities being offered to freshmen in an effort to develop a model for freshmen activities. The scores of programs being offered will be categorized by month.

### **d. Financial Literacy**

Todd reported that this committee, composed of Jane Dane', Marry Deneen, Diane Dougherty, Jacqueline Hines, April Konvalinka, Lisa Litwiller, Judy Luedtke, Jay McCord, Vera Riddick, Don Stansberry and Todd, has been meeting during the past 2-3 months and has developed its purpose and goal statement. The committee is aware that ODU is already providing a lot of financial literacy on campus but each office or area providing it is not aware of what the others are providing; it is disjointed. The committee decided a coordinated, integrated financial literacy effort is needed and has been discussing how to put all the information/offerings under one umbrella. They became aware of a product from iGrad, which developed a financial literacy platform for college students and recent college graduates, offering videos on financial literacy. They also offer financial videos for parents, alumni and staff. Todd showed a video from iGrad on smart spending and budgeting. Discussion followed. Custom videos can also be developed. A custom videos on "how to pay your balance" was discussed. A meeting will be scheduled with Rusty and other appropriate ITS staff to discuss the integration of this product with our technology. Discussion followed. Todd pointed out that with these videos, a pre- and post-test are given to the student, to help determine what they have learned from the video. Next step for the committee is to determine how to make something like this work.

Brief discussion on offering financial literacy courses, with credits, as well as offering workshops during Preview. This item will be on the agenda for further discussion at next month's meeting.

### **e. Advising**

Advising is continuing.