

Student Success Committee Meeting

9:00 a.m. August 20, 2015

Alumni Center Conference Room

Present: Jane Dane', Chandra de Silva, Ellen Neufeldt, Tisha Paredes, Brian Payne, Don Stansberry, Mary Swartz, Sandy Waters, Johnny Young.

Opening of School

Don reported that early arrivals move in today, with centralized check in at Whitehurst. Freshmen move in tomorrow, and will check in at the Ted at 7 am. This year, check in is by floors rather than alphabetically. Building captains and volunteers are in every building. There are 4 students living on campus this year with mobility issues. President Broderick will officially welcome freshmen students and parents on Friday at 5 pm, followed by a speaker and spirit rally. A farewell dinner for parents, students, and families is at 5 pm on Kaufman Mall. Mandatory residence hall meetings for incoming students, and a community meeting sponsored by SLI are at 7:15 pm, followed by "Friday Night Live" (with music, free food, foosball, mini-golf, ping-pong, games novelties and Bingo) in the North Café from 8 pm – 12 am. Resident Assistants walk over the Freshman on Saturday morning for 9 am Convocation in the Ted, followed by First Class, with 4 sessions from 10 am – 12:30 pm. Lunch is on Kaufman Mall. All SEES offices will be open on Saturday, 1-5 pm. Monarch Welcome Rec Fest is from 4-8pm in the Rec Center and The Quad. Don reported that quite a few faculty have volunteered to be involved in First Class and/or as a volunteer during opening. Building captains will be in each of the academic buildings to assist faculty presenters. All volunteers are invited to lunch on Kaufman Mall Saturday.

Fall 2014 Class Retention

Jane reported that retention was at 81.7% yesterday. Next class, we have already looked at the data, scored for risk, all ready. Have done an early risk scoring for learning communities. Identified 200 students to be part of a coaching pilot for the fall. Three professional staff members and 1 GA with face-to-face coaching for at risk students. Identified some who are in the murky middle. Discussion followed on gauging at-risk students. Tisha will review the 9 factor scores included in Banner and will forward to Scott Harrison. These factors will be reviewed and discussed at a future committee meeting. Programs need to be measured for their success as well. Discussion followed. Down the road both IR and Assessment should discuss this, then chairs and deans. EAB data helps us look at graduation rates by programs. Deans have been asked to write their college retention and graduation goals.

Review of Student Data

Ellen reviewed Fall 2014 student data that was presented at the President's Retreat on August 13:

- More than 2900 freshmen
- Approximately 1,000 grad students
- Headcount is 24,932
- Enrollment by classification shows a high number of seniors, which is typical; more freshmen than sophomores, also typical (many freshmen don't become sophomores)
- Transfer students are young; average age is 24
- Higher ed and distance ed students' average age is 30
- Enrollment by gender is nearly 50/50 (48% male; 52% female)

- Of those fully online, 33% are male and 67% are females
- Diverse student population: 24% African-American; 52.3% White; 6.3 Hispanic; 4.0 Asian; 5.3 two or more races
- Fully online: 4,777
- Higher Ed Center enrollment in fall 2014: 1,665
- Our international student population is growing, from 493 in 2012-13 to 577 in 2014-15; Fall 2014 international student enrollment is up from Fall 2013 but down from Fall 2012
- Military affiliated enrollment is at 25%
- Our ten-year graduation rates have exceeded 55% four years running; the majority of our students graduate in 6 years
- Retention and persistence data shows that students leave after their first year
 - Engagement
 - Academics
 - Financial Reasons
 - Lack of Direction/Ability to problem solve
- Risk factors of incoming freshmen
 - High School GPA below 3.05
 - Less than 64% of financial need being met
 - Enrolled more than 168 days of admittance
 - More than 144 miles from campus
 - First-generation student
- ODU outperforms risk model's prediction
- ODU's engaged students' retention rates are 8% higher and GPA is .08 higher
- Student engagement efforts at ODU include:
 - Monarch Experience: Freshman Summer Institute, Freshman service experience, study abroad
 - Targeted programs include: out-of-state students, financial literacy, LEAP
- Engagement Outcomes include the following:
 - 2008 class members who participated in FSI had a 4-year graduation rate of 52%; 6-year graduation rate of 58%.
 - Students from the 2013 cohort who participated in FSI were retained to Fall 2014 at 85%; who participated in Emerging Monarchs Program were retained to Fall 2014 at 85%; and who participated in Monarch 2 Monarch were retained to Fall 2014 at 100%.
 - “All Roads Lead to ODU” is an outreach strategy for students who live 150+ miles from ODU. The program includes an out-of-state student reception, river cruise on *Spirit of Norfolk*, Monarch Challenge Course, excursions to DC and Williamsburg, homecoming parade state pride, basketball game, alternative spring break and first-year success celebration.
- Academic efforts to retain students include:
 - Supplemental instruction resulted in a 30 percentage point reduction in DFWI rates for Math 120
 - A pilot freshman seminar for at-risk students resulted in 100% of the attendees returning
 - Learning and Living Learning Communities
 - Promote tutoring and peer mentoring
 - Honors College
 - Undergraduate research
 - Student support services
- Financial efforts to retain student include
 - Developing financial aid packages based on percentage of need and overall impact on

retention

- Working with Advancement to raise funds to meet the need threshold for retention
- Piloting a financial literacy program to educate students and families about costs and borrowing
- LEAP is offered to students with financial risk
- For students with a lack of direction and/or poor problem-solving skills, efforts include:
 - General programs, such as ODU Cares/Student Ombudsperson services and peer mentoring/coaching
 - Targeted programs include new career development model being developed; pre-major living learning community; major exploration
 - New Coaching Model for 2016
 - Involves life skills development and bi-weekly conversations
 - Builds a relationship with students and integrates them into university support system
 - Assists students who are at-risk
 - Complements academic advising and current retention initiatives

Brian has launched a targeted advising campaign competition among faculty and professional advisors. Copies of the application were distributed. Brief discussion followed.

Sandy distributed flyers promoting Transfer Tuesday on August 25. Additionally, a Transfer Tuesday will be held at the Virginia Beach Higher Ed Center, and a Transfer Day will be held at TCC in Virginia Beach; counselors will meet with transfer students and prospective transfer students. Brief discussion followed concerning the shrinking number of transfers from community colleges.