Student Success Committee Meeting
9:30 AM, June 25, 2015
Koch Hall Conference Room

Present: Jane Dane', Chandra de Silva, Todd Johnson, Terri Mathews, Ellen Neufeldt, Brian Payne, Don Stansberry, Mary Swartz, Rusty Waterfield, Jason Phenicie.

Website Strategy
Rusty reported that ITS and Strategic Marketing and Communications have been developing a website improvement strategy and invited committee members to offer suggestions on aligning the website with student success. Suggestions and comments included:

- Viewers need to be able to find the answers they are looking for very easily. If they can't get to it in a couple of clicks, they won't continue looking.
- We need to consider why we have the website: to provide information, to pique the interest of the viewers.
- The website should be attractive and have stories about ODU that will interest others.
- We are serving multiple audiences.
- We have to look at/evaluate the website from the students' viewpoint.
- The website needs to be about the students, not about offices and departments at ODU.
- Office names may not tell the student what they need to know.
- The language we use may not be understood by the students; the pages are written in higher education language.
- The wording is very business and administrative in tone; it is very cold (there is no warmth). Our buildings and signage are the same.
- Website is not in plain understandable, simple English.
- Design pages where the narrative is from the student's point of view rather than passively describing the office.
- The website does not have much about student success.
- Consider telling a story, using a quick quote and pictures, video clips.
- Each of the stories my not be solely about student success but there may be a strategic course the story is leading them to.
- Have a video on the front page and rotate it.
- Tell the story of a student who is graduating; tell his/her story starting at the time (s)he applied to the time of his/her graduation.
- Are we able to offer something like Siri to the viewers of our website?

Jason Phenicie reviewed the draft of the website enhancements planned for 2015-16, which include
- Formalize process and procedure for website updates
- Demonstrate alignment with the University strategic plan
- Implement additional user testing
- Complete legacy website migrations
- Complete the academic program search and listing project
- Migrate the Web content management systems to Adobe Experience Manager version 6.1
- Modify the information architecture
- Iteratively refresh the University's homepage and template
- Improve wayfinding and create traditional/expected navigation

- Improve the integration and leveraging of Google Analytics in the Web content management system
- Enhance the digital asset manager interface and content
- Improve search functionality
- Improve Web directory system
- Develop and communicate solutions for faculty/instructional sites
- Establish a model for website content managers (proper training for those managing web content for their departments)
- Enhance the Web Communication Partners program
- Enhance and improve social integration with website pages

Brian, Jane, Robert Wojtowicz, Jason and Rusty will meet to discuss these enhancements and having Jason and/or Rusty attend a meeting with the GPDs to discuss the enhancements, answer questions, and provide an opportunity for input.

Fall 2014 Class Retention
Ellen reported that as of Saturday, June 20, our retention rate for the fall 2014 class is 81.47%. She reported that 264 students are not registered and we do not know what they are doing. Call campaigns are scheduled 2-3 nights per week during the summer. Approximately 100 students have accounts receivable holds. Connecting students with advisors is a challenge in the summer. Following a brief discussion of offering SAP workshops in the summer, it was decided that this item would be placed on next month's agenda.

Predictive Tool Update
Brian reported that ODU has signed on to GradesFirst from the EAB. Project manager from IT will coordinate meetings with Brian, Jane, Sandy and others.

Jane reported that an early risk factor analysis was conducted on incoming 2015 freshmen to identify those who will need help in becoming engaged at ODU.

Review and Update for 2015-16 Year
Committee members will review the committees/subcommittees they serve on to determine if the committee has reached the end of its usefulness, or if it should continue in 2015-16; if continued, determine if it need to be revised or remain as it is. This item will be on the July committee agenda. Coaching and HIP will be added as subcommittees.

Other
Todd reported that the Money Smarts Boot Camp on July 11, which targets first-generation students, has 196 registrants (86 students and 110 parents).