

Student Success Committee Meeting
9 a.m. January 15, 2016
Koch Hall Conference Room

Present: Jane Dane', Chandra de Silva, Todd Johnson, Terri Mathews, Lisa Mayes, Ellen Neufeldt, Tisha Paredes, Brian Payne, Don Stansberry, Mary Swartz, Rusty Waterfield, Sandy Waters, Johnny Young. Guest: Matt Newton.

Fall 2015 Class Retention

Jane reported that retention for the fall 2015 cohort is at 92.72%. This same time last year, retention was at 94.25%. There are 71 freshmen from last fall who are not registered and we do not know anything about them. Of these 71 freshmen, 58 have one or more registration holds; 36 have accounts receivable holds; 21 have advising holds; 13 have exclusions, such as going into the military. Calling campaigns were conducted every night this week.

Initiatives during spring semester in support of freshmen success include UNIV 110, a pilot coaching program, SAP warning communications, out-of-state outreach and engagement activities. More outreach about completing the FASFA was suggested. TCI data is being used as part of the risk factors. Don and Johnny are working with at-risk students; TCI is one of the components. Tisha will make a presentation on the TCI data to the committee at its February 12 meeting and will bring NSSE data as well.

When reaching out to students during the calling campaigns, reconfirm their contact information (i.e., cell/home phone numbers, address, etc.). It was suggested that we invite them to a campus activity or event, such as a basketball game, so they can reconnect with ODU ("once a Monarch, always a Monarch").

Discussion followed concerning beginning outreach efforts earlier. Good processes are in place, but they should begin earlier in the semester so that more individual time can be spent with those students who need 1:1 time. More targeted support services need to be developed for off-campus students, including those in the District; a brainstorming session was suggested to discuss this issue. Tisha will work with Don regarding TCI data on off-campus students.

Brief discussion ensued regarding a faculty mentoring program. It was mentioned that a pilot mentoring program for at-risk students is being conducted this semester by our COO and a few others. A transfer mentoring program is being fostered in the Student Success Center. Don and Sandy will meet with to discuss mentoring.

Don will get a small group together to brainstorm student outreach efforts, for discussion at the February 12 committee meeting.

Student Interactions Survey

In response to a request from Chandra, Terri will compile a database of the offices on campus that work with students or provide services for students in order to promote and improve student success, the services they offer to students and how they interact with students. She distributed a draft of a survey for the committee members to review and provide comments/suggestions. The final survey will be emailed to the committee for distribution to their offices. Terri will work with Rusty to make this meaningful.

Demonstrations

SCC Campus

Sandy provided a demonstration of SSC Campus, explaining that it will replace the current Hobsons tool we have available through the My Advisor link. The goal is to use the new early alert/progress grade system in the new product this semester, if the system is fully functioning in this capacity by February 5. If it is not ready yet, we will use the process we've had in place. The new system gives us the ability to run many reports and get analytical data. This system has the ability to identify students who might be in some of the programs we do not have data on in Banner. We can see if they had a tutoring appointment, if they went, did they make an advising appointment, etc. Will launch early alert grade piece, if it is ready, in February, with a full launch of the tutoring and advising tools in May. Advisors, coaches can see this information. Alert reasons include medical reasons, family emergency. This is an administrative viewing tool, allowing administrators to reach out to students. Discussion followed concerning getting students up-to-speed on this program. Don explained that students were confused by the new look in LEO XE when registering for the spring 2016 semester classes. It was suggested that a rep from EAB could come to campus and provide training to the SGA, the unit leaders. A web ex meeting could be used to announce this new system.

Checklist

Rusty demonstrated Checklist, the onboarding tool for students. Green buttons are action items (to apply, to register for Preview, pay admissions deposit, apply for financial aid, etc.). Discussion followed on making the checklist "exciting" for the students; for example, when they register for Preview, they receive a response that says, "Great! You are now registered!" The Advisor tab was reviewed.

Retain

Matt Newton, CRM manager, demonstrated Retain, explaining that it is a tool to plan communications to students and carry them out. He displayed some of the screens and how to use them. Information from Banner is downloaded daily. TCI scores, ACT results are also downloaded. Matt gave a demonstration of emails sent to students. Students can see their emails on their mobile devices. Automatic emails currently being sent to students include birthday cards, various thank you emails (for becoming a sophomore, for example), reminders of deadlines (FASFA, registration, etc.). Emails can be timed for special dates and can be personalized. Specific emails can be sent to students in certain classes, in certain majors, can target groups with a purpose. Retain is used as a tool for the retention calling campaigns. Discussion followed regarding rolling out Retain, orienting faculty, advisors and others, with Giovanna assisting in pushing this out. Retain will not replace all paper/hard copy communications with students. Some communications will still need to go through the U.S. mail.

Updates from Subcommittees

Degree Completion Group

Mary reported that this group is reviewing the 2010 cohort data to see how they are progressing towards graduation.

HIP

Lisa briefly reviewed some of the progress of fall semester first-year students in the Center for HIP, and distributed a handout with statistics on the impact of tutoring (DFWI rate during fall for students in the tutoring group was 6% less than the non-tutoring group; for spring, the rate for students in tutoring group was 3% less than the non-tutoring group; top ten courses tutored included ACCT 201, 202, and 301; BIOL 306 and 250; SPAN 101F; GER 101F; PHYS 111N); and the impact of PASS, the Peer-Assisted Study Session (average course grade of fall student attending 3+ PASS sessions was 0.38 higher than those not attending PASS sessions; for spring, average course grade of students attending PASS was .70 higher). DFWI rates for students attending PASS courses in the fall was 7.8% lower than those not attending; and DFWI rates in spring were 14% lower for those attending. Academic initiatives in fall 2014 included 4 learning communities in the colleges of Engineering, Health Sciences and University Enhancement, with 72 students, 7 faculty and 3 mentors participating. Academic initiatives in fall 2015 included 18 learning communities in the colleges of Engineering, Health Sciences, Arts & Letters, Business, Education, and Sciences as well as University Enhancement and other, with 345 students, 35 faculty, and 17 mentors participating. Academic initiatives in fall 2016 included 32 learning communities in the colleges of Engineering, Health Sciences, Arts & Letters, Business, Education, and Sciences, as well as University Enhancement and others, with 725+ students, 50+ faculty, and 32+ mentors participating. Faculty development workshops are well attended; faculty are excited and engaged.

Lisa will provide an overview of HIP Center at the March 11 committee meeting.

Discussion followed on compiling and then marketing to students all the assistance across campus that is available to them, including distance learning students as well. Online tutoring is being piloted in HIP Center.