Retention Committee

Meeting November 10, 2015, at 1:00 p.m.

Attendance: Dr. Rick Edgington, Dr. Pam Stinson, Dr. Rae Ann Kruse, Dr. Shannon Cunningham, Dr. Ed Vineyard, Kathleen Otto, Renee Lee, Kristi Orr, Alicia Sharp, Sandra Jensen, Shila Rakey, Diana Watkins, Scott Haywood, Kathy Riley.

Dr. Edgington:

Request for Proposal (RFP) for Enrollment Management and Marketing has been sent to all Vice Presidents for review and returned with edits. In process of combining edits and resend to them and then to companies that will be interested in helping with this plan. One point in this plan is a retention committee; Dr. Stinson and Dr. Edgington have discussed a formal retention plan but will wait to deploy until Strategic plan is in place with advice from consultants and input from employees.

It costs more for us to recruit a student than to retain a student.

Dr. Evans allowed the reallocation of positions to make retention specialists per campus: Renee Lee, Tonkawa; Shila Rakey, Stillwater and Sandra Jensen in Enid. Renee Lee discussed what she does in the position: work on early alerts with calls and working with the students. Also all three will be getting a list of students not enrolled for next semester, will receive after this meeting. Harder for Shila as OSU enrollment will open November 30 and classes will be closed with enrollment of 300 to 400 students in 2 days. Sandra and Renee call students with 60+ hours to apply for graduation and Renee also works with Reverse Transfer students for graduation.

One item submitted as part of institutional assessment plan--minimum 80% of first-time students will participate in Orientation. Currently Tonkawa has 334 first-time students, Enid has 337, Stillwater has 285, UC has 57. Not all are enrolled in Orientation.

Fall 2015, 80% first time students, declared undecided participate in World of Work. Tonkawa sections filled; Stillwater was filled but not always with right people, putting internationals in WOW when they have a declared major as their government does NOT allow them to be undecided.

Scott Haywood mentioned that the cooperative agreement students with area career techs do not have a specific degree code. Respiratory therapy and Radiography should be declared Pre-med but they don’t need all the requirements, need to speak to the right advisors. Tricia Moore, Kurt Campbell and Scott Harmon have the degree sheets to follow with OU Allied Health degree for the 60 hours just as Nursing students follow the pre-BSN degree until admitted to Nursing.

Dr. Stinson:

Sent summary of Strategic Plan 2013-2018 and gave update on areas to focus. Under Brief description, Improve Student Engagement, number 1 mentions student engagement survey every other year, covered by CCSSE--so far given 2013 and 2015. Results are posted on the website for review and discussed in in-service meetings.

Number 3, Professional Development, have done more in the past few years due to Dr. DeLisa Ging with professional training and focusing on high impact strategies. Dr. Kruse is working with internship and service learning, both considered high-impact strategies for retention. Longer writing assignments are also a high impact strategy and there is a need for faculty to incorporate these into curriculum beyond Comp I and II.

As part of Strategic Plan, IR also collected data in the student satisfaction survey for other courses needed online and in evening format--no strong trends emerged. Information is shared with division chairs when scheduling. An SP goal was to expand online and evening sections 10%. In fall 2012 there were 52 sections and this fall there are 57 sections.

SP goal still needed--to redistribute number of advisees to be more effective. Advisors cannot do their best work if not equalized.

We have worked on SP goal to fully utilize the Early Alert System to identify students at risk and redirect with appropriate services through additional early alert check in week one.

We have completed SP goal to stagger enrollment periods with one week of sophomore-only enrollment to insure students nearing graduation have needed class availability and advisors have sufficient time to work with undecided majors.

More work is needed to standardize Orientation units on financial aid advisement and career counseling to insure all beginning students have vital information on loan defaults, financial aid time limits, transferability of classes, job prospects for intended majors, and student support services.

SP goal to introduce a World of Work course into the curriculum as an elective for undecided majors was completed.

Any questions,

Enid:

Clarification on WOW. Undecided vs General Studies. If in WOW and still undecided at end of class, do they take it again? Only one semester.

Dr. Edgington-gave some history on undecided and major codes and if they were undecided, they were put in general studies. Undecided was reactivated to help track the true undecided students. Explain CIP codes for financial aid issues.

Stillwater:

Question on Reach Higher program. A Special degree called Enterprise Development, where students can take classes from multiple colleges. Dr. Kruse is in charge of the program and students with some credits but don’t fit in the one specific degree but does fit with other degrees. NOC had not had a Reach Higher graduate yet. It is a Regent’s program to help students that have completed half or more credits for their degree but had to stop due to family issues, etc.

Tonkawa:

Dr. Stinson asked about the data collection sheet.

Mr. Haywood: Get advisors and advisees in line and contacting advisees. How do we document the contact? Dr. Stinson: How can we verify the contacts are happening?

Stillwater has issues with number of advisors vs advisees to reach the 80% contact. Need a good system on distributing advisees. List of advisees with email to each advisors. Dr. Edgington will work on it.

Discussion on emails, cell phone numbers to text to contact students. Creating a timeline for communication with advisees. To be able to spend more energy on ones that are returning compared to ones that are not. Dr. Edgington also suggested to refer to tech schools for ones not returning.

80% Transfer hours posted to transcripts. Transfer hours are not being put on and making more work on advisors to calculate GPA and knowing what classes have been taking.

Dr. Edgington gave explanation that it is not just NOC but all colleges but transfer hours/transcripts have to be manually inputted. The technology is not there for scanned copies to be transposed to POISE. Transcripts are scanned to Webxtender. Access is limited. Can a scan copy be available for advisors? Suggestion to keep folders for advisors for transcripts in case a student needs to see a different advisor. Students need to be responsible to have their transcripts with them. Also knowing AP credits. Suggested a checklist of questions for advisors—first page of Advisor’s Handbook already has one.

Students placed in courses and told that would count for humanities and they do not. Advisors have to sign off. Suggestion for students to have an advisor and staff advisor as a double check.

What are the retention rates from last year? Look from semester to semester and lost 38%. Tonkawa lost 38% students from spring to fall semesters. Can’t count concurrent or transfer students. Stillwater, remove students that accumulated 24 hours as they transfer to OSU, mid 50’s as they transfer out to OSU or other colleges.

2 areas to focus on at this time are creating a timeline to share with students and advisee lists with email addresses to advisors.

Next meeting will be discussed and sent out.