

Student Retention and Enrollment Committee meeting notes:

Meeting date: 2/3/10 started at 9:05 a.m.

Members present: Dr. Jane Birkholz, Tonya Roth, Dr. Peter Nordgren, Dr. Mary Lee Vance, Vicki Hajewski, Tim Berg, Nicole Farmakes, Joe Grady, Kathy Pykkonen, Jen Bird, Dr. Monica Roth Day

Members absent: Ryan Kreuser, Ann Miller

Introduction of new members: Kathy Pykkonen, Dr. Monica Roth Day

Thank you to Dr. Mary Lee Vance who will be transitioning off the Committee as of today's meeting.

Note: Chair has been notified that all university committee memberships (including Student Retention and Enrollment Committee) will be reviewed by Faculty Senate this term. Future positions to be included on this Committee may be changed subject to this review.

Guest: LeAnn Brown

Updated copies of the Strategic Plan for Student Retention were distributed. All older non-color coded documents are to be discarded. Jane Birkholz announced that changes have been made to the Strategic Plan for Student Retention document; she stated how pages 9-11 no longer have stretch goals, but instead replaced with modest goals to measure retention of students; she stated the Plan is a 5-year plan; she also stated that pages 15-21 which contain the Action Items, had some changes.

Action Item, Plan 1 is changed, based on a revised SOAR/orientation model.

Jane Birkholz then reviewed the handout titled Rationale for Strategic Plan for Student Retention Methodology. This document reviews NSSE administration and results and serves as the basis for the construction of the strategic plan, based on bench mark comparisons.

The 30 Action Items are now color coded and labeled to assist the Committee in prioritizing what are to be addressed first. The 3 areas are:

1. Access
2. Student Success
3. Research

Discussion followed regarding the need to collect available data as a first step in organizing a research plan.

The Committee will have LeAnn Brown make a research plan to develop the strategic plan.

Suggestions to add the Director of Public Information and Career Services under some of the Project Manager roles were noted.

Jane Birkholz then explained the Faculty Senate's suggestions after they did a critical review of the Strategic Plan for Student Retention 2009-2014. Jane read verbatim their comments. As a result, more

structure and prioritization of the plan is requested. The Committee proceeded to review Action Items labeled "Research" and identify readily available data for use in constructing a research plan. Exit interview data from Residence Life was identified as one source. Data from withdrawal cards in the Registrar's office was a second source. Information collected from call campaigns was a third source.

Based on an overview of Residence Life data, the main reason the students leave the residence halls (85% of them leave UWS completely when they leave the residence halls) was because they are less satisfied with the campus in general.

Discussion noted the campus community needs to renew its commitment to retention.

Research Action

LeAnn Brown offered to compile data on two research initiatives which she will bring to the next meeting which are:

1. Action Item G-1, Plan 2-Identify number of students admitted after August 1 prior to entering fall semester term
2. Action Item G-7, Plan 2-Conduct a study of FYS vs. non FYS students

Vicki Hajewski said research needs to be done on G-7, Plan 1 (future discussion)

Jen Bird said research needs to be done on G1-Plan 3 (future discussion)

Monica Roth Day said we need Faculty Senate support and also a plan to honor faculty time involved with their support.

Three statistical handouts for the Committee's review regarding Admissions & Recruitment Office Total Applications, Diversity Goals, and Fall 2010 Goals.

Meeting days and times were scheduled for Wednesdays from 8-9:30 a.m. every 3-4 weeks.

The next meeting will be scheduled in the YU, Room 202, on Wednesday, February 24, 2010, from 8-9:30 a.m.

Meeting adjourned at 10:30 a.m.