**Committee on Retention Efforts (CORE)**

**Meeting Minutes**

**December 13, 2023**

1. **Call to Order**

The Committee on Retention Efforts (CORE) was called to order on December 13th, 2023, at 2 pm. in the Witter’s Conference Room in the Booth Library.

1. **Student Communication Modality**

Josh Norman started the meeting with a current student who was having issues with deadlines due to a possible lack of communication. Josh brought this to the table to figure out what should be done about student communication. He brought up multiple channels of possible communication methods: 3-minute videos of what we want them to know, training them to utilize panthermail and how to get it on their phone through the University Foundation course, or maybe alternative channels like text messaging and or social media. Amber Webb proceeded to tell the group that her Academic Coaches went to all of the resident halls and talked to students who had holds and informed them on how to remove them. Danny Gourley Fischer brought up how we could find ways to reduce the number of emails students get from different departments in an effort to not bombard or overwhelm students. Dr. Jill Bowers talks about what necessary holds are and what holds should be not necessary to lessen the holds on student accounts. Josh expresses that we have to help them build that habit of using the primary channel that has already been established. Bobbi Kingery, who taught two sections of University Foundations Fall 2023 and works with freshmen, discovered that students will ignore things until they blow up. Students are overwhelmed and will wait till it becomes a priority which then becomes a crisis. Suggestions were thrown out and landed on a possible focus group to see what’s the best way to reach students.

1. **December 8th Drop Deadline**

Josh Norman states that we had lots of students who were registered and a lot of students who were dropped from their schedules on the December 8th drop deadline. Josh tells the committee that they have been pressing the Vice President of Business Affairs about doing direct mail to get the info to parents instead of just sending an email to students. Josh got some feedback and noticed students got dropped on the 12th instead of the 8th. Tanya Willard mentioned that the drop date was the Friday before finals and students are possibly stressed and distracted due to finals. They believe the timing is not great. Tanya suggested that we should give students 24-48 hours during the business day to get holds lifted and reregistered for classes. A committee member suggested maybe moving the date up to either Monday or Tuesday of the last week of finals. Bobbi Kingery talks about how these conversations can be difficult so many students may try to avoid talking to parents. Danny Gourley Fischer mentioned that they heard that President Gatrell said that if students are dropped for non-payment, their schedule will be restored exactly the way it was previously. Josh replies and mentions that if they pay their balance to 0, then it's up to the department and the registrar to restore those schedules. Jill Bowers asked about what if a section is full. Josh states that that issue has not come up yet.

1. **CEMO Notes and Ideas about Retention**

Josh Norman met with chiefs of enrollment management from 12 different universities and they talked about retention. Josh asked about a collaborative group called “Across the 12 publics”. Someone from the group mentioned it started a couple of weeks ago. Josh pushed on how this is vital and the group needs to be growing and developing to work on retention issues. Josh is trying to find ways to collaborate. One person from one of the twelve schools mentioned how they have improved their retention rate. They mentioned that every time a student presents a transcript, Central Advising is notified and the student's advisor will reach out to them and ask “Hey is there any way I can help you?”. The advisor does not reference anything about the transcripts. It creates that conversation which has helped that school’s retention. Josh states that it could benefit us. The committee talked about various ways we could implement something similar. Nothing was finalized.

1. **Edsights Contract**

Danny Gourley Fischer talks about how our contract with Edsights is coming to an end and wants the committee to discuss whether they should have someone endorse it or if we should not renew it. Josh Norman states they were not the biggest fan of it. It did not meet their expectation so he was alright with not renewing. They also mention that their retention has not gone up.

1. **Next Meeting**

Our next meeting will be on Tuesday, January 23rd at 11 am in the Witter’s Conference Room in the Booth Library.

*~Minutes submitted by Brandy Verdin, Recording Secretary*