Student Retention Committee – Minutes  
International Conference Room 

September 30, 2014 – 3:30pm 

Attended: Carolyn Anderson, Russell Bloem, Bob Crow, Todd Dornbos (chair), Christina Edmondson, Dana Hebreard, Rana Huisman, Marla Love, Anuli Mefor, Tom Van Eck, & Amy Wilstermann. 

Opening 
Prayer (Bob Crow) 

(1) Received minutes and action items from last meeting (SRC Minutes #5-13/14).  
   - Todd will forward to the group for electronic review. 

(2) Reviewed the agenda – Planned to review items 3, 4, 7, and 8. 

Old Items 
(3) Retention goals, plan, and KPIs - Update (Todd) 
   - See action item #1 below and SRC Communication 1-14/15; 
   - Todd reported that the EMC has endorsed the retention goals document, and that he has been meeting with Cheryl B. and Cindy C. to discuss a strategy for next steps. Cheryl and Cindy have plans to discuss student retention with the President’s Cabinet this fall. 

(4) AHANA Retention – Hope College Visit Report 
   - See action item #3 below and SRC Communication 4-14/15; 
   - Christina, Dana, and Todd reported briefly on their summer visit to Hope College. 

(5) Daily discontinuation reports (Dana) 
   - No report or discussion. 

(6) Request from Amanda Greenhoe, Communications and Marketing 
   - See SRC Communication 12-13/14; 
   - No report or discussion. 

New Items 
(7) Review Mandate 
   - See SRC Communication 3-14/15; 
   - The committee briefly reviewed the mandate; 
   - Todd reported on the COG’s survey to all committee chairs. 

(8) Review Fall-2014 Day-10 Report 
   - See SRC Communication 2-14/15; 
   - Tom VE presented the Day-10 retention and graduation rate reports. 

Adjournment 
(9) Next meeting: TBD 

Outstanding action items (Blue items determined on 9/30/14) 

(1) December 7, 2009 -- Retention Goals, Plan, & KPIs - To help the Student Retention Committee (SRC) establish/refine a current list of retention goals and possible strategies for achieving them, a small task-force (short-term sub-committee) was charged with outlining a draft retention plan for the SRC to review and adopt. Given that (1) this plan will likely serve as a supplement to the broader enrollment objectives defined by the Enrollment Management Committee (EMC) and (2) that Dale Kuiper will be leading the EMC’s effort to reform the college’s existing enrollment plan, Russ requested that Dale also facilitate the SRC task-force. The following SRC members have also agreed to participate: Jacque R., John W., Russ B., & Todd D. While no deadline for completion was established, it is assumed that this group’s work will likely parallel the EMC’s time-line for constructing a broader enrollment plan. 

November 22, 2010 - After a conversation regarding recent FEN updates with Michelle Loyd-Paige, MAC Chair and Dean for Multicultural Affairs, the retention committee will intentionally remember FEN’s retention objectives/goals [B1] for AHANA and International students when developing the SEM retention plan. 

March 7, 2011 – Dale and Todd will meet soon, to discuss next steps.
May 10, 2011 – Planning team (noted above) has met once, and some work has been initiated to brainstorm a possible outline and important metrics for measuring success. The team will continue to work on this important task.

October 28, 2011 - Dale and Todd have met a few times to consider possibilities, and will convene the larger working group, once a more substantial framework has been constructed. Given Jaque’s departure, both Alicia and Bob Crow have volunteered to join the working group. A working group meeting has been prescheduled for mid-November.

September 21, 2012 – Now that the SEM plan has been adopted, Todd and Russ will discuss next steps for the construction of a retention plan. Perhaps the SRC could partner with the metrics committee to develop measurable retention objectives for this section, which could then serve as a reasonable alternative to a separate retention plan.

March 25, 2013 – SRC should consult with Mike Stob as we work to further define the metrics that will be used to measure our retention goals. Calvin’s argument for re-accreditation must include a section on student retention and should be completed by summer of 2014. Tom VE is leading the SEM plan metrics team, and will include SRC members when they are ready to determine appropriate measures for the Retention/Graduation section of the plan.

December 16, 2013 – SRC reviewed and approved a proposed timeline for determining retention, persistence, and graduation rate goals and KPIs for the college. We should complete this project in the spring of 2014, in order to meet the deadlines necessitated by the strategic plan (draft) and our HLC argument for reaccreditation. Goal authors are encouraged to rely on existing data and information, to keep this project manageable.

The SRC requests that point I.2.a be changed to read: “Retention and graduation goals will be set across key subpopulations of students and existing services aimed at success will be modified as needed.” More specifically, the committee recommends that the word “all” be changed to “key.” Amy agreed to relay this suggestion to the special faculty senate at the meeting later in the evening.

March 17, 2014 – SRC reviewed a draft of a Student Retention Goals document. After a productive discussion, Todd agreed to meet with (1) SAS regarding concerns expressed about the Access goals and (2) other key administrators to review subpopulation goals for which concerns were raised (AHANA). Tom VE and Todd agreed to re-define the “Marginal” subpopulation based on HS GPA and test scores, rather than by scholarship level (presumably, a moving target).

April 2, 2014 - After reviewing and discussing the current (revised) draft of the retention goals document (SRC Communication 9), the SRC agreed to approve as written and forward it on to the Enrollment Management Committee (EMC) for review. Next steps - If endorsed by the EMC, Todd will ask the provost to bring the goals document to the president’s Cabinet for feedback and to request approval to commence work on a retention plan (to achieve said goals) which will presumably be presented to EPC during 2014-15.

September 30, 2014 – The EMC has endorsed the retention goals document, and Todd has been meeting with Cheryl B. and Cindy C. to discuss a strategy for next steps. Cheryl and Cindy have plans to discuss student retention with the President’s Cabinet this fall.