

Student Success – Retention Report  
 2014-2015 draft 9/1/15  
 Prepared by: Beth Armstead, Co-Chair

Members of this committee during the 2014-15 academic year:

- Beth Armstead, VP for Student Services
- Brian Johnson, Academic Advisor
- Olivia Rael, Testing Coordinator/SSC
- Cecilia Stafford, Library Director (absent Sept-Nov)
- Gaylyn Yankee, VP for Business
- Joe Aragon, NASNTI Director
- Rosa Gingrich, NASNTI Admin Asst
- David Bishop, Math Instructor
- Steve Stockdale, Director of ITT (resigned Dec.)
- Sascha Larrabee, Transfer Advisor and Co-chair of committee
- Kathleen O'Connor, EDUC Program Manager
- Dr. Erben, COMM Program Manager
- Michael Fields, BUS Program Manager
- Mariah Gonzales, student aid in Student Services (Spring semester)

**Student Success Meetings held: August 19 Bievenidos y Helado – Welcome Back Student Convocation, 2-4 pm; Sept 30, Oct 28, Nov 18, and Dec. 2**

**SP 15 Student Convocation, “Toast Out”, Jan. 13, 2-4; meetings Jan 20, Feb. 24, March 24 and April 21, 2015**

**At our 9/30 meeting, the committee agreed to prioritize “Technology; Transfer; and Textbooks”**

**COMMUNICATION**

<b>Technology</b>	The committee is working to increase student use of technology for communication. Develop: Twitter, Facebook pages, media boards, Roosevelt sign
Quick Connect Early Alert System	At all Faculty/Assoc Faculty meetings, we educate faculty regarding utilization of QC. At a minimum we ask that they review their class lists before Census date and inform us if any students have not attended. Our goal: 100% participation for all classes.
Graduation Survey	Student Services, Sascha Larrabee, created and collected surveys at the Commencement Rehearsal. See attached.
Program Managers	Student Success committee requested that each PM give a breakdown of all their courses and when they are taught (at least the ones only taught 1/year. The Business PM and Computer Technology/CMT PM have responded. We also ask that each PM help with promoting and recruiting their programs in the community/county, as well as provide a tri-fold that promotes their programs.
Fall Convocation	The group decided to try something new at NMSU G, a fall convocation for all students. We are naming this, “Bien Venidos y Helado” and will invite all staff, faculty, and students (all). This will be held 2 days before classes begin, August 19, 2-4. A short welcome/program; breakouts to meet Program managers and talk with clubs; and a social time with ice cream. All present will receive a tee shirt, water bottle, and flash drives for students.
ENGL placement	In collaboration with Dr. Erben, we decided to have all new students submit a writing sample when they take their COMPASS. Dr. Erben will assess their writing level. Advisors will complete a “holistic assessment” to help improve our placements.
SSC Tutoring	Tutoring is a crucial component to college students' success, yet it's very difficult to get students to participate in the SSC tutoring program. The NASNTI and Title V grants have provided professional tutoring which students seem to like. Most students come in for MATH tutoring.
Student Forums	10/15/15 was our Fall Forum; students were asked “what is/is not working?” “What is frustrating for you?” and “How was the textbook

	experience”. We held one in SP15 but only 2 attended.
Canvas assistance	Kati advocated that our campus offer workshops on Canvas for students early in the semester. Connie Lyons is available to assist students, as well as SSC tutors and IT interns; Louis Bear Eagle is also available to assist in IT.

**College Environment “Culture”**: In past years, the committee desired to create a more comfortable and aesthetically appealing “space” for students. This year the focus was more on ensuring NMSU Grants supports a culture of engagement and support for our students.

Quality of online courses	Early in the year it was stressed that no one is enforcing the quality of online instruction. “How do we change the culture of faculty and teaching online?” The committee agreed that 1. Publisher sites should not replace instructor’s teaching or work; 2. Quizzes need to be on Canvas and not Publisher sites; 3. faculty/adjunct need to be accountable to their Program Manager; and 4. Online courses need the same maximum headcount as face to face courses. *Kati shared in November about the Teaching Excellence committee and their plan for all faculty and Adjuncts to receive training. The Assessment committee and Title V are also working on this issue. During SU15, several fulltime faculty participated in QM training. This will soon be available for adjunct faculty.
<b>Transfer</b>	Having our Transfer Advisor, Sascha, has been very instrumental in keeping “transfer” as a priority. Despite the many activities, trips, fairs, etc. she feels it is still very challenging to get our NMSU G students to transfer onto Bachelor’s. As we enter the last year of the NASNTI grant, we will want to continue to examine barriers and assist our students in successfully completing Bachelor’s degrees.
New Student Orientation	Due to the new federal mandate that all new students be training on “Campus SaVE” (reducing or eliminating sexual assault on campus), all NMSU campus’ Orientations are mandatory. Student Services decided to offer NSO weekly (if sufficient students sign up and ready) between May-August 21. NSO is 2 hours long and does not involve as many staff/departments due to the frequency. *We discussed throughout the year a model for Freshmen Orientations, but without it being required and a part of the degree, we don’t see how students would attend. We also need to differentiate this from COLL 101.
Student Success is Everybody’s Business	Continue to educate all faculty and staff to be involved in Student Success.
<b>Recruiting</b>	Kati and David Bishop created a it of Best Practices for Recruitment and Retention (see attached). There are many good ideas for faculty and Program Managers to promote their courses, degrees, and opportunities. We had nearly every Program manager participate in the annual Career Fair in Nov.
NMSU tee shirts	Continued this practice of giving all new staff and faculty a tee shirt.
Campus workshops	Student Success Center offered one on one workshops, i.e. time management, study skills. Group workshops, i.e. Plagiarism, Google – Beyond the Basic Search, and The Best of the Web. Student Services offered 3 on various Career topics.
<b>Textbook charges</b>	The committee discussed this all year and the VP’s of B&F and SS met during the summer. We had a very small pilot, allowing a couple students to charge their books and financial aid paid the balance. VP Yanke worked with Las Cruces (Pam Jefferys) and MBS to streamline the process as it is done with B&N. Gaylyn now feels that the Business Office can handle this, although we will need to implement deadlines and work with a new VP for 1516.
Customer Services	Student Services arranged a training for all staff and faculty on customer service skills in March. This was well attended.
Sub committee on communication	Some ideas include: weekly email alert re: events on campus; flyers in

	restrooms; flyers on wind shields; side walk chalk messages; give out student magnets
Work study opportunities	We proposed several new positions: Theater Tech, PR, and Student Activities. Dr. Casados did not approve the PR. Student Services also submitted a small grant during the summer to NASPA, which would fund five students for a special project within 5 departments (pending).
Safety aid on campus	Admin learned that through the NMSU LC Police Dept., we can have a student (s) trained for a level 2 security guard. Student Services sent letters to CJ and SS majors early in the summer, but no student stepped up with interest.

**College Studies Courses:**

COLL 101 College and Life Success	During this academic year, Connie Lyons and Michael Fields both served as the PM. There remains concern that there is still no standardization for this course, although Michael Fields, Business PM, created an online COLL 101 which is a template for the online course. This will continue to evolve in 1516.

Significant occurrences for 14-15:

1. Brian Johnson attended a HACU Symposium in San Antonio, Dec. 2015. Topic was on best practices for student retention.
2. IT Department and their interns/work study students staffed an info desk at the beginning of the semester which was very helpful to students.
3. Student Welcome Back/Convocation – held in Aug and Jan
4. Activity magnets and student handbooks were provided

Three year retention rates for full time, degree seeking, from Fall to Fall:

Fall 2010-11 52.7%

Fall 2011-12 49.3%

Fall 2012-13 53.3%

**Fall 2013-14 43.53%**

Three year average: 48.71

Statistics provided by Rose Carlson

**Ideas/Goals/Plans for 15-16.**

1. Continue holding Student Forums to hear students' voices/needs, at least 1/semester.
2. Continue to examine/analyze transfer data and how to help our students obtain Bachelors degrees..
3. Have all Program Managers outline "semester sequencing" and provide to students, to help with degree/certificate completion.
4. Increase % of all faculty utilizing QC for early alerts.
5. **Consider an online chat for students to ask Q&A during the semester.**
6. **Recruit two students to complete the Security training in LC, summer of '16, and then hire them for security aids on our campus FA16.**
7. **Continue promoting a Textbook Swap**