

Enrollment and Retention Management Committee

Annual Report to the Planning and Budget Council

April 2011

General

The primary focus of the committee this past year was retention. Specifically, we focused on retention efforts currently underway and areas where efforts could be made to improve retention. In the University Strategic Plan, benchmark goal 5.1, in support of the strategy of increasing degree production, calls for a review of existing student success support. To accomplish this we used our Methods to Improve Retention Action Plan as the baseline.

Methods to Improve Retention Action Plan Update

An update to the action plan is provided as appendix A. Highlights from the action plan are:

- Student academic policies - Student Affairs and AAC is preparing a written proposal to change the academic standing policy that will go to faculty senate. ERMCM will review proposal.
- SLS 1501 (Effective Learning) - Proposal put forth to PBC for 7 sections; sections target at-risk first-year students.
- Mentoring - First task is to survey campus and identify all offices and departments that have mentoring programs.
- All Campus Work shop on Retention - Mentioned proposal at PBC. Task now to develop plan, schedule and identify funding.
- Seamless Secondary to Postsecondary Transition - There has been an increase in campus tours by middle school groups, especially those associated with AVID programs. Continue to support and expand these opportunities.
- Summer Step Ahead Program - Continue program that has had good success. Look to expand program for students at risk with English and Reading.
- Realign DE/EA/CHS - A proposal for realignment has been submitted to the PBC.

Other ERMCM Activities

Numerous topics centering on enrollment management were discussed and reports submitted.

- We continue to track the fall 2009 FTIC Biology cohort. Interesting to see the migration of these students to other majors.
- The results from a student project to examine academic advising were presented.

- The acquisition of the Banner Relationship Management System (BRM) will greatly enhance our ability to build relationships with prospective students. It will be much easier and much more effective in reaching out to students with specific interests thereby enabling us to better manage our incoming classes. Communications to our current students will be enhanced, thus helping our retention efforts.
- Committee continues to work on a student survey for stop outs. In addition, data from the registrar's office concerning students who withdraw were reviewed for any trends or areas where we could be more proactive.
- The committee was tasked with examining FGCU's organizational structure and how it best supports Strategic Enrollment Management. That study is ongoing.
- A proposal to look at creating a College Transition course was presented with further action and discussion to follow.

Appendix A) Methods to Improve Retention Action Plan -- April 2011