**Committee on Retention Efforts (CORE)**

**Meeting Minutes**

**March 6, 2014**

1. **Call to Order**

The Committee on Retention Efforts (CORE) was called to order on March 6, 2014 at 10:00 a.m. by co-chairperson Kimberlie Moock, in the Student Success Center Classroom 1117, at Ninth Street Hall.

**Members present:** Kimberlie Moock, co-chair, Karla Sanders, co-chair, Cindy Boyer, Thomas Canam, Kesha Coker, Mona Davenport, Lyndsay Jenkins, Amber Osborne, Jody Stone, Jennifer Stringfellow, and Jean Wolski

**Members absent:** Jerry Donna, Teri Farr, Jody Stone, and Jennifer Stringfellow

**Guest present:** Erica Ferrutino

1. **Newsletter Reminder**

Karla Sanders reminded the committee that the articles for the newsletter are due to her on Monday, March 10, 2014. The newsletter will go out after March 19th.

1. **Approval of December 6, 2013 Minutes**

Jean Wolski made a motion to approve the February 20, 2014 minutes as written. Mona Davenport seconded the motion to approve. The February 20,2014 minutes were approved with Lyndsay Jenkins abstaining.

1. **Connecting to Individuals that did not enroll in Spring 2014**

Kimberlie Moock reported she looked at the students who are not currently enrolled for Spring 2014 but are still eligible to re-enroll for the Fall. They were split into 3 distinct groups:

1. Left in good academic, judicial, and financial standing
2. Left in poor academic but good judicial and financial standing
3. Left in poor academic and financial but good judicial standing

Kimberlie Moock also reported there are roughly 135 potential students to reach out to for re-enrollment. The committee agreed that trying to reach out to these students would be a good idea. She also mentioned in the past that previous email blasts had been sent by the Registrar’s office and the VPAA office letting students know they could re-enroll. She suggested doing a mailing to the student’s permanent address. The committee concurred and suggested making it targeted to each of the groups by what they specifically may need. Materials for the mailing include:

* Letter inviting the students to re-enroll and the steps to be re-admitted to EIU
* Materials from Student Success Center (for students with academic concerns)
* Their advisor and how to get in touch with them
* Financial Aid Information
* Housing Information
1. **It’s My EIU: Tips and Tools for Supporting Recruitment and Retention**

Karla Sanders reminded the committee items for the workshop need to be submitted for the Toolbox on Retention. Group discussion followed on what those items should be.

* Faculty

Faculty should submit mid-term grades (even if no grades are D/F/NC), use Early Alert, Respond to grade checks from Athletics, Gateway, Summer Institute, and ROTC, helpful conversation starters, support services/referral list, submit final grades, critical deadlines, understanding Early Alert, helping Distressed Students information, “Where do I…”guide from NSO.

* Staff

Referral/support services, helpful conversion starters, aware of critical deadlines, customer service guides-work on reducing the number of times a student needs to transfer from office to office, encourage workshop participation (using clubs, volunteer works, internships, college job-job market competitiveness), helping distressed students information, “where do I…” guided from NSO.

Karla Sanders mentioned on Wednesday, March 19, from 10:00 a.m. to 12:00 p.m. in the Arcola-Tuscola Room, the Enrollment Worx Committee will host an open forum for faculty and staff interested in learning more about how they can support recruitment and retention at EIU. There will be discussions and demonstrations of the tools, technologies, and best practices included in our Recruitment and Retention Toolbox (available in the documents folder at <http://castle.eiu.edu/strategicenrollment/>).

Forum topics will include:

* Communicating EIU cores messages
* Marketing your program/department
* Providing excellent customer service
* Getting acquainted with recruitment data/technologies
* Understanding the basics of Financial Aid
* Supporting student success to graduation
* Increasing student competitiveness in the job market

1. **Adjourn**

The meeting adjourned at 11:15 a.m.

1. **Next Meeting**

The next CORE meeting will be held on Thursday, April 3 from 10:00 a.m. to 11:15 a.m. in classroom 1117 at Ninth Street Hall in the Student Success Center.

*~Minutes submitted by Ms. Kimberly Sweeney, Recording Secretary*