

Council of Chairs
April 8, 2014

Present: Tom Costa, Elizabeth Steele, Tim Culver, Bryan Hoyt, Robin Benke, Amelia Harris, Sandy Huguenin, Alex Edwards, Jeff Cantrell, John Adrian, Cathie Collins, Margie Tucker

Absent: Rachel Tighe, David Kendall, Suzanne Adams-Ramsey

Tim Culver, a retention consultant with Noel-Levitz, was present to share information regarding enrollment management, specifically retention for freshmen from the first semester to the third semester. Based on what we know about entering freshmen for the past three years, Mr. Culver discussed factors most likely to affect their retention. Noel-Levitz uses multiple variable analyses to include two variables each for academic, financial and behavioral. Those are:

- high school core grade point average,
- SAT mathematics score,
- percentage of need met with financial aid,
- ability of parents to contribute toward the cost,
- number of days in the applicant pool, and
- number of self-initiated contacts.

Negative risk factors that would influence a student's retention to the third semester include a high school GPA below 2.85; an SAT math score below 437; the family's inability to contribute financially; and fewer than 1.5 self-initiated contacts. Students who apply late are not likely to persist.

The importance of having a faculty advisor in the major was emphasized, and students should be encouraged to declare a major early. Mr. Culver suggested students should declare in their third semester and be moved to a faculty member in the department for advising. Departments could define when students should declare for various majors, for example when they have passed certain classes and are not enrolled in developmental English or math. It is crucial to involve faculty in the advising process as early as possible, especially teaching freshman seminar.