

STUDENT INVOLVEMENT

Retention Update Spring 2020



Strategy 1- GPA Achievement

Sent a congratulation email to 34 SI Leaders who achieved a 3.25 semesterly GPA.

Strategy 3- Increase hourly pay for students & hire full time staff

- I. Each student's wages have been increased at least \$.25 each year based on their performance.
- II. Hired a full-time marketing position.

Strategy 4- Academic newsletter

For both Fall 2019 and Spring 2020, 9 newsletters were sent to students. Two of them included how to deal with critical situations and summer planning tips; both in response to the pandemic situation.

Strategy 5- Demographic & withdrawal data

Demographic and withdrawal data were collected and are being analyzed. The data was also transformed into metrics.

Strategy 6- Share our story more

"The Involved" series kicked off in Spring 2020 and featured 10 student testimonials, shared via social media, highlighting their involvement.

Strategy 9- Transfer Student Social

The first Transfer Student Social was held on January 30 in the Begg's Ballroom. 30 students participated in the event along with President Golden.

Strategy 10- Provide professional development

- I. Equipment survey was sent out with 16 responses collected.
- II. We are in the process of developing a customer service training for all staff.
- III. Fall 2020: Customer service strategies will be published and customer service survey will be sent out.

Additional retention initiatives

- I. Both the Student Involvement office and the Student Government office began capturing student visits to the offices via a card swipe system.
- II. Emails were sent to over 100 students through the Student Success Collaborative, encouraging them to utilize various academic campus resources.

New retention ideas for Fall 2020 (added because of the pandemic)

Mentoring Program

Pairing new leaders with senior leaders within the organization to meet or have lunch once a month. The goal is to discuss topics and issues faced by student leaders. Through this program, new leaders could also have the chance to gain insight about how to be an effective student leader. This could be done as a group or as individual meetings.