

Central Texas College
Uniform Recruitment and Retention Strategy Committee
December 2, 2008

SUBJECT: December 2, 2008 Minutes, Uniform Recruitment and Retention Strategy Committee (URRS)

1. The Co-Chair, Ms. Dawn Green, called the meeting to order at 3:35 p.m.
2. The following members were present:

Ms. Jan Anderson, Department Chair, ESL
Mr. Gordon Bacon, Department Chair, Early Childhood Development
Ms. Diana Castillo, eArmyu/GoArmyEd Institutional Liaison, Distance Learning
Ms. Marie Cedillo, Coordinator, Project Pass
Ms. Jerrie Cleaver, Coordinator, Office Technology
Mr. Tom Corll, Coordinator, Institutional Research
Ms. Sharon Davis, Director, Distance Education and Education Technology
Ms. Yolanda Davis, Faculty, Mathematics
Ms. Dawn Green, Co-chair, Department Chair, Mental Health Services
Dr. Jack Isbell, ECAF Instructor, Fort Hood
Ms. Tiffany Jackson, Coordinator, Recruiting and Evaluations, Fort Hood
Ms. Dottie Kyle, Director, Admissions and Recruitment
Mr. David McClure, Associate Dean, Guidance and Counseling
Dr. Suzanne Morales-Vale, Professor, Developmental Reading and Writing
Ms. Angela Reese, Co-chair, Coordinator, Recruitment and Retention –
Community Relations and Marketing
Ms. Annabelle Smith, Director, Financial Aid
Ms. Deba Swan, Dean, Library Services

3. The following members were absent:

Ms. Tina Ady, Director, Education Support Services/Coordinator, Marketing & Outreach, Ft. Hood
Mr. Ken Austin, Dean Continental Campus
Dr. Tony Cleaver, Director, Skill Center Counseling/Tech Prep
Ms. Mary Henderson-White, Director, Student Support Services
Mr. Bruce Kendall, Director, Information Technology
Ms. Stephanie Legree-Roberts, Director, International Student Services
Mr. Mark Pollett, Associate Dean, Fort Hood and Service Area Campus

4. The following visitor was present:

Mr. Michael Hunter, IT Technical Writer, Information Technology

5. Angela Reese requested members to review last month's minutes for approval. Sharon Davis informed Angela that a correction needed to be made concerning paragraph 6b. Approval of the minutes was postponed until the January 2009 meeting.
6. The committee discussed issues relating to student recruitment and retention.
 - a. Angela Reese shared draft surveys for incoming students of the Spring 2009 semester and a draft survey for those students who do not re-enroll from the Fall 2008 semester. Committee members discussed the content of the surveys and the wording of the questions. Angela made notes and will revise the forms and forward the surveys to committee members via the campus intranet. The surveys will be discussed further during the January 2009 meeting.
 - b. At the end of each year the Coordinating Board requests that all institutions update the college district's *Closing the Gaps* recruitment and retention numbers. Tom Corll presented spreadsheets containing population estimates established by the Texas State Data Center for population projections. Based on the population estimates it appears that CTC is below expectations concerning Hispanic student recruitment and retention. New recruitment and retention figures have been developed based on CTC having an 11 county service area. Committee members inquired on whether the Coordinating Board was using the entire areas of Williamson and Bell counties in CTC's expectations considering Williamson County is an area shared with Austin Community College and Bell County is shared with Temple College. An inquiry will be made with the Coordinating Board to determine how expected recruitment numbers are determined for individual college districts. Follow-up data will be provided at the next scheduled meeting.
 - c. Dawn Green presented an updated matrix (Appendix B) for committee review. Some items that are addressed in the update concern the need to develop a learning community model for the college. Also a mechanism to capture various students reasons for attending college at CTC. The impact of the new VA policy changes are also targeted in goal 1, target 3.
 - d. Dawn Green informed the committee that contact was made with Dr. Welsh, Dean of Student Developmental Services reference the issue of degree audits. Per message from Dr. Welsh, the best resource for a degree audit is the current college course catalog. The possibility of hiring a person to conduct degree audits for the college is under consideration for the upcoming year.
7. There being no further business to discuss, the meeting was adjourned at 5:00 p.m. The next meeting is scheduled for Tuesday, January 6, 2009, at the Starlight conference room, starting at 3:30 p.m.

Appendix A

URRS Committee - List of Tasks					
ID#	Date	Action Proposed	Person identifying the issue	Date Completed	Responsibility
1	8/26/08	Initiate URRS Newsletter			Director, Community Recruitment and Marketing
2	8/26/08	Use of KNCT TV Channel	Morales-Vale		Director, Community Recruitment and Marketing
3	8/26/08	Develop Webpage	Kyle	9/3/08	Director, Community Recruitment and Marketing
4	8/26/08	Serve foreign-born community in the area			Director, Community Relations and Marketing
5	8/26/08	Assist Students with disability (autism?)	Henderson-White		Director, Student Support Services
6	8/26/08	Collect data on transfer effectiveness			Systems Registrar
7	8/26/08	Use foreign students as mentors?	Legree-Roberts		Director, International Student Services
8	9/9/08	Track distance learning students for accountability			Director, Distance Learning Operations
9	9/9/08	Bridge gap from special needs students who need additional help on specific issues	Henderson-White		Director, Student Support Services
10	9/9/08	Track student requirements when transitioning from certificate program to degree program			Associate Dean, Guidance and Counseling
11	9/9/08	Investigate residency issues relating to TSI certification	McClure		Associate Dean, Guidance and Counseling
12	9/9/08	Provide mentors to students on the Fort Hood campus	Jackson		Dean, Fort Hood
13	9/9/08	Provide student mentoring on a state and world-wide level			Director, Distance Learning Operations?

14	9/9/08	Conduct survey of student needs	Corll		Institutional Research
15	9/9/08	Research possible impact of dual-credit courses on high school retention			Associate Dean, Guidance and Counseling
16	9/23/08	Track Hispanic student progress on Texas campuses	Anderson		Institutional Research
17	9/23/08	Develop college applications using Spanish language	Kyle		Associate Dean, Admissions and Recruitment
18	9/23/08	Availability of Spanish language FASFA forms	Corll		Director, Financial Aid
19	9/23/08	Employment of bilingual employees			Director, Human Resources
20	9/23/08	Hispanic mentors for first-time in college students	Cedillo		Associate Dean, Guidance and Counseling
21	9/23/08	Fact sheets on state and federal reports	Corll		Institutional Research
22	10/7/08	Improve the English as a Second Language website	Anderson		Director, Foreign Language Program
23	10/7/08	Link transcript requests to a query data base so the request can be tracked to a school for transfer follow-up	Anderson		Systems Registrar
24	10/7/08	Purchase subscription to the National Clearinghouse to track students after they leave CTC	Anderson		Educational Program and Support Services
25	10/7/08	Develop mechanism for capturing students' goals to determine when they can be labeled as completions	Anderson		Director, Admissions and Recruitment
26	10/7/08	Study impact of Chapter 33 and 35 revisions (GI Bill) to limit financial stipends to active duty and veteran students	Anderson		Director, Financial Aid/Veteran Affairs
27	10/7/08	Employ a grant writer via staff and faculty support	Morales-Vale		Educational Program and Support Services
28	10/21/08	Data Review Board committee	Morales-Vale		Institutional Effectiveness

29	10/21/08	Contact Student Services and request an information briefing on the auditing process used for graduation	Green	Dec 2008	Mental Health Services
30	10/21/08	Forfeiture of graduation fee monies	Bacon		Director, Business Office
31	10/21/08	Method to identify students eligible for inclusion on a Dean's List for academic accomplishment	McClure		Systems Registrar
32	10/21/08	Method to identify students eligible for induction to the Phi Beta Kappa fraternity	McClure	Dec 2008	Institutional Research
33	10/21/08	List of action items for consideration by the strategic Planning Committee	Green	Oct 2008	Institutional Research
34	11/4/08	Offer different sections or classes to meet student academic needs	Reese		Director of Contracting
35	11/4/08	Redesign online course catalog into 3 sections so students find this tool more user friendly	Reese		Director, Distance Learning Operations
36	11/4/08	Offering 8 week courses/classes on main campus similar to the courses offered at the Fort Hood campus	Green		Dean, Central Campus
37	11/4/08	Open enrollment in developmental courses	Morales-Vale		Chair, Developmental Studies
38	11/4/08	Student survey using the Hobson system reference having 8-week classes conducted on main campus	Reese		Director, Relations & Marketing
39	11/4/08	Increase FASFA workshops as a means to increase student transition from high school to college	Reese		Financial Aid
40	11/4/08	More online chat sessions	Reese		Director, Relations & Marketing
41	11/4/08	High school ESL program transition to CTC ESL programs	Anderson		Associate Dean, Guidance and Counseling
42	11/4/08	On-campus fast-track monthly meetings	Reese		Associate Dean, Guidance and Counseling
43	11/4/08	Student transfer centers	Cleaver, T		Associate Dean, Guidance and Counseling

44	11/4/08	Filming of student testimonials for use on the Hobson system VIP homepage	Cleaver, J		Director, Student Life
45	11/4/08	New marketing campaign techniques	Reese		Director, Community Relations and Marketing
46	11/18/08	Programmed block in the student system for those students who have low grade point averages	McClure		Associate Dean, Guidance and Counseling
47	11/18/08	Programmed block in the Datatel system for those students who have three or more course withdrawals	Davis, S		Director, Information Technology
48	11/18/08	Establishment of an external data base outside the Datatel system	Davis, S		Director, Information Technology
49	11/18/08	Identification of work order flow process	Kendall		Director, Information Technology
50	11/18/08	Letter of invitation to state legislators to visit campus	Morales-Vale		Office of the Chancellor