Recruitment and Retention Committee Minutes February 1, 2008

Members: Pat Gavin, Carlo Mora, Robert Steiner, Celina Talamantes, Rich Fortin, Associate Dean Kathy Brook, David Boje (Chair). Guests: Renee Brown, Department head Pookie Sautter, Aubrey Island, and Jon Holmberg

Minutes

All members were present at the meeting. Minutes of last meeting distributed. No changes.

Old Business:
1. Completed review of College web sites for R&R value, and made recommendations for changes (continuation of last meeting’s activities) - Carlo Moro & Robert Steiner reported.
   Recommendations included pull down menus on the sites, use of multimedia, make them navigable, and more structured organization of sites. Carlo’s report was distributed, and examples of good sites by Robert. Renee Brown indicated that the new College web site (available this summer) will incorporate these and other ideas. Renee indicated that currently a lot of duplication on the sites, and the she and the Tags team I in negotiation with the Branding people, on what is allowed or not. The R&R committee thanks the NMSU AITP Student chapter for their excellent analysis and benchmarking of the College sites.

2. A survey to distribute to non-continuing Fall 07 undergraduate students. The list is now in, but needs to be cleaned up Associate Dean Brook is undertaking this. The R&R Committee is recommending a phone survey be done of non-continuing students. Robert Steiner is contacting Judy with regards to what kinds of questions to ask. Pat Gavin, in cooperation with the Student Ambassadors of the College will make the calls once a survey has been composed. There are several reasons for non-continuing: death in the family, lost interest, lost financial support. There could be ways to attract students back, such as Adjusted credit option if GPA is too low, financial scholarships, etc.

New Business (action items are in bold below).

Department Head Pookie Sauter is the CEC’s liaison to R&R.

1- Living Learning Community activities - (how to translate or leverage what Pat has been able to do with other departments/programs). R&R Committee recommended that Boje put out a call to the college faculty to get a volunteer who would work with the LLC. This faculty advisor would work with the 2 RAs to plan programs, and work on getting good advising on site. The LLC is an effective tool to promote retention. There are two LLCs, one for PGM with 32 of 44 students in it, and a second for the Business College with about 35 students. There are a variety of majors among the 35, and there is not the same kind of cohesive focus as with PGM where students are likely to take classes together, share lunches, etc. LLC can be helpful to students that are high risk. However, all incoming freshman need help to keep grades up, to include math help, and how to study sessions. While math tutoring is available in Math Learning Center (MLC), students do not get same tutor week to week.

2- Collect and update a list of position titles and employers for recent (1-5 years) and more experienced (10+) graduates from your departmental majors (means each committee member asking people in their department for names of organizations students got a job -- this is for College letters, the College and Department web sites being built, and the College brochure. The R&R Committee recommended that each committee faculty member work with their respective departments to get a list of employers and job titles, where our NMSU Business students have found employment.

3- Conduct annual review of departmental and college recruiting materials (e.g., letters, brochures, etc.) and make recommendations for changes to department heads (R&R began his last 2 meetings, and recommendation is for a College brochure that Admin can take to their events, for department heads and secretaries to know how to change their letters in the new system). First, he R&R Committee asked Pookie Sautter to create a comprehensive flow chart of the letters and other contacts to new
students by College and Departments. Second, after that, she will distribute the new template for department welcome letter (that also includes parent contact, links to student ambassador My Space Face Book pages, & a card for the student ambassador). This is instead of 5 contact point letters recommended by Admissions. Third, a letter from the College will include a letter to parents.

4- Create and execute an annual survey monitoring student satisfaction with majors and the college, considering the model currently used by the Management Dept. (attachment was reviewed). **R&R Committee recommended that Pookie Sauter create a list of questions, and that it be pilot tested on College list serve to seniors/graduating students. Then, final version of survey will be put online by Renee Brown Aubrey Island (during the summer).**

5- A Report regularly to faculty and staff on recruitment and retention activities (Beyond putting out our minutes, and working with our own departments, will seek clarification from Pookie on this one; plus Proposal C below). **R&R Committee doing well on this point, no changes.**

5- B Ponder how to recruit more transfer students, including those in 2+2 programs (proposal A below). Proposal accepted by R&R Committee to set Alamogordo as an undergrad recruiting target for next 12 months. Currently Celine goest thereon transfer days. **Action Item: Associate Dean Brook will look into getting a spreadsheet build from students enrolled in classes in Alamogordo.**

6- Consider adding a college ambassador to the committee and invite participation by Renee Brown and/or Justin Bannister (University Communications) [to work with Living Learning Community activities]. **Motion passed.**

**New Business**

1. Pat Gavin reviewed impact of Branding on PGM logos and web pages. **The Branding should allow Pat to use the logos and have separate PGM web page.**

2. Recommendation that the Business College hire a recruiter, to coordinate referrals, to aid in administration of recruitment and retention between University and the College efforts. **Motion carried, but problem is where to get the money. Action Item: Associate Dean Brook will look at HRTM recruiter costs, and what that person does, and how it increased R&R. Currently Celine, Justine, and Dave work on R&R as part of their job tasks.**

Thanks for a great meeting. We will meet again towards the end of the term. Please work on any items above that are action items.

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1. Please indicate whether you are a Management or General Business major along with the appropriate option.
   a. Management/Human Resources Management
   b. Management/Managerial Leadership
   c. Management/Operations Mgt
   d. Management/Small Business Mgt & Entrepreneurship
   e. General Business
   f. General Business/Entrepreneurship

2. Do you feel the degree requirements for your management or general business major were appropriate?
   a. Not at all appropriate
   b. Somewhat appropriate
   c. More or less appropriate
   d. Generally appropriate
   e. Extremely appropriate

3. How satisfied are you with the personal interaction you had with Management faculty during classes?
   a. Not at all satisfied
   b. Somewhat satisfied
   c. More or less satisfied
   d. Generally satisfied
   e. Extremely satisfied

4. How satisfied are you with the personal interaction you had with Management faculty outside of classes?
   a. Not at all satisfied
   b. Somewhat dissatisfied
   c. More or less satisfied
   d. Generally satisfied
   e. Extremely satisfied

5. Do you feel the lower-level classes prepared you for more advanced management classes?
   a. Not at all prepared
   b. Somewhat unprepared
   c. More or less prepared
   d. Generally prepared
   e. Extremely prepared

6. Overall, how satisfied are you with the quality of Management courses?
   a. Not at all satisfied
   b. Somewhat dissatisfied
   c. More or less satisfied
   d. Generally satisfied
   e. Extremely satisfied

7. Overall, are you satisfied with the learning experience you had in the Management/General Business Department?
   a. Not at all satisfied
   b. Somewhat satisfied
   c. More or less satisfied
   d. Generally satisfied
   e. Extremely satisfied

8. Overall, are you satisfied with the learning experience you had at NMSU?
   a. Not at all satisfied
b. Somewhat dissatisfied
c. More or less satisfied
d. Generally satisfied
e. Extremely satisfied

9. Gender
   a. Male
   b. Female

10. What motivated you to choose Management or General Business as your major?

11. What kind of job are you looking for? What are your short- and long-term goals?

12. In your opinion, what are the top three classes in the Management/General Business Department?

13. List the three most important skills or knowledge that you learned in the Management/General Business program.

14. List up to three skills or knowledge that you think should receive more emphasis in Management/General Business classes.

15. In your opinion, which Management/General Business class needs the most improvement?

16. In your opinion, which business class (in the entire Business College) needs the most improvement?

17. Please add any additional comments or suggestions for improving the educational experience for future Management/General Business students.

18. Are there any questions we should have asked but didn't in this survey?