Student Recruitment & Retention Committee (SRRC) for the Business College
August 12, 2008

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

The Student Recruitment and Retention Committee (SRRC) purpose is to assess and recommend changes in the recruitment and retention processes in place at the Business College.

The objectives of the Student Recruitment and Retention Committee:

1. Student Recruitment and Retention Committee shall be composed of one faculty member (nominated by the departments) from each of the departments, a representative from CEC, a representative from Advising, web-based support, and non-voting members from student Ambassadors.

2. Student Recruitment and Retention Committee shall review and recommend changes in web sites, letters, and brochures put out by the college.

<table>
<thead>
<tr>
<th>Spring 2007 End of Term Las Cruces</th>
<th>Spring 2008 End of Term</th>
<th>Campus % Change</th>
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</thead>
<tbody>
<tr>
<td>15,345</td>
<td>15,752</td>
<td>2.7%</td>
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<tr>
<td>Total NMSU 25,846</td>
<td>28,411</td>
<td>9.9%</td>
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ONLINE Student Satisfaction Survey Implemented – Pookie Sauter

An online satisfaction survey was administered to all COB students mid spring 2008. iTune gift card awards were used as incentives for completion. In total, we had 203 completed surveys returned. Overall, the results were quite positive. In general, it appears that advising is our greatest strength and weakness (the overall sentiment was very positive but advising gone bad seemed to produce the most dissatisfaction with our students). Opportunities for improvement included greater information about majors and the relative differences between them and greater flexibility in scheduling classes. Individual departments have been given access to the data results for their own use and analysis.

New website under development/25July2008/R.Brown

A major goal of the college's new website is to assist in recruitment and retention efforts.

The new website will be easier to navigate for current and prospective students and their parents, and will incorporate new features such as RSS (really simple syndication). Visitors subscribe to syndicated webpages and are notified when new or changed information is posted.

For example, student subscribers will be notified when new or changed information is published in the college calendar (which can include deadlines for scholarship applications, advising, etc.). The Marketing Department is planning to post department information for marketing students @ every 2 weeks; students can subscribe to the page where the new/updated info will be published. There will also be a page in the new Career Development section of the website which will contain information excerpted from
Career Services emails about job recruitment/interviews, etc. Subscribers will be notified when the page is updated.

A career development opportunity on the current website provides students with links to specific job postings for the department majors. This service is provided free to each academic department by the "After College" job resource center. The Marketing Department and Finance Department are already using this resource. Click the "Job Resource Center" link on the Marketing or Finance Departments' current websites to see examples of this service.

The new website will have separate pages for current and prospective students. It's planned for current students to go directly from the college's homepage to a page with a "quick menu" where they can click directly to each department, special program, NMSU/college-level financial aid pages, advising, etc.. Prospective students (and their parents) will have pages and links directly to academic degree descriptions/programs and associated career information, as well as college student organizations, scholarships, financial aid, etc.

The new website is also planned to be more mobile; i.e., it can be more easily accessed by handheld devices.

We are also working on a way to create forms in such a way that the college can create and execute an annual survey to monitor student satisfaction, with students' replies available in print and also in a database to create reports.

**Business Living Learning Community (LLC) for 2007-08.** Pat Gavin & Kathy Brook

Over the past academic year, Pat Gavin visited the PGM LLC area at least once a week, simply to talk and/or advise students. Also, the PGM Program sponsored two cookouts/pizza parties at the PGM LLC in the patio area each of the last three semesters.

For the coming academic year, we plan on again hosting a few events at the PGM LLC area and this time we plan on including the College of Business LLC.

Our peer advisor for the group was accounting major Jessica Butchko, who has also served as a college ambassador. In addition, one of the two resident assistants, Amanda Henry, was a business student.

As we did during 2006-07, the college provided each student with a welcome bag of goodies when they moved into Garcia Hall and we had a pizza party attended by representatives of the departments early in the semester. We also held an advising session at Garcia prior to registration for the spring semester but it had minimal attendance.

Jessica seems to have provided information to the residents about college events and held a number of study sessions for which the college provided snacks. An etiquette lunch was held at 100 West in Gerald Thomas but was poorly attended.

At the start of the year there were 50 students in the Business LLC, 30 of whom were business majors. Thirteen were undeclared and the remainder were in a variety of majors, mostly in Arts and Sciences.

With respect to retention of business students in general, Institutional Research reports that we had 247 first-time, full-time freshmen in fall
2006 of whom 172 (69.6%) were retained in the university to fall 2007. Only 55.9% were retained in the College of Business. (Approximately 75% of first-time, full-time freshmen were retained by the university as a whole.) Of those who moved from Business to other colleges at NMSU, 12 went to Arts and Sciences, 10 to Education, 6 to Agriculture, 4 to Health and Social Services and 2 to Engineering.

On the other hand, we had 355 sophomores in fall 2007, 61 of whom had been in Arts and Sciences in fall 2006, 35 at NMSU community colleges, 17 in Engineering, 15 from the other NMSU colleges and 85 who had not been at NMSU in fall 2006 (including transfer students, readmitted students). Of the transfer students, 29 were from outside NM and six from inside NM.