

GRADUATION INITIATIVE 2025 TASKFORCE

Meeting Notes

Friday, May 10, 2019

EDUCATION Room 246

3:00 p.m. – 4:30 p.m.

Present:

Vikash Lakhani, Kathleen Knutzen, Debra Jackson, Steve Bacon, Faust Gorham, Kris Krishnan, Lisa Zuzarte, Jaimi Paschal, Emerson Case (for Liora Gubkin), Kyle Susa (for Luis Vega), Deisy Mascarinas (Admin Support).

Absent:

David Schecter, Jim Drnek, Mike Lukens, Debbie Boschini, Doreen Anderson-Facile, Nyakundi Michieka, Luis Vega, Liora Gubkin-Malicedem, Ashley Schmidt, Jennifer McCune, Denise Romero, Markel Quarles.

Action Items:

- WSCUC requests documents on lines of inquiry by July 30.
- WSCUC will visit campus October 7 – 10 and wants to meet with the team to ask questions about student success initiatives.
- K. Knutzen will contact each member individually to gather information for different pieces of the questions, then bring this information to the group.
- IT Systems Data – identifying address indicators put in parking lot until Debbie Boschini comes back
- GI Taskforce Subcommittees discussion moved to later meeting
- K. Krishnan will present NCSSE demo at June meeting

Updates on current efforts:

- a. **Graduation Action Team:** We will be getting to about a 16-17% graduation rate if all the students that have been identified follow through and graduate. Advisors and Associate Deans are going over the Fall 16 cohort list and working towards getting the students on the 4-year grad list.
- b. **Summer Completion Grants:** Advisors have identified about 14 students that can qualify for the summer completion grant. The provost has allocated 50k for this effort and we probably won't be using all of it because the list ran through financial aid first and all but 4 students have some level of Pell available to them. Any additional money needed will be supplemented by the grant funds. We hope to get those 14 students to complete their courses in the summer which adds to our graduation numbers. V. Harper may provide funds for courses needed for senior students who will be graduating in the summer. Jennifer Patina received the list of students and knows exactly which students, from which schools, and what classes are needed.
- c. **School based graduation and retention plans:** Schools are approaching their plans differently. V. Harper will have proposals or plans developed come through this committee first for initial review and then we can come up with the next steps.
- d. **Fall to fall retention initiative:** V. Lakhani is working with the Advisors and Associate Deans to identify upper division students who can help students keep up with their registration. SS&E already has a student, NSME, BPA, and A&H are looking for a student. The process can start next week and the student can be employed until June 30th and the goal is to keep them extended.
 - i. **Registration report:** V. Lakhani reviewed the registration report early this week and we have about 73% freshman's who have registered. Our retention rate is generally about 73-75%, which means we are ahead of the game, but we can still make a difference. There are 83 students who have no holds and have not yet registered, and we need to reach out to those students. The rest of the students do have a hold and Vikash has run a spreadsheet list that has all the details. L. Gubkin reported about 15 A&H students who had not registered, and she will speak to the advisors on how to approach talking to these students. V. Lakhani will send this list to the schools.

WSCUC

- D. Jackson shares a WSCUC Lines of Inquiry handout in respects to Student Success Initiatives. We are undergoing the affirmation process for WASC accreditation. We held a off-site review video conference call with the WASC team on April 23 and they later provided us with lines of inquiry as well as commendations. They had 6 lines of inquiry regarding things they are interested in knowing more about. A report is not expected but we will prepare documents for our campus to help educate everyone about issues and help answer any questions that might be asked.
- LOI (Line of Inquiry) 2: Student Success Initiatives. D. Jackson felt it was important to bring this information to the team given that we are the primary team that focuses on student success initiatives. A summary is provided to the team of the 6 lines of inquiry and D. Jackson copied and pasted the lines of inquiry that have to do with student success. The second page she copied and pasted the documents regarding student success initiatives that they are requesting from us (participation rates, co-curricular transcript, and Advising professional development plan). They would like these documents from our campus by July 30th. The WASC team will visit campus Oct. 7th- 10th. They will want to meet with our team. One of the questions they will ask is:
 - How do we decide whether these initiatives are worth continuing to pursue?
(A list of 12 questions was provided in the handout).
- D. Jackson mentions that we want to think about which initiatives are working the best and that we want to institutionalize and hold as part of our regular operations.
- K. Knutzen, S. Bacon, and K. Krishnan are members of the WASC steering committee. K. Knutzen will be responsible for this particular piece of our effort on how to answer these questions. She will be contacting everyone individually for different pieces of the questions. She will put together a summary for each question and get the information from each of the team members then look at it as a group.
- We will have a poster available that highlights the student success initiatives that we find to be the most successful with a couple of people to spearhead the conversation with the WASC team. We can have a very informed representative share with the team what we are doing, what is working, what we are proud of etc.
 - J. Paschal has a poster ready with data.
- The Academic Advising Resource Center would like to be included in the Advising professional development plan.

IT Systems Data – Student Engagement Report and disengagement ratios:

- F. Gorham presents a power point presentation and a Student Engagement dashboard, which is tracking students access into IT systems. Including: Active directory, Blackboard, Learn, 0365, PeopleSoft, and Wifi.
- The Fall 2018 data was reviewed to determine how long it takes before the people who are logging in daily start to disengage. It has been broken down by day and you can see the gaps, as to when they log in again. Each number is a unique student. We can identify the students that are disengaging and then notify somebody to intervene.
- It may help with retention data to see if there are any trends – e.g., determining the correlation between the amount of time a student spends on BlackBoard within the first three weeks of school and the student's final grade.
- Some things that were suggested that we would like to see is: If the student ever comes back (Wifi) and student GPA (BlackBoard).
- Students fail in real time and LMS data can track student engagement and be plugged into other systems - with real time data you can see grade distribution and see if there are people receiving a D/F grade or a W.
 - Consensus in another meeting is that waiting for midterms is too late.
 - Advisors can use data for immediate accountability and intervention.
 - Faculties use of LMS scoring system will impact how up-to-date grade data will be.
- Issue – need to be aware of conflicts with academic freedom – if anonymous/aggregate then no issue – if student specific then waiver may be needed. Waiver can be part of the admissions process in order to gain access to student data/grades/individual record.
- Data could be used to trigger an automatic email to professors and students when the student has not logged in for 7 days.
- Most LMS have a rich API – can pull a large variety of data and share with other systems – just need to be careful of academic freedom

- Identifying some address indicators -
 - Can have this conversation when Debbie Boschini comes back – put in parking lot
 - Research study – if someone is willing to take this on
- Faculty Training on how to use Blackboard more effectively
 - Use assignment tools and build grade sheets
 - This will improve data which can then be sent to faculty so they can intervene with students
 - Training to include tips, techniques, and samples to support faculty in student intervention

AdmitHub – Chatbot

- AdmitHub presented their Chatbot at the GI 2025 Meeting last year.
- CSUB has purchased this tool that sends students text message notifications
 - We are now working on implementation, along with six other campuses, and can share interactions with these 6 other campuses to increase knowledge of uses of this tool.
 - EOP and Trio, Advising, Student well-being, Career Services, getting access to services as early as possible
 - The Chatbot sends text message notifications to students.
 - Targeting first-time freshman and first-time transfer students – retention – develop campaigns, nudges, and answer questions – focus is on student well-being and should be student driven.
 - Need to get permission from the student to send text messages regarding academic progress at CSUB
 - Some ideas for uses of the Chatbot (programmable interactions) –
 - Can send students reminders if they are not logging in
 - Can be used to answer student inquires in areas of advising, financial aid, how to register, etc.
 - When the bot is unable to answer the questions, it will send a message to the team
 - Fullerton demoed their use of the Chatbot – they tied it to Alexa and their mascot, Tuffy
 - Can be used for reminders and to populate students’ calendars – can provide link on syllabi
 - There is a possibility that faculty may push back at the idea that the Chatbot is creating a Helicopter Parent/Campus issue.
 - A way to handle this criticism is to launch the Chatbot in admissions and financial aid to address questions students are already asking – FB shows very simple questions being posted
 - More about student’s asking questions than CSUB nudging – a helpful tool to reengage students

Upcoming Demonstration of Salesforce

- Salesforce is an enterprise customer relationship platform that links CSUB to our students, alumni, and donors
 - Addresses, data silos, single view of student, alumni or donor
- Salesforce will be on campus on June 19th and 20th
 - See PowerPoint for proposed Agenda – will include *What is Salesforce and How to Use It in Higher Education*
- Five campuses are working on implementing Salesforce
 - This is the One Platform to Unite Them All
- Salesforce can work together with –
 - AdmitHub – could potentially replace
 - GradesFirst, Scheduling, PeopleSoft view for most advisors, OnBase, and ImageNow

CSUB Home Page

- Working to revamp the www.csub.edu website
 - The website is not reaching everyone – when home page is accessed, 55% drop off as it is confusing and does not work well with mobile devices
 - The plan is to fix the home page to be responsive and driven toward the following groups – prospective students, parents, community, and donors
- A separate site will be created for students – www.students.csub.edu
 - Focus will be on content for current students
 - Will load onto all computers on campus that students access – labs, smart classrooms, etc.

- The last website created will focus on resources for employees
- Content is still to be determined and will include quick links – F. Gorham provided image examples
- Websites will incorporate use on mobile devices along with use on desk top computers

NCSSE/BCSSE Administration

- CSU Workshop on NCSSE two weeks ago – attended by K. Krishnan, V. Lakhani, and J. Drnek
 - Want to connect NCSSE data to graduation initiative and student engagement data and triangulate this with the BCSSE data to improve student outcomes
 - Connect past and present data – 3 years of data (2017-2019)
- BCSSE – first time students, done at the beginning
- NCSSE – Freshman and Seniors, done in the Spring and includes hours the student works
 - Can connect NCSSE data to individual student if necessary
- BCSSE – done on separate dates (set a range of dates) – web based or paper?
 - Survey is 30 to 45 minutes long
 - Freshman can take the survey as part of their First Year Experience class – as an assignment within the first two weeks of class – web based link
 - Can attend and present process at the upcoming training for the First Year Experience Instructors
 - Transfer students can be done in the JYDR (Junior Year Diversity and Reflection class) with paper – only give survey to new transfer students
- K. Krishnan can provide a temporary 30 day link for access to NCSSE reports and can run your own reports
 - Would like to put this on the agenda for the Fall/September Assessment Coordinators Meeting – so each assessment coordinator can look at data by departments so can take back to programs - demonstration

GI Taskforce Subcommittees

- Moved to a later meeting

Future Meetings

- Next meeting would normally be in two weeks – this is the same time as graduation and commencement
 - Move meeting to first week of June
 - Discuss how often to meet over the summer
 - Will return to normal meeting schedule in the Fall
 - K. Krishnan will present NCSEE demo at June meeting