

**Division of Student Affairs 2018 Winter Workshop**  
**Task Force on Undergraduate Retention/Persistence (TOUR) Presentation Group Discussions**

**Theme - Communication/Information Sharing**

**Strategies**

- Digitizing documents and media – students are less likely to use paper/hard copies, want things on demand.
- Gather students feedback as to why they are leaving
- Personal interaction
- Personal relationship with advisors
- Departments/Divisions need to learn and use popular social media that is current today
- University-wide meetings to inform divisions of retention efforts
- SA Open Forums
- Committee needs to share data from the top down.
- Bridge the communication gap between faculty/staff and students
- A one-stop shop where students can go to transition out of the institution...someone does an exit interview, answer questions, handles housing license agreement, financial aid, etc. Gets qualitative data and online systems where faculty and staff can document students' success/challenges/qualitative information.
- Easily accessible ongoing surveys with an incentive.
- Being proactive about retention, not just when it's decreasing

**Obstacles**

- Hard to incorporate discussions in day-to-day
- Enrollment info not shared to staff
- Students don't get the info about success

**Other**

- Faculty are transient/and don't have buy-in into the university
- We need to adjust to the world of the future and embrace it. We need to adjust to the modern student
- Students today need more guidance, less self-sufficient
- Students need to better understand structure of the university
- Getting students engaged in co-curricular activities
- Academic Advisors are key to the students success

**Summary of Communication/Information Sharing Discussion:** Multiple and varied strategies and considerations were discussed with regard to sharing and receiving information with students. Additionally, several obstacles that limit effective communication were discussed.