



# Student Success Initiative

## Credit Accumulation Initiative Status Report, June-July 2015

### Achievements in this period

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The SSI Credit Accumulation committee met three times during this reporting period. The key activity during the previous reporting period was the two rollout presentations for advisors. During those sessions, on May 20 and May 21, Project Lead Tom Moss discussed the group's findings and rationales for the ensuing credit accumulation campaign. Subsequent to the presentations, the group asked Cori Kodama, a post-doctoral fellow working in the Office of the Vice Provost for Undergraduate Affairs, to conduct two focus groups to determine how the campaign might be most effective. Findings will be used to develop the campaign. In consultation with the project sponsor, and based on concerns raised at the presentations and in the focus groups, the project team settled on a name for the campaign: "Finish in Four."

### Goals for next period:

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Now that the group has a name for the campaign, marketing copy will be written and reviewed by the team. A budget will be developed and submitted to the SSI for consideration. The group would also like to conduct two focus groups with third and fourth year undergraduate students to learn more about their experiences with credit accumulation while at UIC. The group intends to seek a cross section of students from a variety of colleges and disciplines.

### Key Decisions

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As mentioned above, the project team deciding on a name for the campaign was a vital decision.

### Open Issues:

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There are no open issues that are not noted in the "Goals" section above.

### Progress Indicator:

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**Team Lead:** Tom Moss

**Team Members:** Eileen Doran, Lillye Hart, Elsa Soto, Philip Vasquez, Joey Volpe