



Student Success Initiative

Credit Accumulation Initiative

Status Report, October-November 2015

Achievements in this period

In this time period, Tom Moss and Josephine Volpe met with Reggie Smith, Associate Director of Marketing and Brand Management, to discuss "Finish in Four" campaign for the spring. It was determined that at least three audiences will be targeted--students, advisors/faculty and staff, and parents. In December, a focus group was scheduled and students were recruited, but attendance was poor. Some useful information was received, and that has been shared with Reggie.

Goals for next period:

Another focus group will be scheduled in the third week of the Spring semester in order to receive input from students. Reggie will attend a meeting with SSI Credit Accumulation Committee to discuss the planned campaign. We hope to have a campaign in place by the beginning of recruiting season in March.

Key Decisions

No key decisions other than those described above have been made.

Open Issues:

The marketing campaign has yet to be determined but will be informed by the focus group and with input from the committee.

Progress Indicator:



Team Lead: Tom Moss

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