



Student Success Initiative

Credit Accumulation Initiative

Status Report, December 2015-January 2016

Achievements in this period

Over the past two months, a subcommittee of the working group, including Tom Moss, Josephine Volpe, and Reggie Smith from marketing, have met to discuss the marketing campaign envisioned for the Finish in Four project. A focus group was held on December 10, but turn out was less than expected. Still, valuable information was gathered, and those data led to the development of a survey instrument to gather more information about how students have actually experienced the credit-hour question. The survey will close on February 1.

Goals for next period:

Survey results will be synthesized in early-February. The subcommittee will meet and discuss next steps. In mid-February, the committee will be reconvened to hear what is proposed and to offer advice. Decisions will need to be made soon about integrating Finish in Four marketing in Orientation, recruiting, Summer College, etc.

Key Decisions

Key decisions about marketing materials, outreach, training, etc. are pending the above timeline and will be reported here in the next report. We have determined that three key audiences must be addressed: students, advisors/staff, and parents.

Open Issues:

Marketing concept must be finalized. Materials/infographic must be created. Training must be developed. Meetings with key constituents (orientation leaders, advisors, administration leadership, etc.) must be arranged.

Progress Indicator:



Team Lead: Tom Moss

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