

Retention ideas, student life:

- Require freshmen to live on campus—very few exceptions allowed—and do not allow freshmen to have cars on campus.
- Increase student satisfaction with student enrollment services. Less red tape and levels to receive a response to a question.
- Eliminate ALL computer responses to phone calls. Any call to MSU should be met by a person.
- Make bookstore more user-friendly. The site is fairly clunky and hard to navigate, even for people in “the know.”
- Rework the website. We’re moving forward in terms of branding for recruitment, but we need to pay equal attention to ease of use for current students to aid in retention. A functioning web page with viable electronic services will help retain the students we get through slick marketing.
- Allow and support a greater Greek Life system. Greek life should be encouraged and housing should be allowed for Greek life. Greeks give back to their universities as well.
- Start fitness challenges for students and mark progress by cohort (however that may be determined).
- Do more to publicize information on financial aid and governmental policy re: education and tuition, making the information widely available in a variety of venues (email, in the portal, in print copies at the Registrar’s office, etc.).

Relevant information:

- Debt calculator—show students what they’ll be paying for how long based on the loans they’re taking today (also include contact information for the financial aid office and let students know that specialists are there to help them)
- Candidate positions on higher education—students (and the campus community at large) should get an objective overview of candidates’ stated positions on higher education and an overview of policies they are proposing that would affect universities like MSU.

Retention ideas, academics:

- Continue to raise the Academic Index to the “ideal” number and be more selective of the kind of student we bring to MSU.
- Maintain a small class size (teacher/student ratio of no more than 1/20)
- Create freshmen learning communities coupled with FYS instruction in dorms.
- Identify and reward the best teachers—there should be multiple MSU Teaching awards based on kind of class (face to face or online) and for each college.
- Make the best teachers part of faculty orientation and have them teach introductory courses, especially FYS. This will not happen without some incentive. (Note: incentive can be lack of penalty for FYS instruction in

departmental load calculations.)

- Have fewer online courses for local students, more face-to-face courses so a “real” relationship with the teacher can begin.
- Have faculty know the names of all of their students.
- Have faculty advise students. Compute advising with workload.
- Institute a uniform attendance policy that is consistently applied in all General Education classes.
- Get a functioning “retention alert” in place ASAP and make sure that the alert also includes graduate-level students.
- Shorten the add/drop window considerably. (Note: this assumes students receive feedback early in the course and are able to make informed decisions.)
- Require all students with a 2.0 or below in a major to get testing/counseling on what their major should be. (In other words, try to intervene before probation.)
- Place mandatory holds on the accounts of students who have completed a set number of non-developmental hours (such as 30) without taking (or passing) the core Math requirement or Writing II. Require them to meet in person with advisors and don’t allow registration unless they are taking the required Gen Ed courses. (Note: would not apply to students seeking Associate degrees)
- Generate automatic messages that go to students once they register, noting how many more semesters, with X amount of hours, they would need to successfully complete before they could earn their degree.
- Eliminate or seriously revamp early college. Students close enough to MSU should be coming to campus to take classes so they establish a relationship with the school. We can also do more to ensure their success if their instruction is completely under our control.

Retention ideas, creating a campus community:

- Market something akin to an annual bazaar, where MSU students can come together to sell artwork, baked goods, produce from the farms, and whatever other (legal) goods approved students and student groups bring to campus.
- Celebrate what students are able to do within residential housing. Solicit DIY advice from students on decoration and “cooking,” encourage “reality shows” (or YouTube videos) about dorm hacks, and host competitions, such as “Chopped: Cartmell Hall edition.”
- Encourage gaming groups that utilize the MSU_GAME network of ResNet; if possible, offer students public spaces where they can set up their gaming devices to encourage interested commuters to participate on campus.
- Incentivize MSU-themed social media use. Examples:
 - Departments could reward majors for the “tweet of the month”
 - Individual FYS sections or the FYS program as a whole could give students a few Beaker bucks for the best Instagram post that promotes an MSU point of pride or the most entertaining vine that actually provides useful

information about a service on campus

- Performances, shows, and competitions could include a social media angle—for example, the MSU Film Series could add a Fall Film Challenge wherein students compete for the best MSU-themed pet video filmed on a mobile device