

IOWA STATE UNIVERSITY™

Professional and Scientific Council

General Council Meeting

September 7, 2023, 2:10 P.M.

Room 3560, Memorial Union

**Councilors: Please make sure you have signed in
at the registration table and have your name placard**

- **Call to Order (Jason Follett)**
- **Establish Quorum (Jason Follett)**
- **Approval of the Agenda**
- **Approval of the Minutes**

August 3, 2023, General Council Meeting Minutes

Administrative Reports

- **SVPP Faculty Fellow for Student Success – Andrea Wheeler**



The Best Next Steps Program

A PROGRAM OF STUDENT RETENTION INITIATIVES FROM THE WORKING GROUP
FOR ACADEMIC SUCCESS AND RETENTION.

*Andrea Wheeler,
Provost's Faculty Fellow for Student Success.*

Presentation Outline

- Background
- The Best Next Steps Program
 - Outcome of the Working Group
- Budget and timeline for implementation
- Questions?

Background

- President's funding to support strategic plan
 - \$1.5 million allocated to student retention
- Student Success and Retention Working Group
 - Established Fall 2022
- Collaborative working group members
 - SVPP Office
 - Student Affairs
 - Colleges

The Working Group for Student Academic Success and Retention

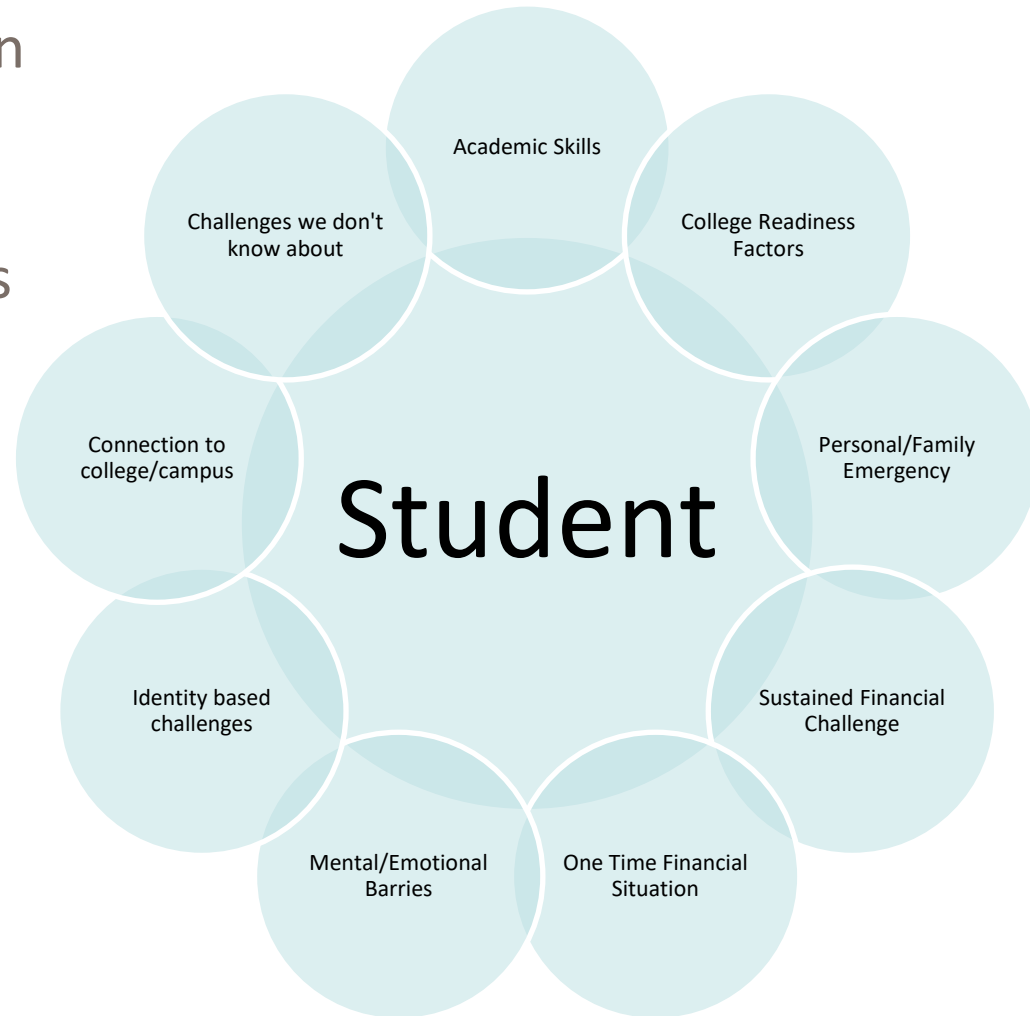


Working Group Chair:
Andrea Wheeler

Lequitia Ancar, *Director of Multicultural Student Success*, ENG
Erin Baldwin, *Associate Vice President for Student Health and Wellness*
Heather Bolles, *Teaching Professor*, Department of Mathematics
Marcus Crede, *Associate Professor*, Department of Psychology
Issac Ehlers, *Financial Aid Adviser III*, Office of Student Financial Aid
Adriana Gonzalez-Elliott, *Director Academic Success Center*
Elizabeth Housholder, *Director of Research and Assessment*, Department of Residence
Clayton Johnson, *Associate Director of Student Services*, CHS
Kurt Rosentrater, *Associate Professor*, Department of Agriculture and Biosciences Engineering
Zoe Thornton, *Associate Professor of Practice*, School of Education
Howard Tyler, *Assistant Dean*, CALS
Brian Vanderheyden, *Director of Student Wellness*
Leif Olsen, *Student Success and Retention Specialist*, SVPP Office
Kipp Van Dyke, *Associate Dean of Students for Student Assistance and Academic Success*
Arnold Woods, *Director of Multicultural Student Success*, LAS

Student-Centric Approach

- Recognizes student as an individual
- Often multiple obstacles faced by a student
- Leverages college-level and university-level resources



Spring 2023 Workshop

- Working Group and Associate Deans
- Completed initial mapping exercise of student support resources
 - Built awareness
 - Identified gaps in college and university resources
- Discussed college-level retention plans

The Best Next Steps Program

August 2023 – July 2026

- Working group collaboratively developed 8 inter-related initiatives to support student retention
- Categorized in 3 ways
 - Structural
 - Proactive
 - Reactive

The Best Next Steps Program

A. College Retention Plan

- Lead: Andrea Wheeler with working group and Associate Deans

B. Data Dashboard for Student Retention

- Lead: Liz Housholder with Jonathan Compton and Greg Forbes

C. New Online Onboarding Class

- Leads: Clayton Johnson and Howard Tyler with Sarah Merrill and Brian Vanderheyden

D. Cyclone Support Specialist

- Lead: Leif Olsen

The Best Next Steps Program

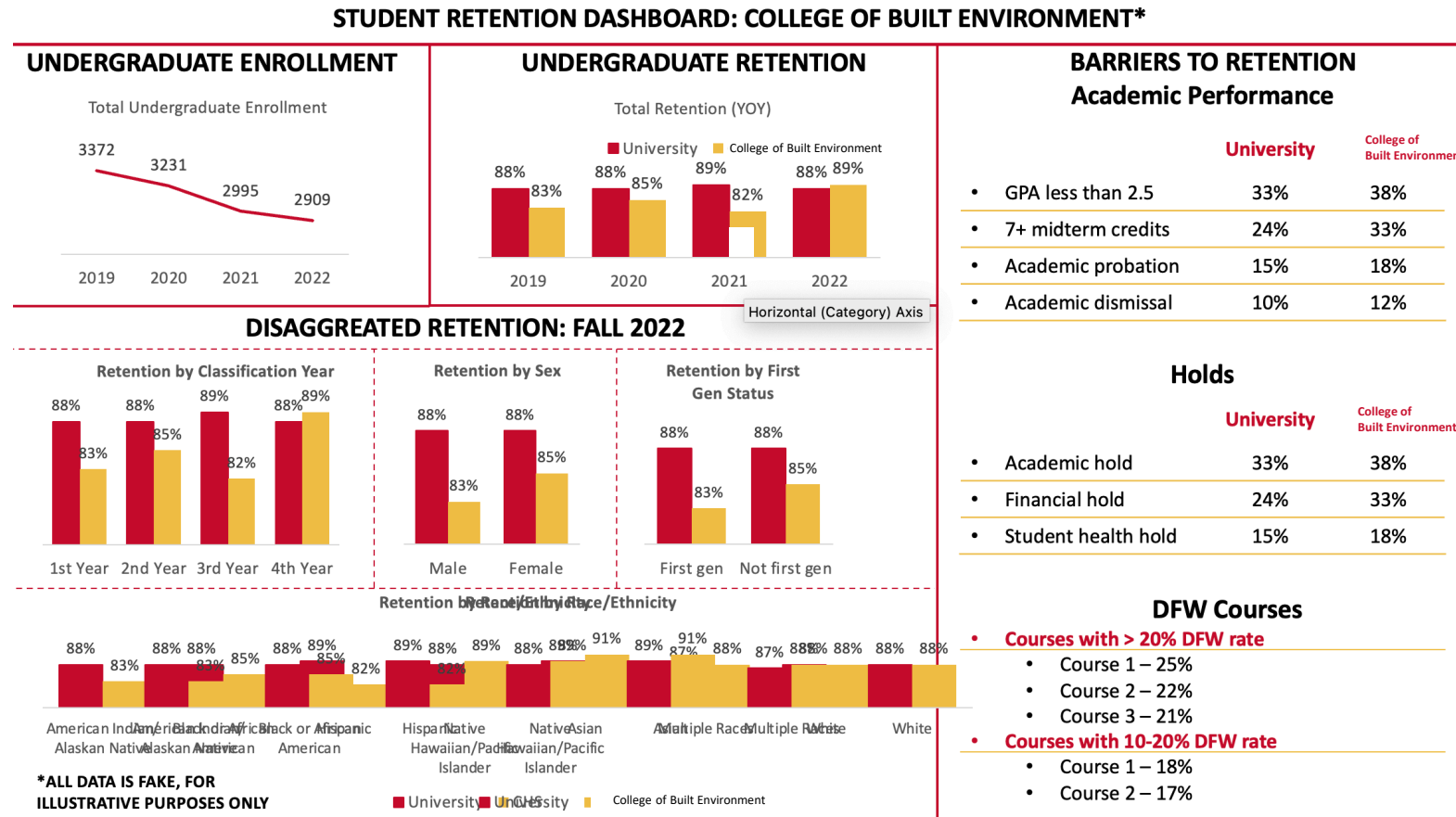
- E. Cyclone Support Training
 - Lead: Brian Vanderheyden
- F. Student Assistance Specialists/ Embedded Case Managers
 - Lead: Kipp Van Dyke
- G. The Exceptional Tutor
 - Lead: Adriana Gonzalez-Elliot
- H. College Help Rooms
 - Leads: The Associate Deans

A. College Retention Plan

- Working group developed template with minimum categories based on best practices
- Template can be customized by college
- Data dashboard will provide relevant data

B. Data Dashboard for Student Retention

- Data dashboard tailored to colleges' needs



*ALL DATA IS FAKE, FOR ILLUSTRATIVE PURPOSES ONLY

C. New Online Onboarding Class

- Tentative launch date: Summer 2024
- Covers required training and adds modules, with a focus on help-seeking practices.

D. Cyclone Support Specialist

- Initiative by Navigator team (in the SVPP Office)
- Responds to student requests
- Connects students with specialist help

E. Cyclone Support Training

- Provides training for faculty on student mental health
- Equips faculty to:
 - Assist students affected by mental health issues
 - Guide students to resources
 - Promote good help-seeking practices
- Online training format

F. Student Assistance Specialists/ Embedded Case Managers

- Address complex student retention issues
 - Liaise with college advisory teams and Associate Deans
 - Provide tailored assistance to students
 - Connect students to resources
 - Foster a retention culture
- Assist with new onboarding class during the summer

G. The Exceptional Tutor

- Builds on the success of AY 2022-2023 Supplemental Instruction (SI) pilot
- Further enhances SI by offering additional sessions
- Enhances tutoring by providing
 - Dedicated student tutor preparation time
 - Additional training for student tutors

H. College Help Rooms

- Builds on the success of AY 2022-2023 pilot
- Provides enhanced college-level peer tutoring to students
- Enables discipline-specific local academic support
- Fosters a culture of retention at the college-level
- Help Room support requested by:
 - College of Business
 - College of Design
 - College of Engineering
 - College of Liberal Arts and Sciences

Budget

Student Retention Initiatives 2023	Proposed cost
A. College Retention Plan	\$0
B. The Data Dashboard for Student Retention	\$16,672
C. The New Online Onboarding Class	\$22,922
D. The Cyclone Support Specialist	\$204,749
E. The Cyclone Support Training	\$45,000
F. Student Assistance Specialists/ Embedded Case Managers	\$266,378
G. The Exceptional Tutor	\$228,160
H. College Help Rooms	\$163,803

Questions?

Andrea Wheeler,
Email: andrea1@iastate.edu

Professional and Scientific Council Executive Committee Reports

- **President – Patrick Wall**
- **Secretary/Treasurer – Suzanne Ankerstjerne**
- **Vice President of Communications & Community Relations – Sarah Larkin**
- **Vice President of Compensation and Benefits – Steve Couchman**
- **Vice President of Diversity, Equity, and Inclusion – Susan McNicholl**

Professional and Scientific Council Committee Reports

- **Awards – Michelle Thompson**
- **Governance – Paul Easker**
- **Peer Advocacy and Policy – Rachel Faircloth**
- **Professional Development – Jennifer Schroeder**

Unfinished Business and General Orders

- **None**

New Business

- Councilor Appointments – Patrick Wall / Paul Easker

Open Discussion for the Betterment of Council

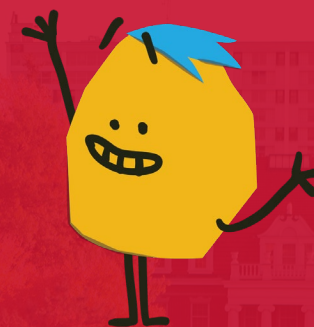
2023-24 Goals:

- Better educate P&S employees on how to optimize their benefits package – **Alex** – interactive online benefits tool – **UHR Benefits**
Director Ed Holland
- Improve professional development opportunities through collaboration across disciplines on Council
- Maximize the student experience



IOWA STATE UNIVERSITY

University Human Resources



Reintroducing ALEX!

Professional & Scientific Council – September 7, 2023



Let's Get Started!

Agenda:

- Introduction
- Quick Video
- Setting the Stage
- Choosing Your Path
 - Benefit Counselor
 - AlexGo
- Let's check out ALEX
- Metrics— It Will be Quick, I Promise!
- Benefit Education Tools





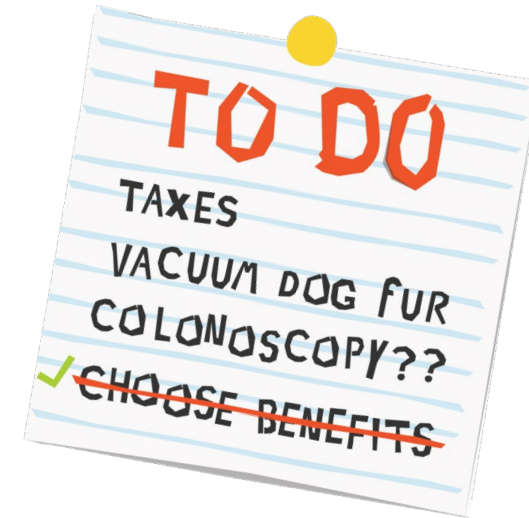
The Basics

Creating continuous engagement starts with **alex**.



Considering Benefits is Not Always Great

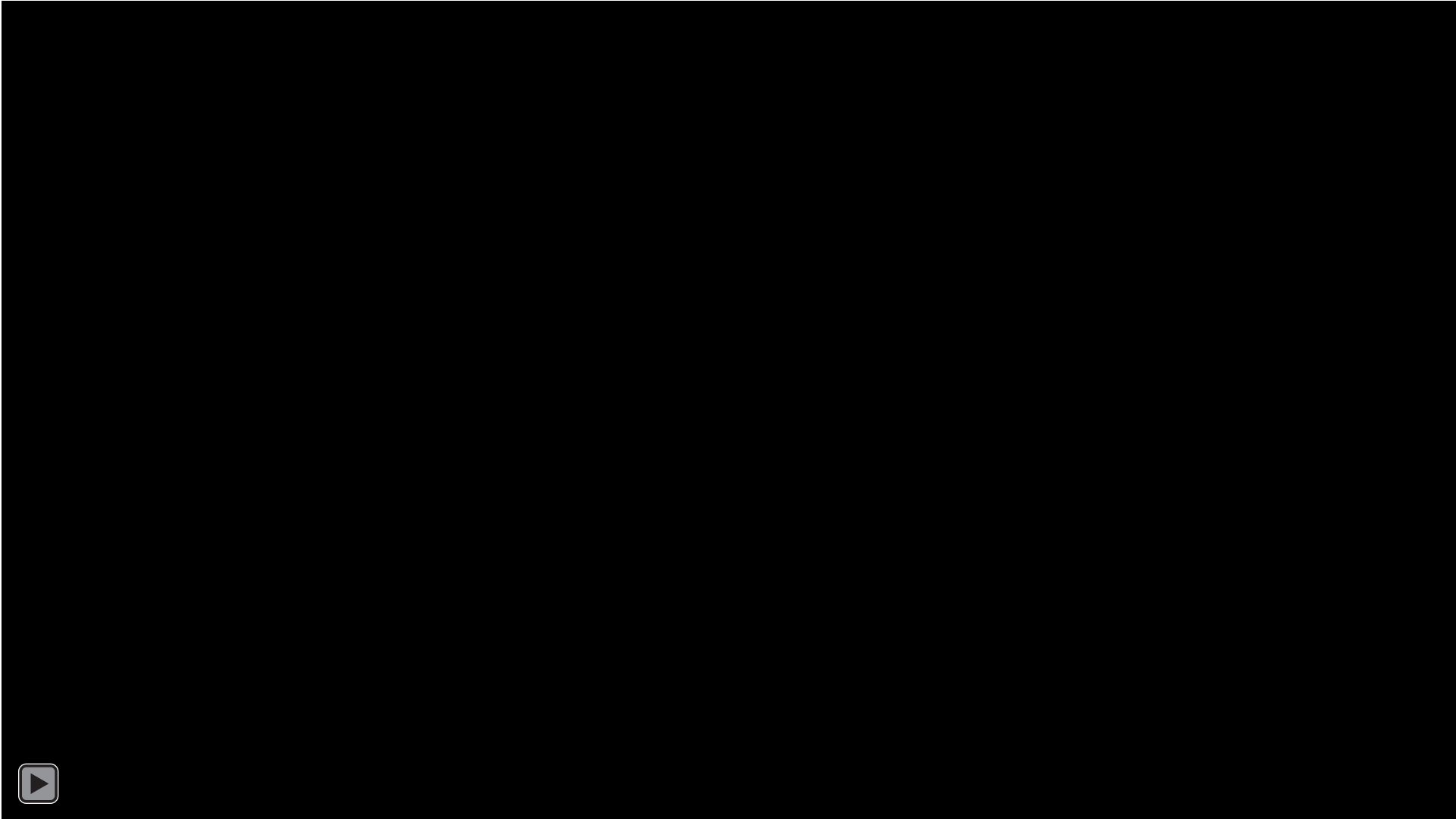
Did you know that half of all full-time, benefits-eligible employees say making health insurance decisions is always *very stressful* for them?



Hi I'm ALEX, Remember Me?



To make sure everyone has a stress-free open enrollment this year, I am going to reintroduce you all to Iowa State's virtual benefits engagement platform, **ALEX®**.





Meet ALEX

ALEX is an easy-to-use, fun, and interactive guide that asks questions about your benefits and makes personalized recommendations that fit your needs.

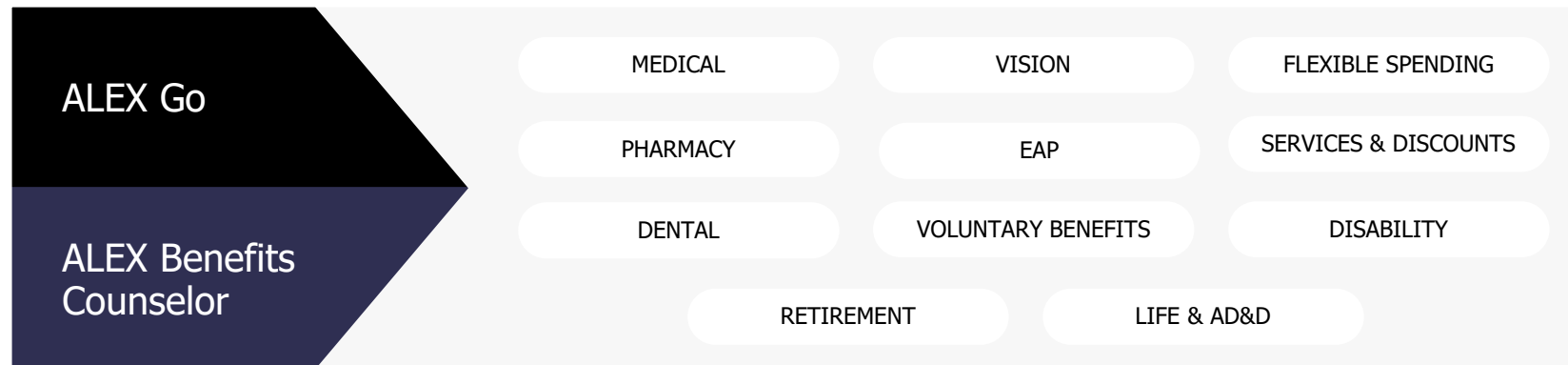
- ALEX is accessible via the University Human Resources Benefits website: <https://www.hr.iastate.edu/employee-benefits>
- Will be available with 2024 information on October 2
- Two options will be available
 - Standard version
 - ALEX Go
- Free and confidential





ALEX Covers It All

- A personalized experience for every employee in choosing their best-fit benefits.
- ALEX explains our rich benefits offerings and gives us the freedom to choose our own interactive learning path.

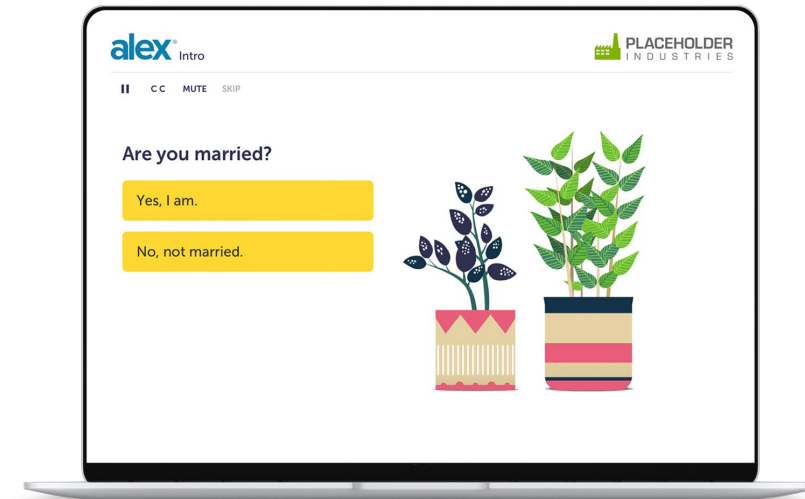


Choosing benefits is hard. ALEX makes it easy.

ALEX Benefits Counselor

Simplify benefits with a unique, one-on-one, interactive conversation.

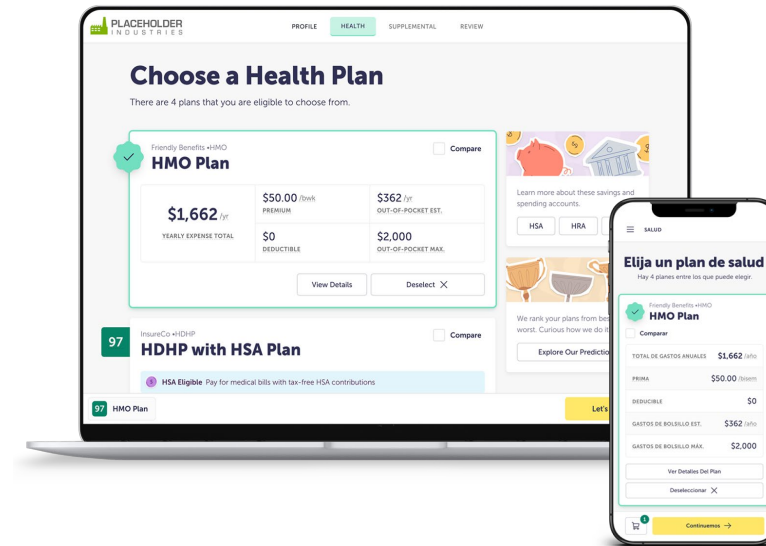
- Offers an **enjoyable journey** to build benefit awareness and trust.
- Gives Iowa State employees a **captivating resource** that cuts through jargon and breaks down complicated information.
- Provides personalized support with **bits of humor** to help Iowa State employees remember what they've learned.



ALEX Go— That Was Fast!

ALEX Go is a compact, efficient, text-based interactive experience offering in-depth decision support across a rich assortment of benefits— including our supplemental offerings.

- Lets Iowa State employees click through to discover their best-fit benefits **on their own time** and at their own pace.
- **Enhances the experience** with easy-to-use smart tools, educational video content, interactive calculators, and more.

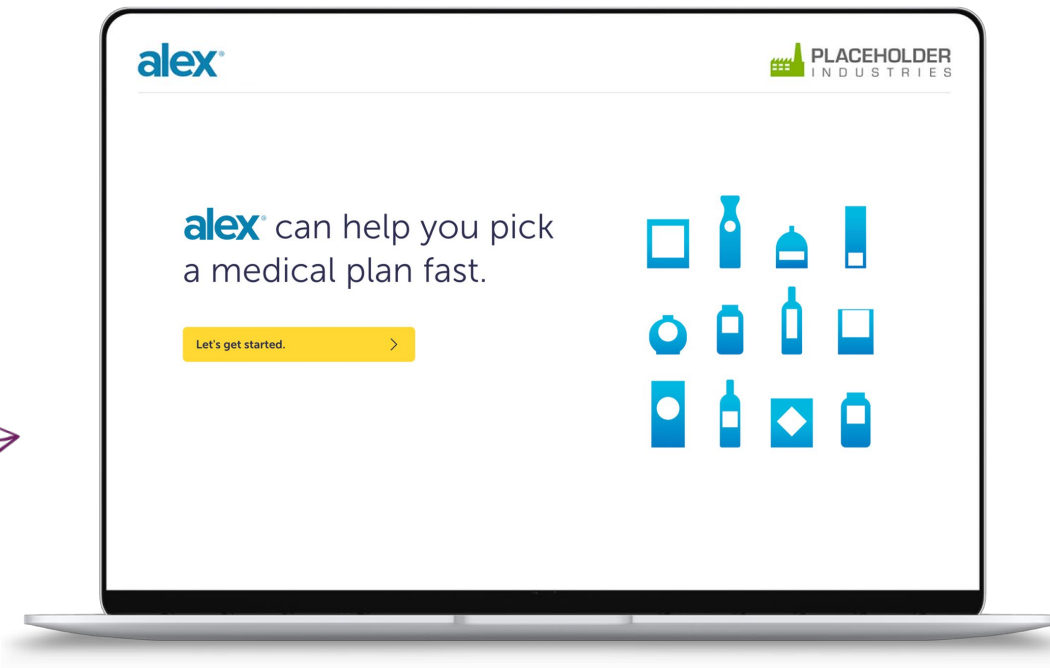


The ALEX Experience— It's a Little New This Year

The first step in ALEX.

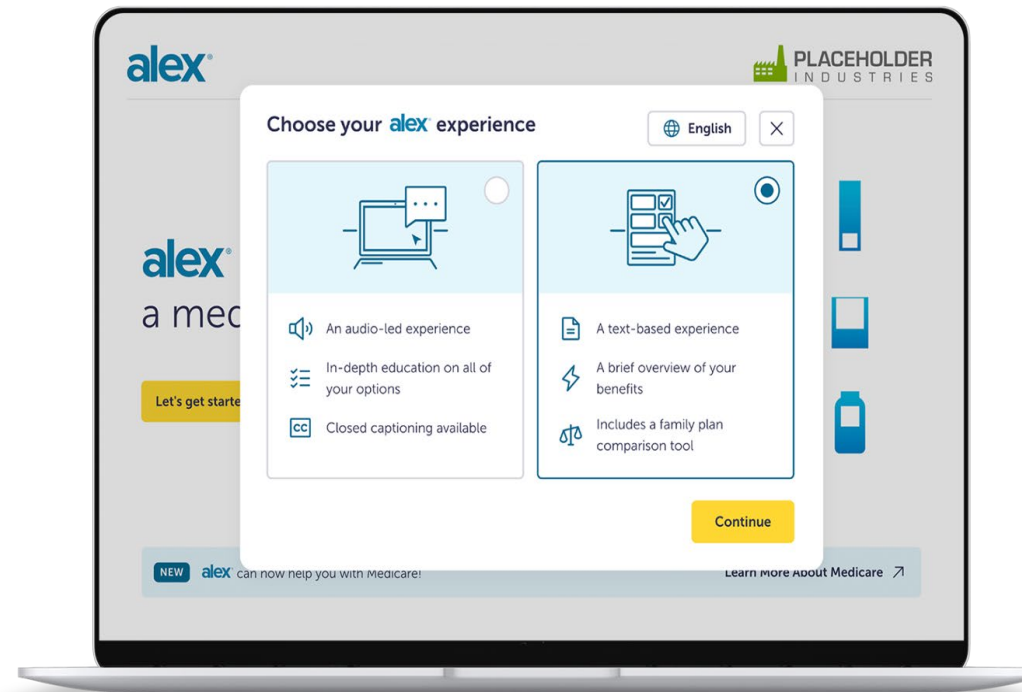
This is where your ALEX URL provided during your launch will take you!

This looks familiar!



Pick the Path That Is Right for You

Audio-led experience with an in depth benefits education with ALEX Benefits Counselor.



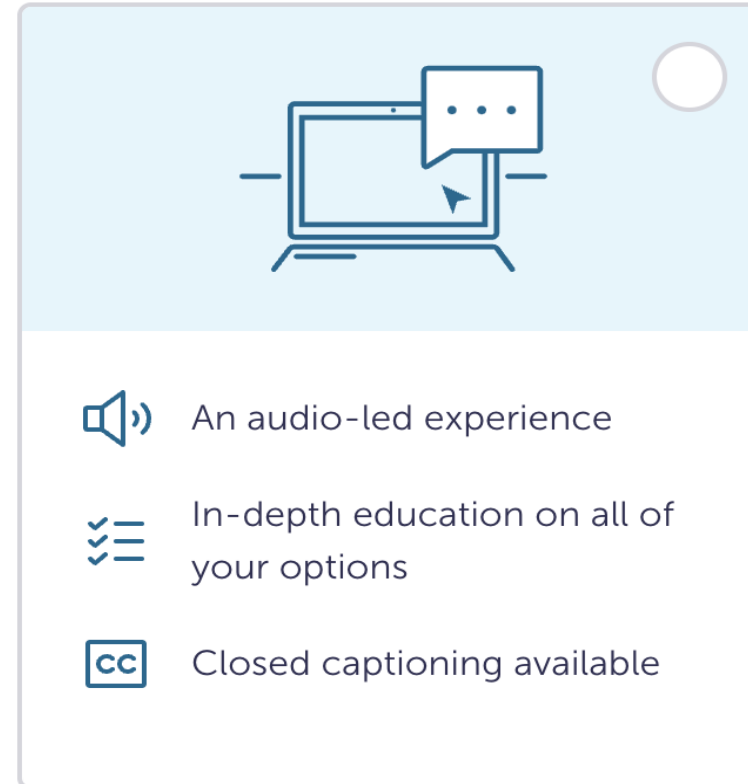
Text-based experience that gets straight to the point, offers family comparison, and is available with Spanish on ALEX Go.



What Happens When You Choose ALEX Benefits Counselor?

Is the full audio-led experience right for you?

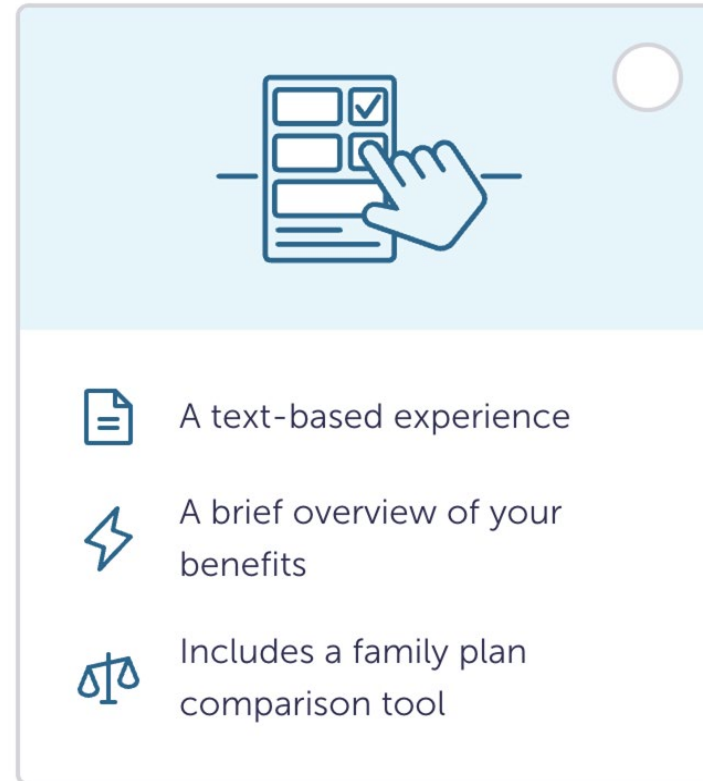
- Choosing the ALEX Benefits Counselor path will lead Iowa State employees right to the experience you know and love after answering profile questions.
- Employees will then follow prompts for an in-depth education on all of their benefits with an interactive and voiced experience.
- A benefits plan will be recommended at the end of the journey.



What Happens When You Choose ALEX Go?

You need the quick text-based guide through ALEX?

- Choosing the text-based path will lead employees to the fresh new ALEX Go.
- Employees will be prompted to answer profile questions and continue the experience in a quick, text-based experience that gets straight to the point.
- Benefits plans will be scored and ranked according to best fit that is personalized for each employee.



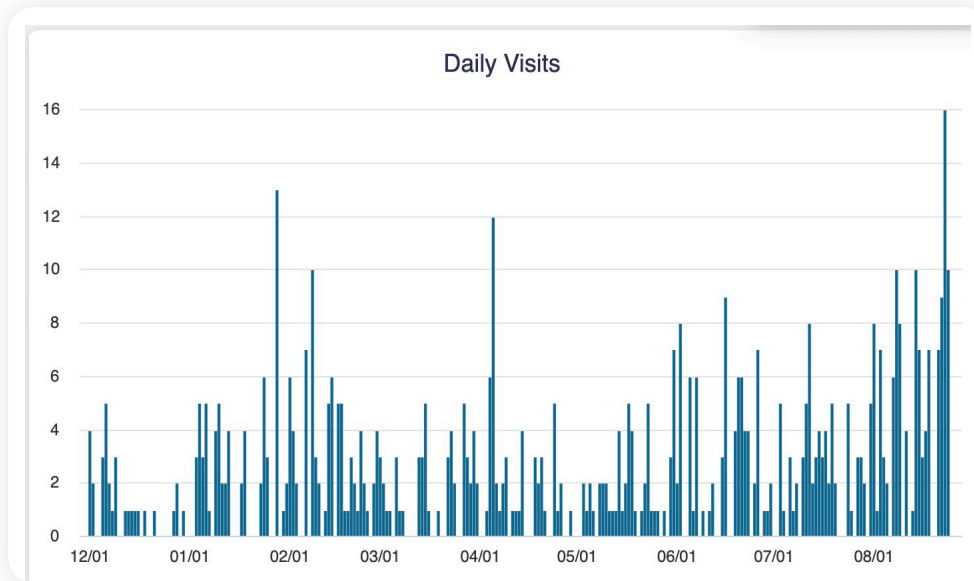
Meet ALEX (Hopefully I Don't Screw this Up!)

<https://start.myalex.com/placeholder-industries>





Success to Date: An ALEX Snapshot



10/18/2022 –08/31/2023

Total Visits	1,893
Average Time Spent in ALEX:	16.3 mins
ALEX saved you	514 hrs
ALEX Helpfulness Score:	91%
Better Understanding Score:	85%
Total ALEX IDs	640
Total ALEX Go Visits	51

FSA Contributions

\$856 with ALEX

What your co-workers are saying.



Good information.
Feels like I'm talking to
a person.

“

Very helpful in
understanding each
plan and what plan is
right for me.



Excellent! Appreciate
the ability to dive in
more deeply if we
want to, yet get
answers quickly.



Appreciate the
details and specific
examples like being
able to see that my
physician is in my
network.

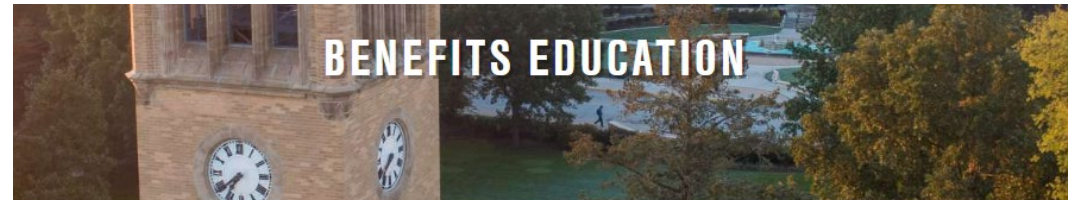
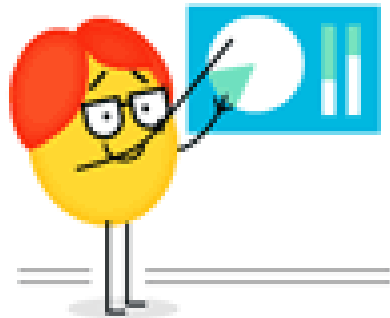
”

This is more helpful
and interactive than
any in-person
conversation I have
had. Thank you.

But Wait, There's More!

Educational content from ALEX Central can be found on the UHR Benefits Education webpage: <https://www.hr.iastate.edu/benefits-education-1>

Your go-to hub for everything you need to support you all year round.



EMPLOYEE BENEFITS

FACULTY, PROFESSIONAL AND SCIENTIFIC (P&S), MERIT

- [Benefits Presentation](#)
- [Benefits Presentation Slides \(PDF\)](#)
- [Benefits Quick Summary 2023](#)
- [Benefits Overview 2023](#)

PRE / POSTDOCTORAL ASSOCIATES

- [Benefits Presentation](#)
- [Benefits Presentation Slides \(PDF\)](#)
- [Benefits Quick Summary 2023](#)
- [Benefits Overview 2023](#)

ADDITIONAL RESOURCES

- [ALEX](#) (interactive on-line tool to help select your benefits)
- [Informational Benefit Videos](#)
- [Ready Set Retire](#) (webinar to assist in preparation for retirement)
- [Extension & Outreach Workshop](#) (provides general information about health insurance and how to use it)

Questions?



Open Discussion for the Betterment of Council 2023-24 Goals:

- Better educate P&S employees on how to optimize their benefits package – **Alex** – interactive online benefits tool – **UHR Benefits Director Ed Holland**
- Improve professional development opportunities through collaboration across disciplines on Council
- Maximize the student experience

Announcements

- **Seminar Series: September 12 , 2 – 3 PM – Cardinal Room Memorial Union – Constructive Conversations in Difficult Situations – Laura Smythe - Ombuds**
- **Executive Committee Meeting – September 21, 9-11 AM – 2304 Gerdin**
- **General Council Meeting
October 12, 2:10 PM – 3560 Memorial Union**

IOWA STATE UNIVERSITY™

Professional and Scientific Council

Adjournment