Here are some of the strategies the College of Business is using to promote student retention:

**Communication:** Advisors communicate with their advisees constantly to keep them updated on important dates, scholarships, registration, job opportunities, and just about everything that is going on in the COB and the University.

**Low Grade Letters:** Every regular semester, COB students who are not on probation or suspension but received a grade of “D” or “F” in any business course is sent a letter indicating that we noticed the low grade and encourage the student to meet with his/her advisor to discuss the reasons for the low grade and explore possible solutions as well as the consequences if such trend continues.

**Registration Holds for First Semester Freshman:** This initiative is to help first-time freshmen to stay in touch with their advisors and to assist them during this important transition period.

**Registration Holds for Students on Scholastic Probation:** The rationale behind these holds is to require at risk students to meet with their academic advisor to discuss underlying issues behind their current academic standing and explore alternatives to improve future academic performance.

**Academic Contracts:** Students on academic suspension 1 may appeal their academic status the Associate Dean of the College of Business. If their appeal is granted, the student must sign an academic contract in which he/she commits to enroll for a specific number of hours and earn a 2.0 GPA for the semester. The contract also allows the advisors to contact their professors for a mid-term performance report to evaluate the students’ progress. A recommendation to continue enrollment at this university is contingent on meeting the requirements stipulated in the academic contract.

1. The College of Business relies on University rules 13.02.99.C2 Student Grade Appeals and 13.02.99.C2.01 Student Grade Appeal Procedures available under the student section of the University Rules accessible through the Faculty link on TAMUCC.edu home page.
2. For undergraduate students it is the Associate Dean who is the contact person for undergraduate student appeals/complaints. For graduate students it is the Director of Graduate Programs. In both cases students are referred to the University rules listed above.
3. For cases of undergraduate students on academic suspension the College of Business’ Academic Advisors refer these students to the Associate Dean. Such students meet with the Associate Dean and discuss their ground for appealing their academic standing. We receive an average of 25 – 30 such cases per semester, including the summer session. Based on the merits of the appeal the Associate Dean prepares an ‘academic contract’ recommending that the student be allowed to register for X number of credit hours for the subsequent term and stipulating the conditions that the student must meet (usually grades of C or higher in the course in which the student enrolls.) Attached are two anonymous samples of such contracts. For graduate students it is the Director of Graduate Programs who addresses these cases.