QCC President Initiative: Student Recovery/Recruitment Project

Overview and Implementation Plan

Project Rationale: More than 2,500 students who enroll in a Fall semester at QCC do not return the following Fall semester. Some students may benefit from personalized outreach with full-time faculty representing their program of study and encouraging them to re-enroll. Student enrollment and completion (including course completion) would allow QCC to generate points based on the newly proposed state formula, resulting in additional revenue.

Project Description: Faculty Advisors provide intrusive telephone and email advising to reconnect with students who were enrolled in Fall 2012 and Spring 2013, but have not yet registered for courses for Fall 2013. If a student would like to register, faculty assist with registration via phone and/or email.

Intended Outcome:
- To increase student success.
- Increase the number of students enrolled for Fall 2013 semester.
- Increase student connection to the College.
- Recover a minimum of 10% of students (from the 2,500).
- Ascertain student barriers to re-enrollment.

Project Oversight and Support: Colleen Doherty, Dean of Career & Academic Advisement will oversee project, provide support to faculty, and evaluate the project. Room 116A; cdoherty@qcc.mass.edu; ext. 4309).

Time-line: Student contacts will be initiated starting in mid to late June. Earlier is best as students have a better selection of courses and an increased chance of getting financial aid.

Support and Assistance:
- Advising binder (print and electronic)
- Faculty training on resources and self-registration process
- Faculty assigned students to contact
- Faculty access to students records for the duration of the project only
- Tracking/student contact sheet for faculty within Advisor Notes
- All student contacts written in Advisor Notes
- Registrar’s Office will generate a list of those students who have not registered as of June 14, 2013.

Evaluation:
- Faculty will use advisor notes for all student contacts.
- Reports will be generated on a weekly basis to determine progress relating to intended outcome.
Faculty Advisor Specific Information

Dates/Times:
- Must attend Project Meeting: Wednesday June 19th 2-3PM, Room 107A OR Thursday June 20th 3:30-4:30PM, Room 123A.
- Work Begins: Monday June 24th through July 30th OR as soon as all students on the list are contacted and hopefully registered for courses. There is a possibility the date will be extended.

Payment: Compensation according to MCCC Contract: $26.13 per hour through June 30th; $27.52 per hour starting July 1st.

Students:
- Number of Students to Contact: Estimate: 100-150 students per faculty. This depends on the number of faculty involved in the project.
- Efforts will be made to assign faculty students within their program areas, however there may be students outside of their programs as well.
- Students can be contacted and registered for courses via phone and/or email by faculty. This can take place both in and out of faculty offices.

Students in the following QCC Programs will be the focus:
- Business (all programs and certificates)
- General Studies
- General Studies Healthcare
- General Studies Elementary Education Transfer
- Hospitality and Rec. Management
- Criminal Justice and Law Enforcement
- Early Childhood Education and related programs
- Liberal Arts
- Human Services

Responsibilities:
- Contact students and provide advising services (discussion on progress, goals; register student for Fall 2013 semester; refer students to appropriate resources; act as a student advocate and assist students with overcoming any barriers to course registration).
- Document all contacts in student advisor notes page entitled Student Recovery Project.
- Encourage student use of QMail and the Q (portal) for academic records including course schedule and bill statement.
- Submit hours worked weekly in KRONOS by 3PM each Wednesday to cost center 2820.

Resources:
- Script Notes for contacting students; Advising Binder (both print and on-line).
- QCC Resource Contacts.
- QCC cell phone for duration of project.