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Subject: Direct Call Campaign to Boost Spring 2024 Enrollments

The Direct Call Campaign to boost Spring 2024 enrollment was conducted over the course of 12 business days, from Dec 11, 2023 to Jan 5, 2024. Implemented for the Spring 2021 semester, this project was initially a collaboration between Counseling Dept. and the Welcome Center; however, to address an expanded view of the challenges that impede and/or prevent student persistence, it has expanded to include other areas of the college, namely-- Financial Aid, Basic Needs, Retention, Admissions and Records, Transfer and Career Services, and EOPS.

The goal of the campaign was to promote the Fall-to-Spring persistence of students who were enrolled during Fall 2023 but showed zero courses enrolled when the campaign started, Dec 11th. As for the process, 10 student ambassadors (EOPS, Counseling, Transfer/Career Services) placed initial calls, offering assistance with enrollment. Counselors, 4 in total, worked in tandem with student ambassadors on a rotating basis to provide drop-in support for students in need of assistance that required counselor expertise, e.g., selecting courses with a change in major.

Based on nature of the obstacle that inhibited or prevented enrollment, students ambassadors referred calls to staff in areas mentioned above, documenting the outcomes in a log where counselors also entered their contact information.

Staffing:

- Managers: 2 (Deans, one as project coordinator, one as script generator and data source)
- Student Ambassadors: 10
- Classified Staff: 2
- Counselors: 4

Snapshot of Call Outcomes:

- Campaign's cohort size: 3,934
- Average number of credits earned per student: 20
- Cumulative credits earned by cohort: 79,203
- Student contacts made: 1,241 (31.5%, exceeds the 25% average for all prior campaigns)
- Students added 1 or more courses (from stat of campaign to start of classes): 1,443
- Cumulative courses added: 5,82
- Cumulative units added: 17,649.2
- Average units added per student: 12