

College Action Project Worksheet for NEW CAP Projects – July 2014

CAP: 1.2.2—Retention of Undecided Students

Champion: John Cowles

1. Proposed CAP Team Members:
John Cowles, Anne Meilof, Holly Hoare, Raynard Ross, Lori Cook, Fred Zomer, Domingo Hernandez-Gomez, Vikki Cooper, Nikki Banks, Ryan Nausieda, Bryan Vliem, IT Representative
 2. Describe the **purpose** of this project including a description of the associated activities. (100 words or fewer)
This project will develop ongoing campaigns to encourage undecided students to select a program of study. Undecided students will be divided into three groups: new undecided (0-24 earned credits), continuing undecided (25+ earned credits) and undecided students on academic probation (regardless of earned credits). Activities may include: targeted communications (email, phone, letter), workshops, direct interventions by advisors, counselors and success coaches.
 3. Describe the **goals** of this Action Project (in 100 words or fewer)
The goals of this project are to decrease the number of continuing students listed as undecided, increase the student success rate of all undecided students and decrease the lost rate of this population.
 4. What **measurable criteria** will be used to determine this project's success?
The following criteria will be used:
 - Fall 2013 to Fall 2014 "Lost" Rate of less than 39%
 - Percentage of Fall 2013 students who have changed their program code to a declared major will be 20% or higher for all three groups
 - All undecided students will have at least one communication during Fall 2014 and again during Winter 2015
 5. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.
This project will directly impact the following indicators:
 - Fall to Winter retention rate
 - Fall to Fall retention rate
 - Transfer rate (eventually)
 - Graduation rate (eventually)
 6. What **personnel resources** will be required to deliver the project successfully?
 - Staff time to create targeted email messages
 - Staff time to make phone calls to students as needed
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- Staff time to develop and deliver targeted workshops as needed
- IRP staff time to pull data as needed
- IT time to create a Data Warehouse report to track undecided students

7. What **additional resources** will be required to develop and/or sustain the project?

Category	Cost	Explanation (one time or recurring)	Which budget will cover these costs?
Supplies	\$1,000	Printing, postage costs as needed-likely ongoing	Dean, Student Success and Retention
Training	NA		
Equipment/ Software	Unknown-\$25,000	Persistence Plus for electronic nudges to change major, attend tutoring, etc. This would be one time for the project.	This could be an SLT request
Other	NA		
TOTAL Cost Estimate	\$1,000-\$26,000		

8. Will this project require any **additional budget dollars** for the 2014-2015 academic year that have not already been secured? ___NO X Yes

If yes, please describe briefly:

This is an estimate at this time. We would need to look to SLT for possible funding.

9. Provide a 3-month work plan for this project:

Month	Activity	Person Responsible
July, 2014	Complete CAP Worksheet, send to team for review Schedule webinar for Persistence Plus Review other possible products to assist with student program code completion	John John John/Team members
August, 2014	Hold 14-15 Kickoff meeting Provide team assignments	Team John
September, 2014	Hold Retention team meeting First communication goes out to 13-14 Undecided and new 2014 Undecided	John Team

