

RETENTION STRATEGIES

FALL 2008 CAMPAIGN

Dear Faculty,

As you know, strong student enrollment is a critical component of a thriving institution. One important factor in strong enrollment and student success is retention. As community colleges face more demand for accountability, focusing on student retention and success is more important than ever. Below are some strategies faculty can use to improve student retention.

One week prior to Opening Day

- Send a "Welcome" email to students. Student email addresses are available using the *Download Roster* button, under *Class Management* at Faculty Web Services <http://faculty.sdccd.edu>. You may cut and paste the student email addresses into Outlook or whichever email service you use. Remember to maintain confidentiality with personal student information.

Opening Week

- Call or email the students who were "no shows" on opening day to "show that they were missed."
- Consider taking a few extra students over capacity, if seats are available, keeping in mind normal attrition will likely bring your class size down below the cap.

Week Two

- One last follow up on "no shows" for classes that only meet once a week.
- Follow up on students who initially attended but are no longer coming to class.

Ongoing

- Refer students who may be having academic difficulty for follow-up by clicking on the follow-up button using the *Online Drop Sheet* under *Class Management* at Faculty Web Services <http://faculty.sdccd.edu>. The student will be contacted by the Counseling Office.
- Refer students to the Tutoring Center by handing out Tutorial Referral Codes. The Tutorial Centers have expanded available tutoring services for students.

Important Reminder – State regulations require that all faculty must clear rosters of inactive enrollment (including no shows) as of the census date for your class.