MONTCLAIR STATE UNIVERSITY

Graduate Program Coordinators (GPC) Summer Enrollment Incentive Program

MEMORANDUM OF AGREEMENT (MOA)

Summer 2018

In order to promote amicable employer-employee relations MSU (hereafter "the University") and AFT Local 1904 (hereafter "the Union") agree as follows:

Montclair State University seeks to increase its graduate student enrollment. For graduate students in Master's or Certificate programs, a significant portion of enrollment occurs in the months of July and August. The Graduate School (TGS) will host an incentive program for Graduate Program Coordinators (GPCs) to increase Autumn 2018 enrollment. GPCs will be eligible to receive compensation for recruiting, admission, and enrollment activities aimed at increasing enrollment in their graduate program.

Submit Enrollment plan for summer

To be considered for this incentive program, interested GPCs should submit a brief (less than one page) proposal describing summer activities to TGS by Wednesday, July 11th using this link. Include planned outreach activities such as:

- Recruitment activities: any activities planned in July/August such as information sessions, webinars, personalized outreach to prospective students, or participation in marketing campaigns with TGS.
- Admission decisions: timely processing of graduate applications and any communication plan (e.g. phone calls, emails, texts) relative to decisions on those applications, including with TGS.
- Enrollment outreach: communication outreach for both newly admitted and current un-registered students.
- Other initiatives: any other activities that supports recruitment, admission decisions, and registration of students.

The proposal should also include the targeted number of enrolled students for the Master's or Certificate program:

- Enrollment goal Autumn 2018
- Enrollment goal Autumn 2019.

Proposals will be reviewed by TGS. Review criteria include (a) predicted program growth using historical data and proposed activities and (b) possibility of creating best practice examples of increased enrollment. Decisions will be announced by no later than Tuesday, July 17th. Please address questions to Rebecca Newton in TGS (shifferr@montclair.edu).

Compensation

Compensation will be two-tiered, based on program size as determined by University's Fall 2017 Census Report.

o Programs less than 40 students

\$1200 over 2 months.

o Programs greater than 40 students

\$2000 over 2 months.

In addition, a \$500 incentive will be paid in September to GPCs whose program enrollments increase by 20% over fall 2017.

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Eligibility Requirements

- 1. This agreement pertains only to faculty on 10-month contracts.
- 2. Faculty who are the designated GPC for a particular degree program are those eligible for this arrangement. If they choose not to assume these tasks for July and August, the department may select another faculty member, subject to approval of the Graduate Dean; in the absence of such a designation, the department chair will serve as the de facto GPC.
- 3. Department chairs are not eligible for this compensation, and if, for some reason they are called upon to make admission, recruitment or enrollment decisions for their students, it is part of their assigned responsibilities for the summer.

In the event that AFT Professional Staff are needed to contact new and continuing non-enrolled graduate students and assist with the registration process beyond their normal work hours, said AFT Professional Staff employees shall be paid one and a half times the hourly rate based upon their current salary. AFT Professional Staff shall report their GPCrelated hours biweekly using Workday.

The Graduate Dean will monitor the electronic progress of GPC activities for these months and compensation will occur in two installments: the first regular pay period in August and the second pay period in September for the complete amount for GPCs involved in admissions/enrollment.

Reporting

GPCs receiving summer compensation will submit a brief (less than one page) final report at the end of August on the success and challenges in reaching their outreach and enrollment goals. TGS will use these reports to help identify successful best practices that can be shared with other programs at a later date.

Please address questions to Rebecca Newton in TGS (shifferr@montclair.edu).

The terms of this MOA will remain in effect until either party serves notice in writing to the other party of its desire to modify the terms. Commencing in calendar year 2019 and thereafter as long as the MOA is in effect, such notice shall be given no later than April 1st.

AFT, Local 1904

Dated: 7/2/2018