

# 5 Ways to Improve the Experiences of Online and Continuing Ed Students

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## Make every message targeted and personal to students.

Students are more likely to flag messages as spam when they are not relevant to them. Each communication with students should be targeted and personal to have the most positive impact on students.

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## Share relevant employment information with students and prospects.

Students want to know that their education will pay off for them. Reaching out to students and prospects to identify the skills they'll need to succeed in a career and showing how your institution will help them gain those skills will help ease their fears about life after college.

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## Check in on students.

The learning experience, particularly for online learners, can feel isolating, but regular check-ins from institutions can help students feel supported and like part of a community.

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## Encourage students to participate in activities.

This is another way to help students feel included and eliminate feelings of isolation, which is a leading cause of student drop out.<sup>1</sup> Whether your institution offers virtual or in-person events, encouraging students to participate in them can help remind them that they are part of your institution's community.

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## Send messages of encouragement to students.

Whether students are doing well in their classes or could use an extra push, messages of encouragement go a long way in motivating students to achieve their goals.

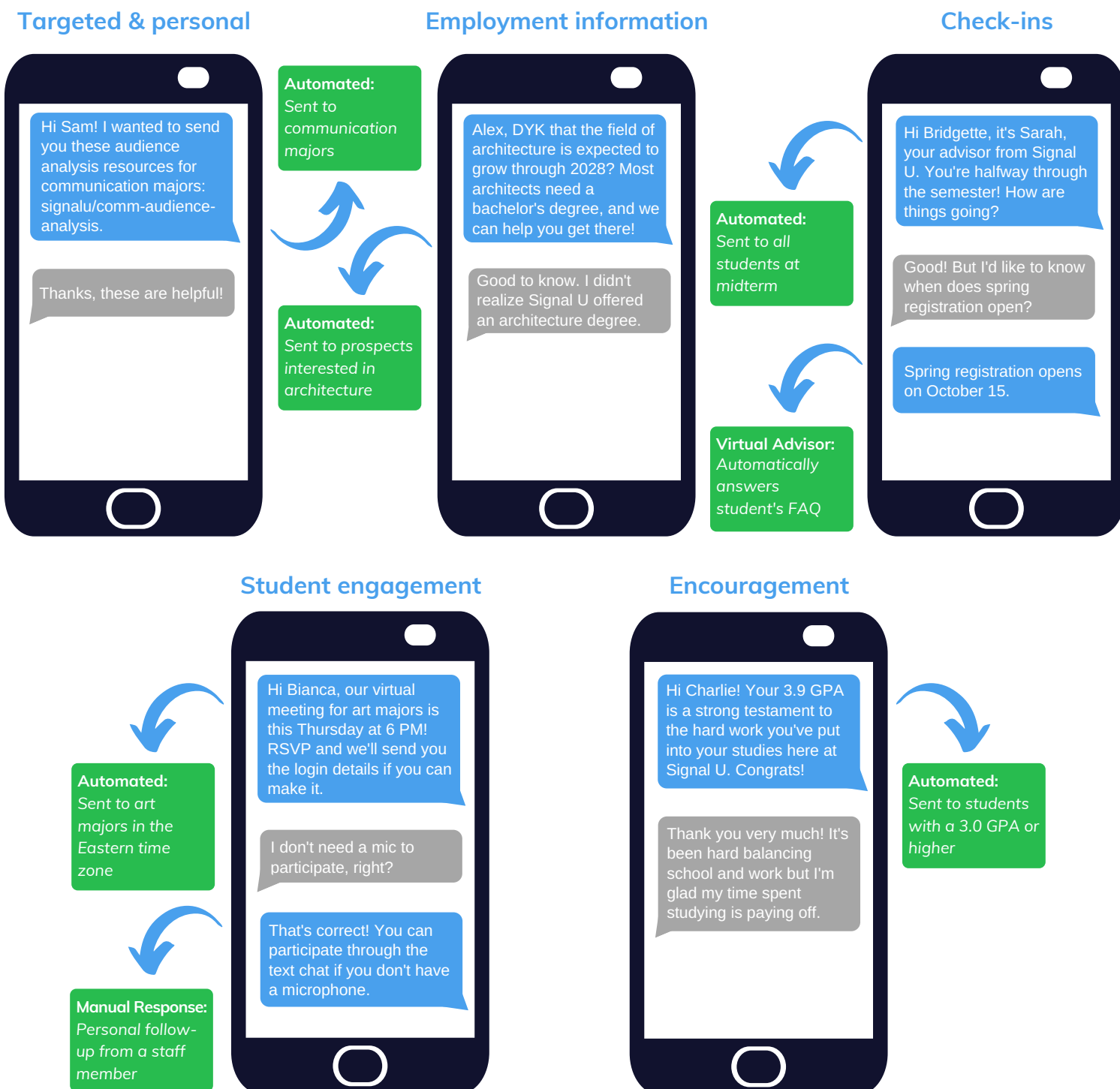
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Flip to see these practices in action!



# To communicate effectively with today's students, personalization and scalability are crucial.

In recent years, the number of online learners has risen by nearly 6% while overall postsecondary enrollment has decreased by half a percentage point.<sup>2</sup> It takes a deep level of personalization to make sure today's students don't feel isolated or like they're just a number. AI-powered text messaging can be the key in keeping these students engaged and on track - all without increasing staff workloads to make personalization and targeted outreach possible. Check out some examples below.



1 The Student Retention Guidebook: 5 Strategies to Engage At-Risk Students. Download at [signalvine.com](#)

2 Lederman, D. (2018, November 7). Online education ascends. *Inside Higher Ed*.

For more information on how you can use AI-powered text messaging to improve the learning experience for your students, visit [signalvine.com](#).