

Activating Enrollment **with** **Stop Outs, No Shows, and Melt**

Our Panel



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*Assistant Vice
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Student Affairs*
Ivy Tech
Community College



Lauren Sanders
Enrollment Counselor
Fletcher Technical
Community College



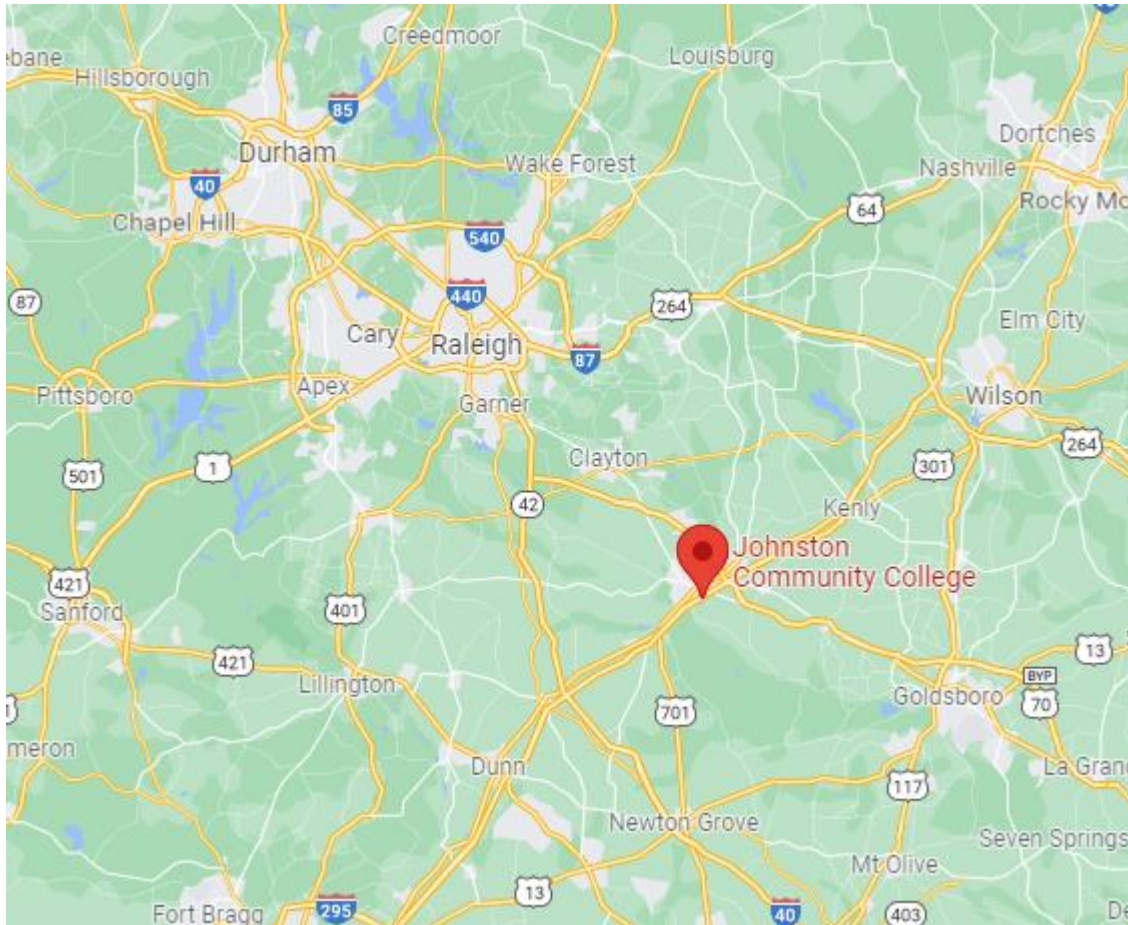
Kendra Arnold
*Coordinator of Recruiting
and Communications*
Johnston Community
College

Fletcher Technical Community College



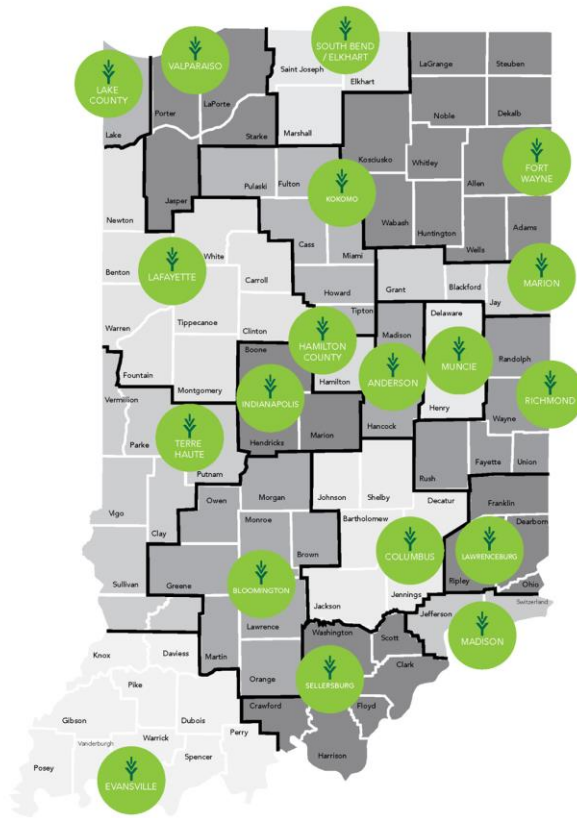
- 1 of 12 colleges in LCTCS
- 2200 students
- In state tuition \$3981

Johnston Community College



- 5298 students
- In state tuition \$2657
- 1 Main Campus 3 satellite campuses

Ivy Tech Community College



- 1 statewide system, 19 campuses across Indiana
- 100,000 students +60,000 dual credit
- Banded and Inclusive Tuition for 12+ credits
 - \$2,243.25 per semester (in-state)
 - No additional cost for textbooks

Un-Enrollment: Problems

The numbers say it all

\$

Melt

admitted, not enrolled

24-40%

of admitted students never register at any institution

\$\$

No Shows

enrolled, don't attend class

10-20%

of first time enrollees never attend class

\$\$\$

Unregistered

semester to semester

up to 25%

will not enroll for the next semester

\$\$\$\$

Stop Outs

don't finish their degree

2 out of 5

students will not complete a degree...
35M and counting

Un-Enrollment: Causes

Why do these situations occur?



Money: ~40% of students report a wide range of financial issues



Academics: Need remedial courses or can't pass required entry level courses



Family: changes such as deaths, births, illnesses, injuries, financial burden



Transfer: 15% of students will transfer at least once



Other: Personal health and/or work issues, logistical problems

Takeaways & Tips

Esthela O'Neill, Ivy Tech

- Cross Functional Teams + Collaboration
- Targeted + Segmented Messaging
 - Clear Calls-to-Action
- Engagement (not just asks)
 - Go-to for guidance
 - Celebrating milestones/successes
- Responsiveness

Takeaways & Tips

Lauren Sanders, Fletcher

- Allows for collaboration with students across departments
- Targeted communication to students
- creates open lines for student communication
- Allows for us to meet the students “where they are”

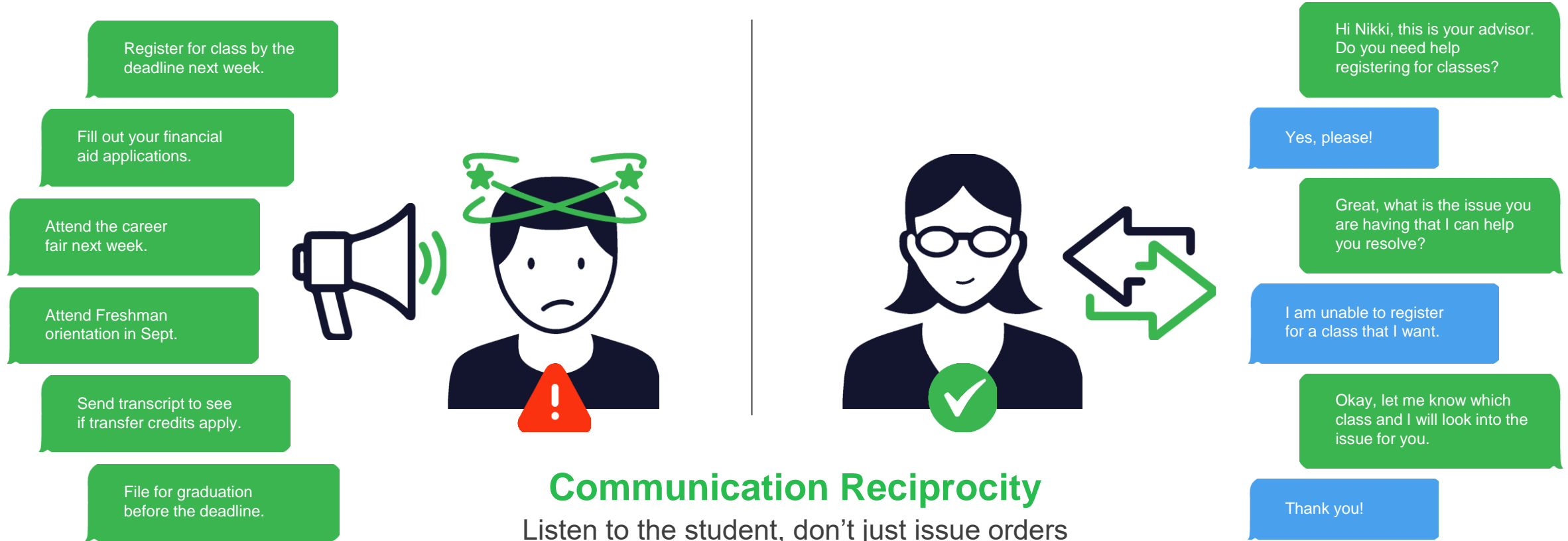
Takeaways & Tips

Kendra Arnold, Johnston

- Create and maintain inviting channels of communication
- Provide detailed information about resources available to the student to prevent the famous line, “I didn't know”.
- Remember the student is our customer and all walks of life are different
- Build lasting connections

Why other Solutions Fail

Nagging vs. nudging... we need to start listening



Results that matter

Reengaging stopped-out students



Enrollment: 2,800

Type: Community College

Location: Lake Charles, LA

Customer Since: 2020

SOWELA was looking for an effective communication channel that would streamline their conversations with stopped out students while also understanding why they weren't returning. Before Signal Vine, SOWELA had been utilizing a mailer with an incentive without success. They opted for ReEngage™ to increase the relevance and personalization of their messages and to respond quickly.



Results:



\$170,000+

increase in realized tuition after financial aid



46

former students were enrolled



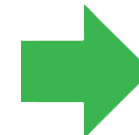
Enrollment: 6,500

Type: Community College

Location: Cincinnati, OH

Customer Since: 2021

Cstate had thousands of students with outstanding balances who had left the institution without a degree. After a multi-part social and email campaign offering CARES dollars to wipe out the debt and get them re-enrolled, many of the students had not responded. A one touch ReEngage™ outreach had over 300 students respond, and over 100 students indicate where they were struggling with logins, paperwork, and degree planning.



Results:



\$1,000,000+

impact on tuition



336

former students were enrolled

Resources

Learn more about other success stories

Case Studies

- Big Bend Community College: ReEngaging Students with Immeasurable Impact
- Peak Education: Positive Messaging Impacts Student GPA
- Baltimore City Public Schools' Best Practices for District-wide Student Engagement



Ebooks

- A Short Guide on How To Best Support Transfer Students
- Bridging the Freshman-Sophomore Gap
- **Coming Soon:** How to Use Reciprocal Communication to Retain Students

*All Resources can be found on our website at <https://www.signalvine.com/resources>

