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Improving the Re-Enrollment Rate Through Proactive Outreach

Today's Speakers

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Pierpont Community and Technical College

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Agenda

➤ Setting the stage

➤ Hear from Pierpont Community & Technical College
  ➤ Mission
  ➤ Our Challenges
  ➤ Partnerships and Solutions
  ➤ The bottom line – results

➤ Why Proactive Outreach Works

➤ Q&A

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Setting the stage:
    Today's expectations of students and faculty

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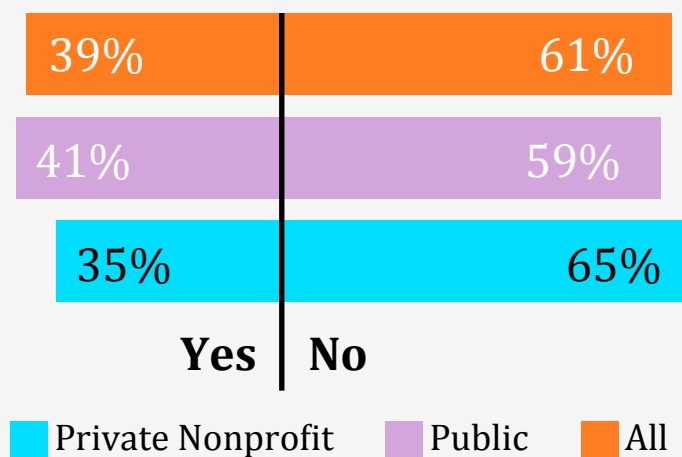
Institutions are struggling to enroll & retain.

There are fewer students. Students can't afford as much. Students have more choices.

" Last year was a difficult one for college admissions – with institutions reporting more and more difficulty filling their classes."

— *Findings from the 2014 Survey of College and University Admission Directors Inside HigherEd Report released September 18, 2014*

It is increasingly difficult to achieve application, enrollment, and retention goals.

Did your institution meet its new student enrollment goals this year prior to May 1, 2014?

	Yes	No
All	39%	61%
Public	41%	59%
Private Nonprofit	35%	65%

Private Nonprofit Public All

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Getting to Know You

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Raise Your Hand If...

You struggling to *enroll* students?
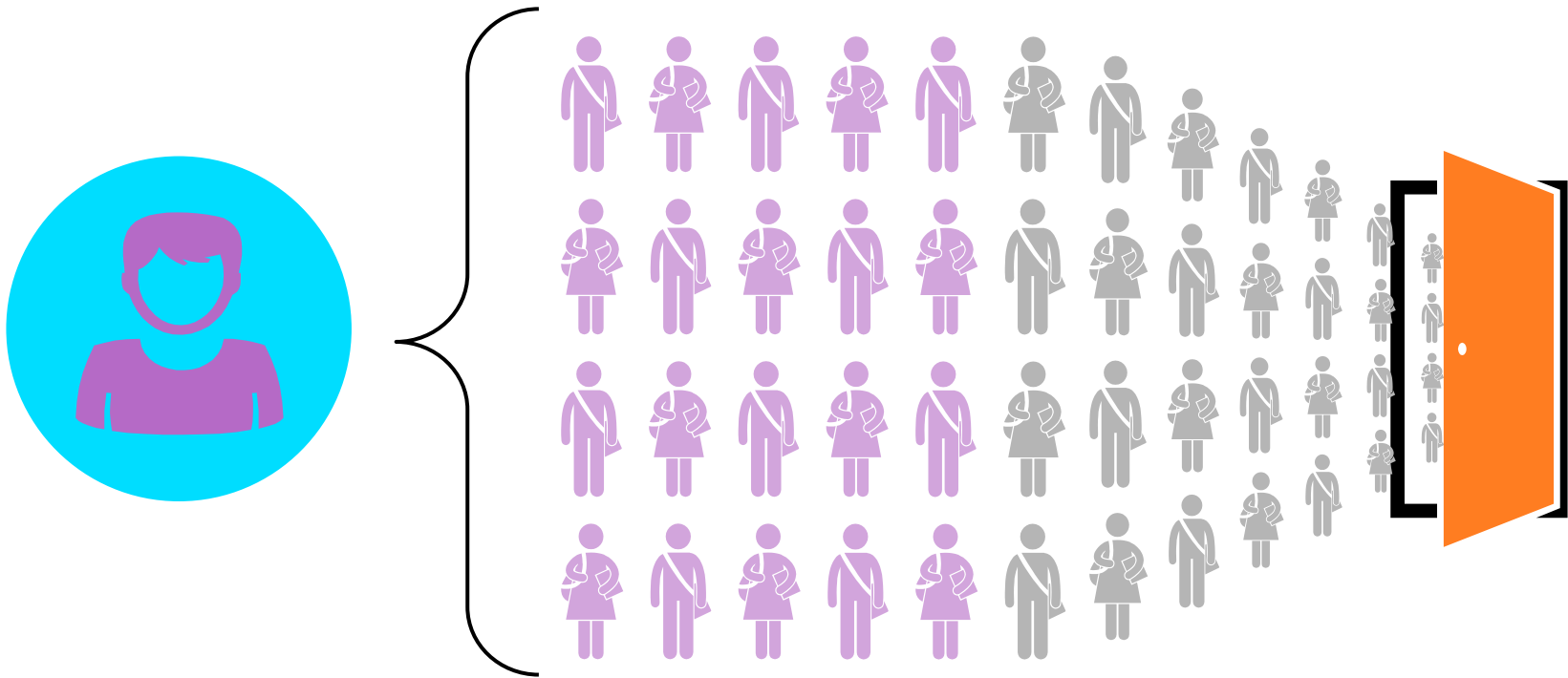
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Raise Your Hand If...

You struggling to *retain* students?

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Most institutions lack the resources to guide students through critical enrollment and engagement activities

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Without continued student support and engagement, you run the risk of students walking out the door.

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Hear from Pierpont

- **Mission**
- **Our Challenges**
- **Partnerships and Solutions**
- **The bottom line – results**

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About Us

- Founded 1974

- Location: Fairmont, West Virginia

- Total Enrollment: 2,925

- Academic Programs:
  - Pierpont offers 40+ Associate and Certificate of Applied Science degree programs, Advanced Skill Sets; as well as a variety of workforce training

- Partnership with Fairmont State University
  - Share campus and administrative functions

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Our Mission

The Mission of Pierpont Community & Technical College is **to provide opportunities for learning, training, and further education that enrich the lives of individuals** and promote the economic growth of our service region and state.

From a student and instructional support perspective, for us this means:
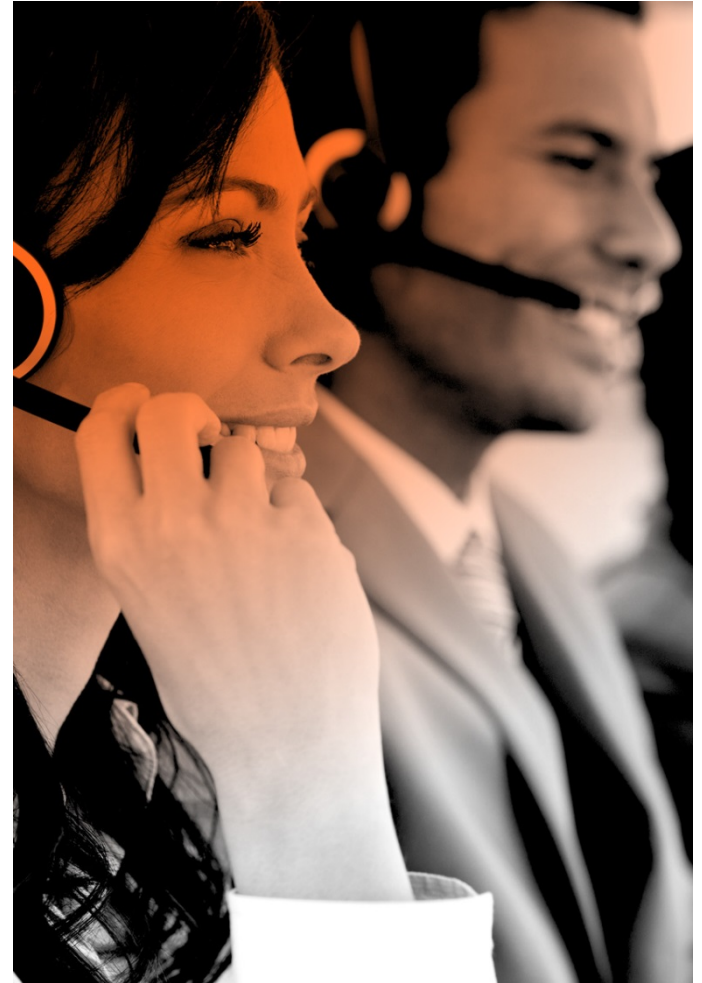
- We strive to provide accessible, affordable, comprehensive, responsive, workforce-related training and quality higher education opportunities.

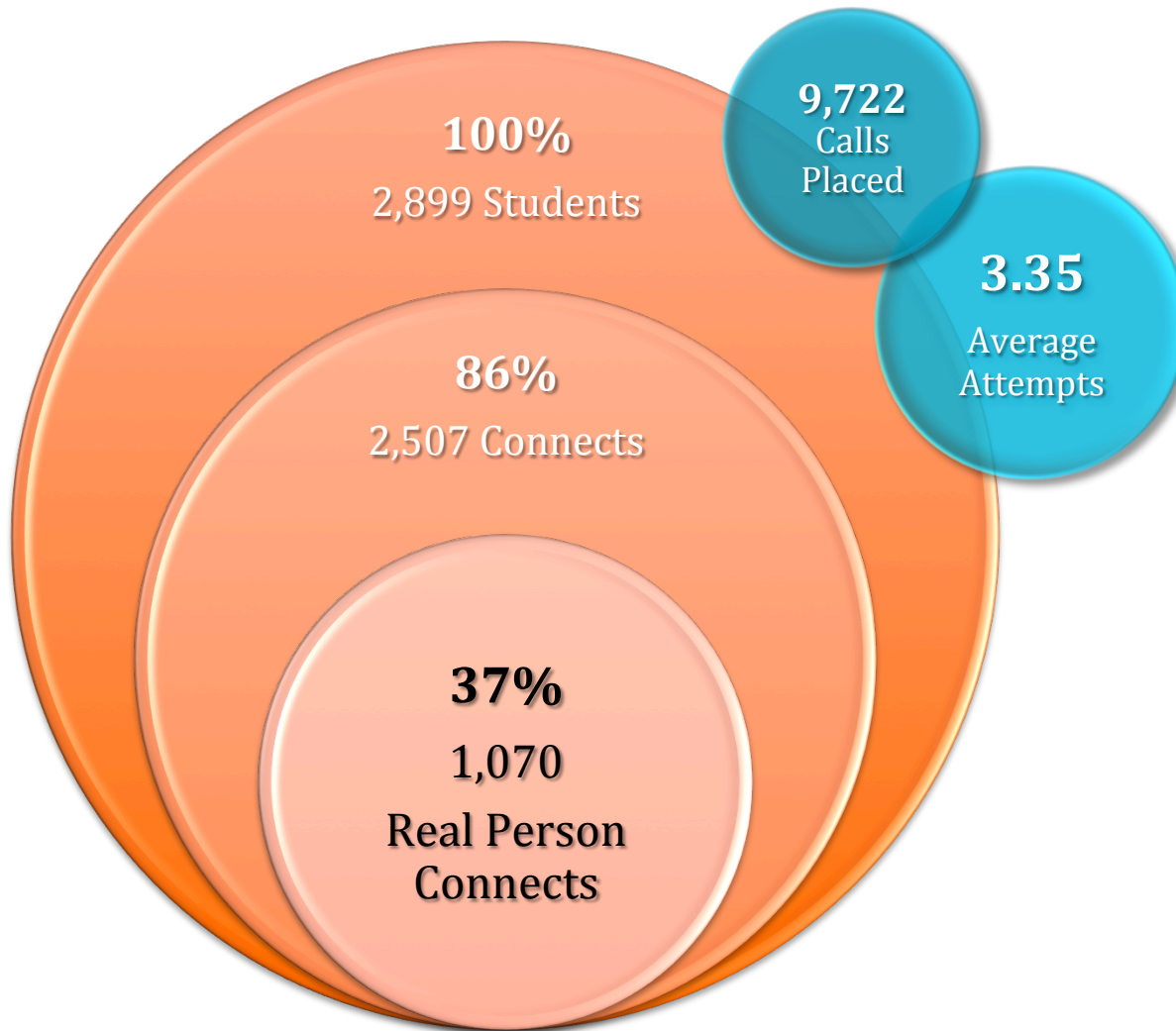Blackboard

What Keeps Me Up At Night

- Stop-Outs
  - Students who decline to re-enroll for the next term
  - Common problem for community colleges

- How to Solve?
  - Need to engage this audience
  - Need more than anecdotal information, but limited resources to conduct a formal study

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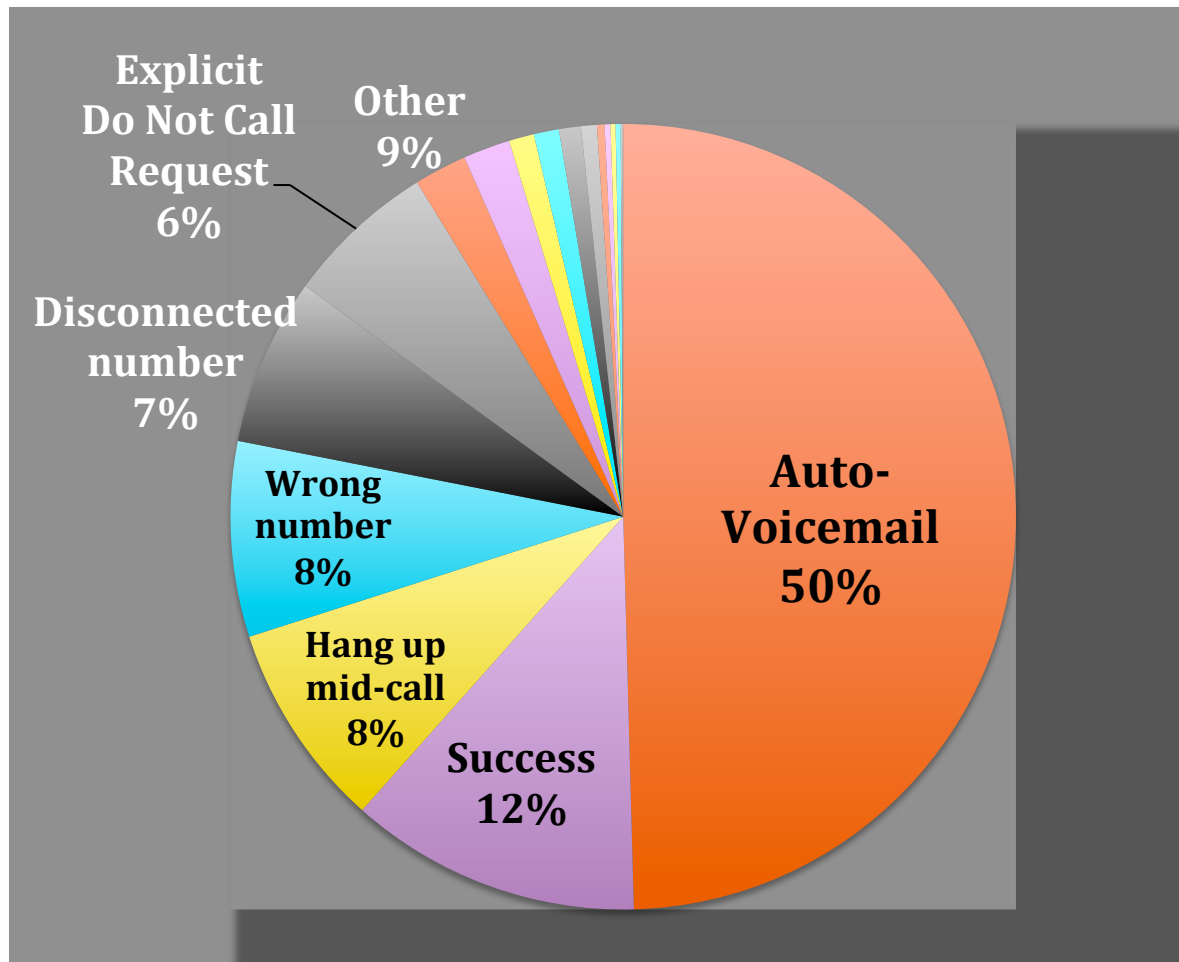# Solution: Launch a Formal Survey

- Only had anecdotal information about why students weren't persisting.

- Decided to launch a formal survey delivered through a call campaign to help identify patterns and win-back students

- Focused on 2,900 students who took courses but did not re-enroll

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Who did we talk to?

100%
2,899 Students

86%
2,507 Connects

37%
1,070
Real Person
Connects

9,722
Calls
Placed

3.35
Average
Attempts

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Top Call Outcomes

Pie chart labels:
- Explicit Do Not Call Request 6%
- Other 9%
- Disconnected number 7%
- Wrong number 8%
- Hang up mid-call 8%
- Success 12%
- Auto-Voicemail 50%

Success

- Selected when an advisor has successfully communicated the REREG messaging to the student through a meaningful conversation
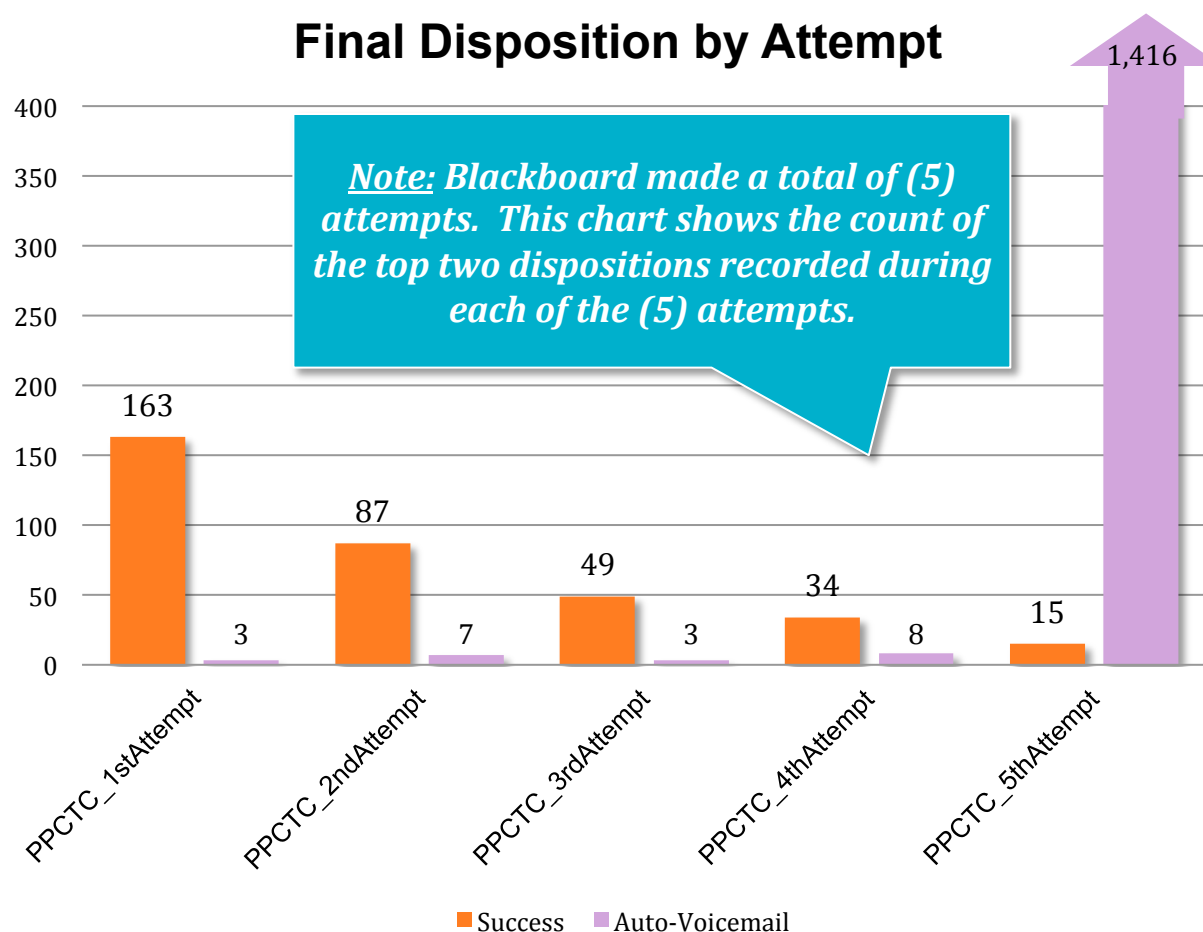- How many students actually re-enrolled?

Auto-Voicemail

- Industry standard: ~70% of all calls attempted go to VM
- Comparatively, 50% VMs is a success! However, attributed to bad numbers. For example, (34) contacts for (34) separate students went to the same phone number – a correctional facility.

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Which attempt was most successful?

Final Disposition by Attempt

Note: Blackboard made a total of (5) attempts. This chart shows the count of the top two dispositions recorded during each of the (5) attempts.

- PPCTC_1stAttempt: Success 163, Auto-Voicemail 3
- PPCTC_2ndAttempt: Success 87, Auto-Voicemail 7
- PPCTC_3rdAttempt: Success 49, Auto-Voicemail 3
- PPCTC_4thAttempt: Success 34, Auto-Voicemail 8
- PPCTC_5thAttempt: Success 15, Auto-Voicemail 1,416

Legend: ■ Success   ■ Auto-Voicemail

Observations

- Overall, campaign yielded a fair number of meaningful conversations
- Most success from initial call, but continued to make connections through the 5th attempt.

Recommendations

- Continue with (5) attempts; add another form of communication (email/text) along with calling efforts
- Scrub list sent prior to outreach
- Continue direct messaging in VM script and/or move to a robust conversation with Retention efforts

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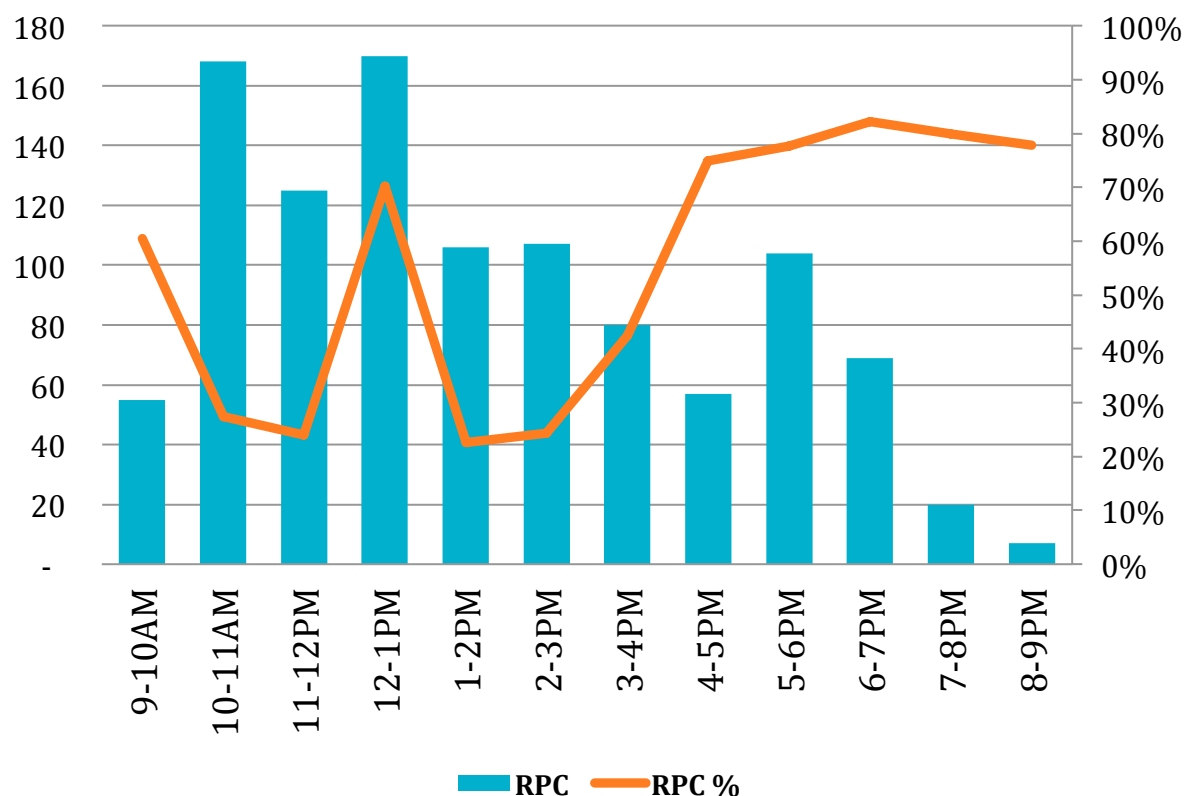# Best time to reach students?

Observations

- 86.5% Connect Rate
- Real Person Contact occurred:
  - Early AM
  - Noon (Lunch)
  - After 4PM

Recommendations

- Focus on calling Pierpont students during times of most success moving forward
- *Note: this will vary based on type of campaign.*

Real Person Connects by Hour

Legend: RPC (bar), RPC % (line)

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Who is planning to attend?

- Anecdotal feedback provided by students during interaction provides you with valuable insight into why students are either ***not attending***, ***unsure*** about attending, or **interested, but cannot attend**.

- Overall, the breakdown of these (3) interest levels:

Interest Level	#	%
No, not attending	237	63%
Yes, interested	112	30%
Unsure	25	7%

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Why are students 'Not attending' Pierpont?

No - Not Attending
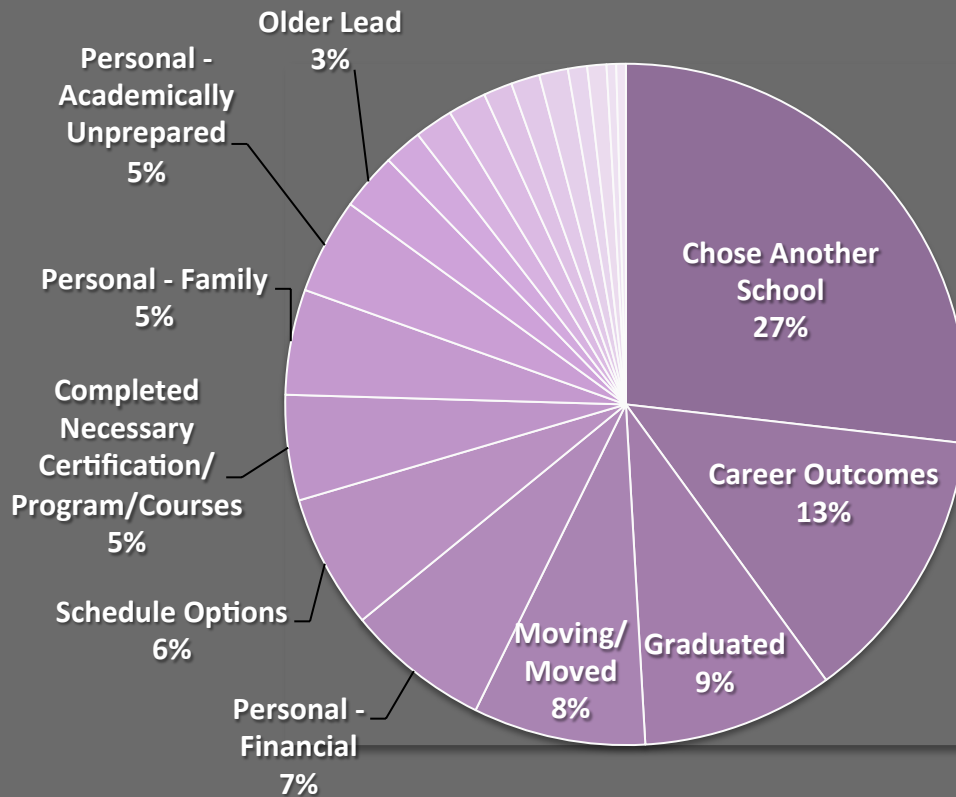
Description	No - Not attending	%
Chose Another School	59	27%
Career Outcomes	29	13%
Graduated	20	9%
Moving/Moved	18	8%
Personal - Financial	15	7%
Schedule Options	14	6%
Completed Necessary Certification/Program/Courses	11	5%
Personal - Family	11	5%
Personal - Academically Unprepared	10	5%
Older Lead	6	3%
Cost - Tuition not feasible	4	2%
Financial Aid Ineligible	4	2%
Personal - Health	4	2%
Poor Academic Experience	3	1%
Military Duty	3	1%
Curriculum	3	1%
No Internet - Computer	2	1%
Personal - Did not disclose	2	1%
Currently Enrolled/Registered	1	0.5%
Reputation	1	0.5%

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Results

- Immediately following campaign, **57% increase in re-admitted students!**

- **Year-over-Year , Pierpont has a 23% increase in re-enrollments**
  - Typical semester has 125 re-admitted students
  - Call Campaign w/ Blackboard semester = 154 students

- Hired an enrollment counselor **to work evening hours**

- Based on findings, we are **rebuilding our business model** for recruitment efforts, retention initiatives and student support **around the needs of non-traditional students**
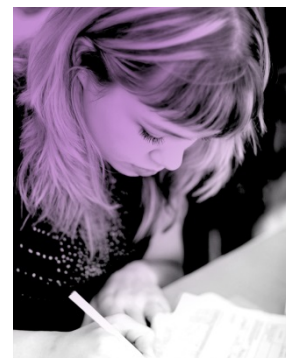
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*"Our Administration said this campaign was **the best money we spent all year**. In my opinion the work was worth it for the data on non-matriculating students even without the re-admitted students. Getting students back was a PLUS***."**

- Ron Weist

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Student Lifecycle Engagement Campaigns

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Our breadth of campaigns

| School Function	Campaign Description
Application & Matriculation Awareness	Aged Admission Lead
	Incomplete Application
	Aid filer without admission application
	College Transfer Students
	Incomplete Transcript
	Missing Social Security No. on application
	Missing SAT/ACT Scores
	Admitted, not enrolled
Financial Aid Utilization	Admitted but no aid application on file
	FAFSA renewal
	Missing documents needed
	Entrance Counseling and Prom Note Requirements
	Accept/Decline offers
Business Office	Pay Balance or inform of Payment Plan options
	New Student Setup
	1098T Readiness
	Second Request to Pay Balance or inform of Payment Plan options
Retention and Persistence	Prior enrollment, not currently registered and Survey for Basic Analysis
	FA Satisfactory Academic Progress
	FA Awarded, but not registered
	Matriculation Reminder
	Welcome Outreach and Survey for Basic Analysis
	Current enrollment, not currently registered
Exiting Student	Graduation Readiness and Survey for Basic Analysis
	Exit Counseling for loans and Survey for Basic Analysis
	Outreach to non-returning, non-graduated students Survey and Basic Analysis
Misc.	Event Registration Promotion

Apply to Enroll

Register/ Re-Register

Financial Aid
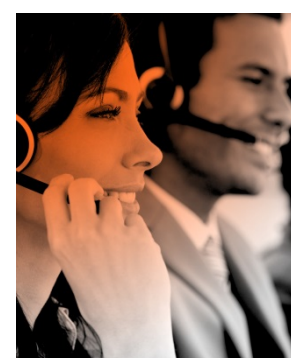
Student Accounts

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What comes in one campaign?

- Script template for specific campaign

- Subject Matter Expert design

- Outbound Advisors, dedicated to calling your list of students

- Technology Dialer/IVR, Knowledge Base for FAQs, SIMS, BbCRM

- Daily reports

- End of campaign Analysis

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Implementation & Support

- Compile relevant school process information

- Script approvals

- Approved/documented process

- Advisor Knowledgebase/ Training

- Setup time required:

    3-4 weeks

- Place student engagement calls!

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Overview: Reporting/Analysis

During Campaign

- Daily report for students who want direct contact for follow up
- Feedback designed to provide just-in-time data on campaigns to align university resources to respond or act

Post-Campaign

- Summary of results with Blackboard's findings/analysis
- Results based on ticket data and dialer dispositions

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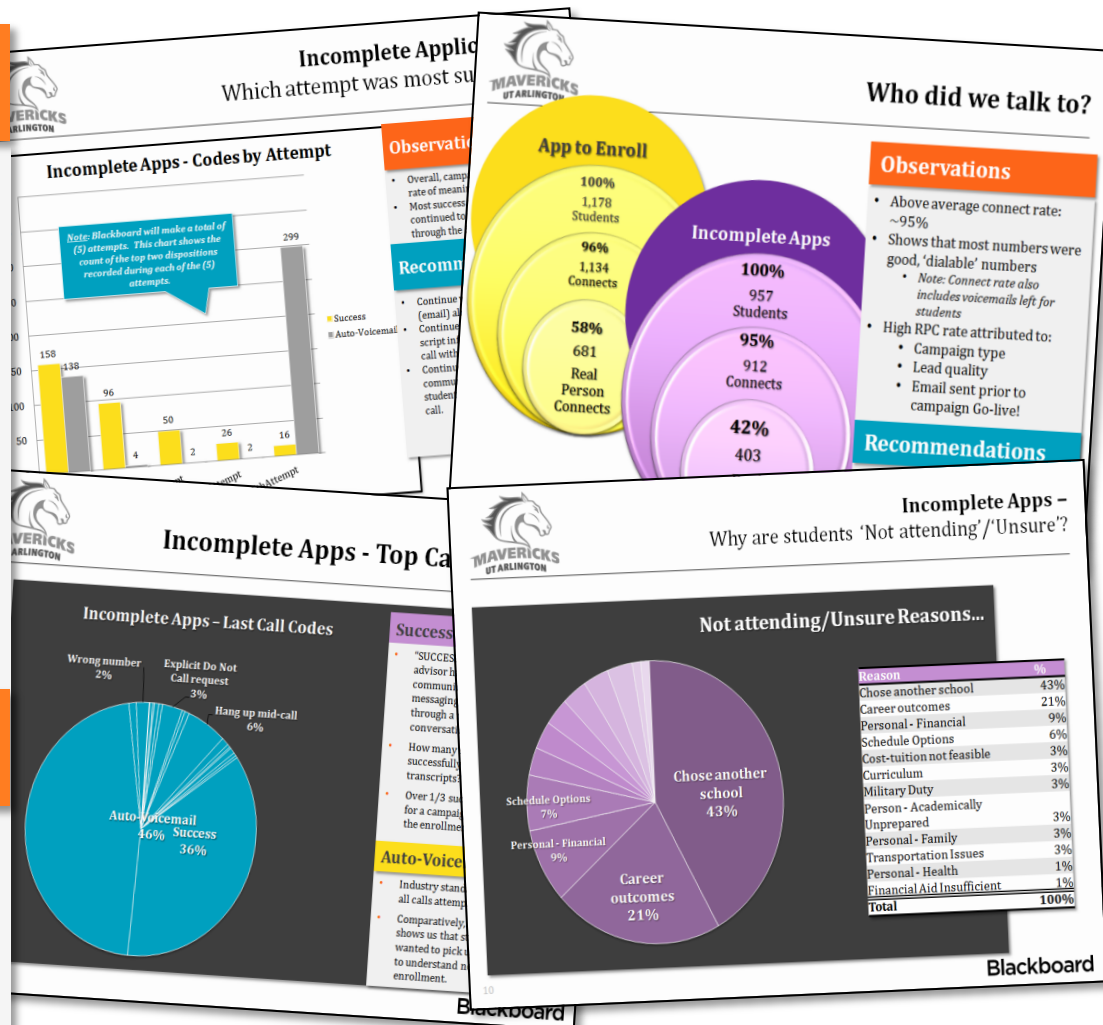
Campaigns at other institutions

$2.38M Collected Revenue
From 7 Day Campaign

Targeted 11,047 students with balances > $50

KCTCS
HIGHER EDUCATION BEGINS HERE

IVY TECH
COMMUNITY COLLEGE

NOVA
Northern Virginia
Community College

TIDEWATER
COMMUNITY COLLEGE
From here, go anywhere.™

10,027 students enrolled due to outbound campaigns

Live outbound call campaign drove 73% FAFSA completion

Summer registration campaign yielded 912 new students

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Blackboard Experience

Millions of Students Served

1000+ Knowledgeable Advisors

500+ Clients

6 Million Interactions per Year

90+% Overall Satisfaction Rate

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Q&A

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Thank you for attending!

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