

# slate

**JOIN THE EXPERIENCE**

# Time To Remarket

Communication and Outreach for Current  
Students

# What's on the Docket

Current  
Landscape

What problem  
are we trying  
to solve?

Remarketing  
Time!

Action Items

# Current Landscape

Figure 1a. Retention Rates by Starting Enrollment Intensity: All Institutions

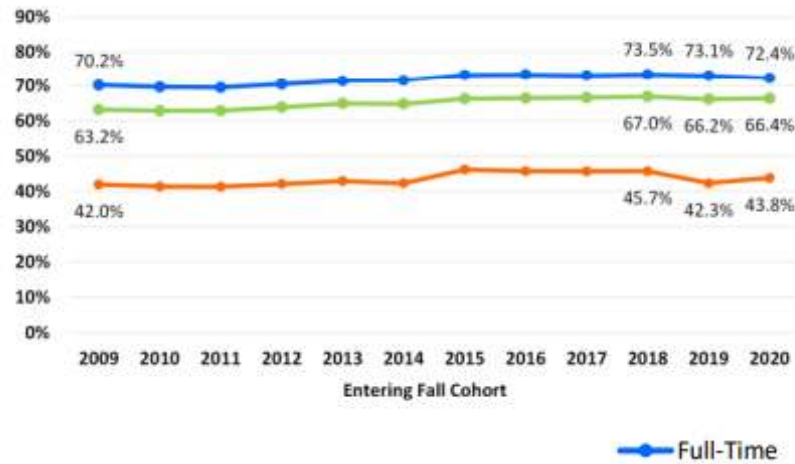
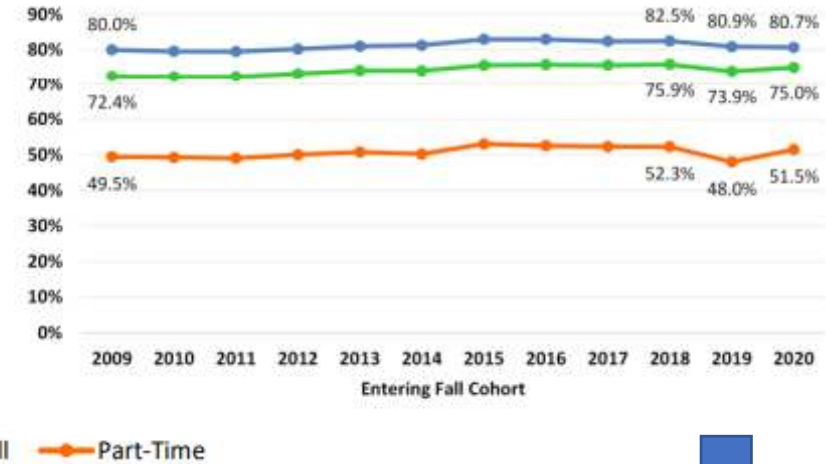


Figure 1b. Persistence Rates by Starting Enrollment Intensity: All Institutions



		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Overall	Retention	63.2%	62.9%	62.9%	63.9%	65.0%	64.9%	66.3%	66.5%	66.7%	67.0%	66.2%	66.4%
	Persistence	72.4%	72.3%	72.3%	73.2%	74.1%	74.1%	75.6%	75.8%	75.6%	75.9%	73.9%	75.0%
Full-Time	Retention	70.2%	69.7%	69.6%	70.5%	71.5%	71.7%	73.3%	73.4%	73.2%	73.5%	73.1%	72.4%
	Persistence	80.0%	79.6%	79.5%	80.2%	81.0%	81.3%	83.0%	83.0%	82.4%	82.5%	80.9%	80.7%
Part-Time	Retention	42.0%	41.4%	41.3%	42.1%	42.9%	42.3%	46.2%	45.7%	45.7%	45.7%	42.3%	43.8%
	Persistence	49.5%	49.3%	49.1%	50.0%	50.8%	50.2%	53.1%	52.6%	52.3%	52.3%	48.0%	51.5%

For all figures in this report, data tables and methodological notes are available in the [Appendix](#). Data for the fall 2019 cohort can be found [here](#).

Figure 4a. Retention Rates by Starting Enrollment Intensity:  
Public Four-Year Institutions

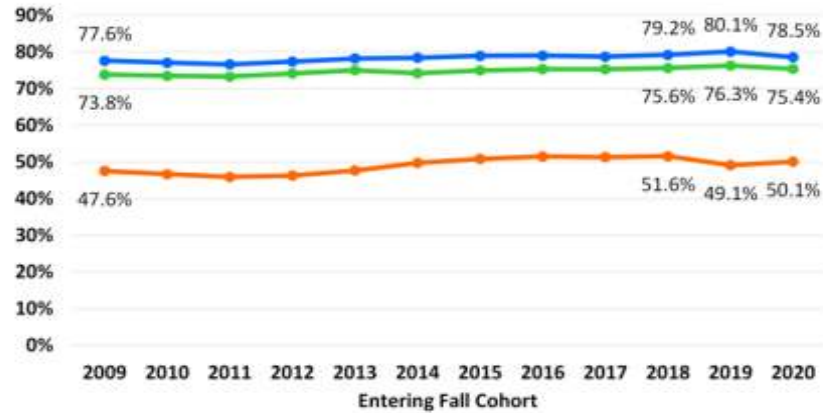
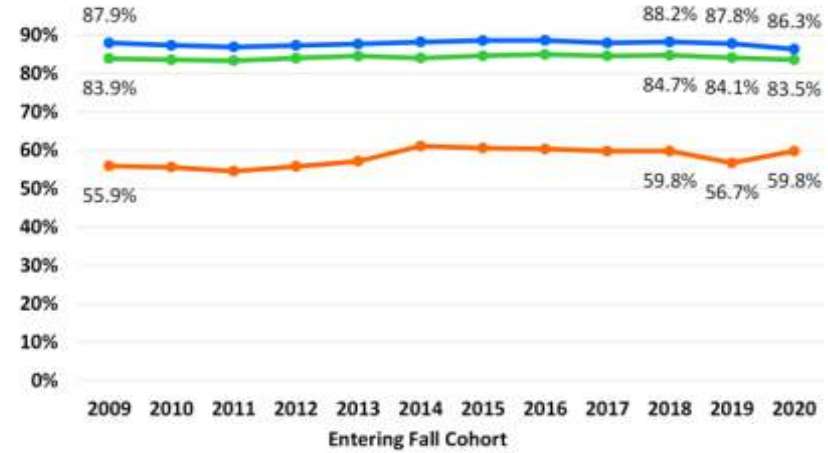


Figure 4b. Persistence Rates by Starting Enrollment Intensity:  
Public Four-Year Institutions



Full-Time Overall Part-Time

		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Overall	Retention	73.8%	73.5%	73.3%	74.1%	75.0%	74.2%	75.0%	75.3%	75.3%	75.6%	76.3%	75.4%
	Persistence	83.9%	83.6%	83.3%	84.0%	84.5%	84.0%	84.6%	84.9%	84.6%	84.7%	84.1%	83.5%
Full-Time	Retention	77.6%	77.1%	76.6%	77.4%	78.2%	78.4%	78.9%	79.0%	78.7%	79.2%	80.1%	78.5%
	Persistence	87.9%	87.3%	86.9%	87.3%	87.7%	88.2%	88.6%	88.6%	88.0%	88.2%	87.8%	86.3%
Part-Time	Retention	47.6%	46.7%	45.9%	46.3%	47.7%	49.8%	50.9%	51.5%	51.3%	51.6%	49.1%	50.1%
	Persistence	55.9%	55.6%	54.5%	55.8%	57.2%	61.1%	60.6%	60.3%	59.8%	59.8%	56.7%	59.8%



Figure 6a. Retention Rates  
by Starting Enrollment Intensity:  
Public Two-Year Institutions

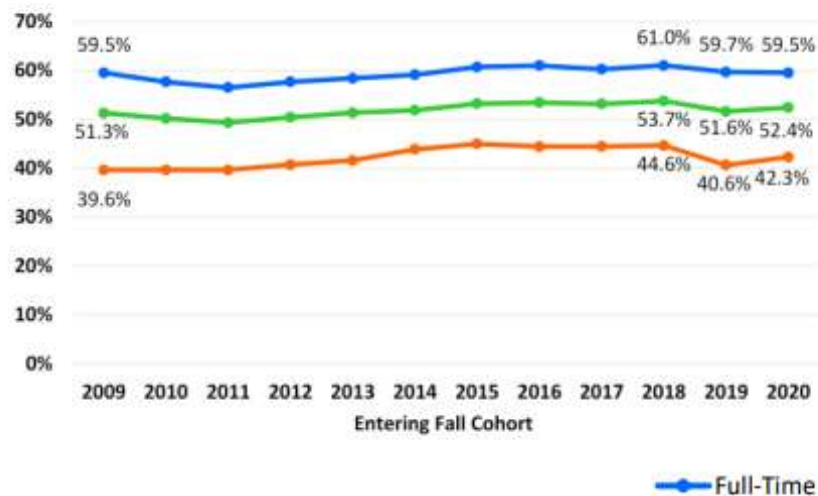
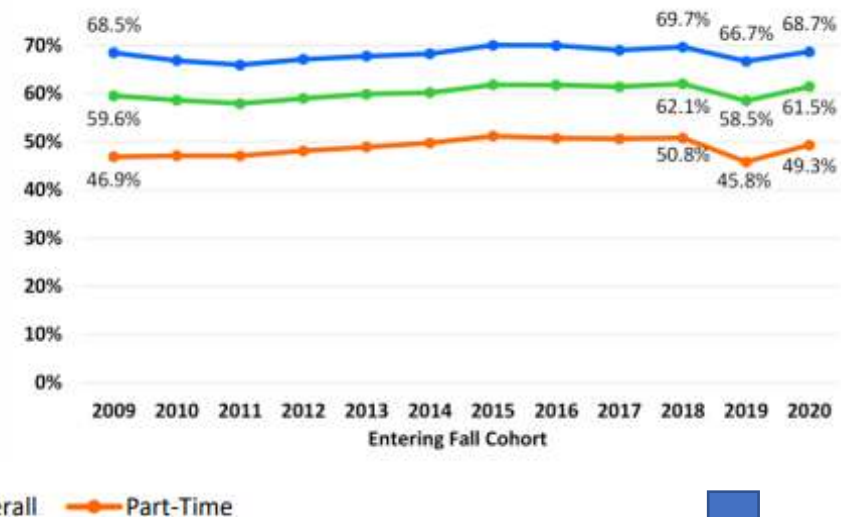


Figure 6b. Persistence Rates  
by Starting Enrollment Intensity:  
Public Two-Year Institutions



		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Overall	Retention	51.3%	50.2%	49.3%	50.4%	51.3%	51.9%	53.2%	53.4%	53.2%	53.7%	51.6%	52.4%
	Persistence	59.6%	58.7%	57.9%	59.0%	59.9%	60.2%	61.9%	61.8%	61.4%	62.1%	58.5%	61.5%
Full-Time	Retention	59.5%	57.7%	56.5%	57.7%	58.4%	59.1%	60.7%	61.0%	60.2%	61.0%	59.7%	59.5%
	Persistence	68.5%	66.9%	66.0%	67.2%	67.8%	68.3%	70.1%	70.0%	69.0%	69.7%	66.7%	68.7%
Part-Time	Retention	39.6%	39.6%	39.6%	40.7%	41.6%	43.8%	45.0%	44.4%	44.4%	44.6%	40.6%	42.3%
	Persistence	46.9%	47.1%	47.1%	48.1%	48.9%	49.8%	51.2%	50.7%	50.6%	50.8%	45.8%	49.3%

Figure 8a. Retention Rates by Starting Enrollment Intensity:  
Private Non-Profit Four-Year Institutions

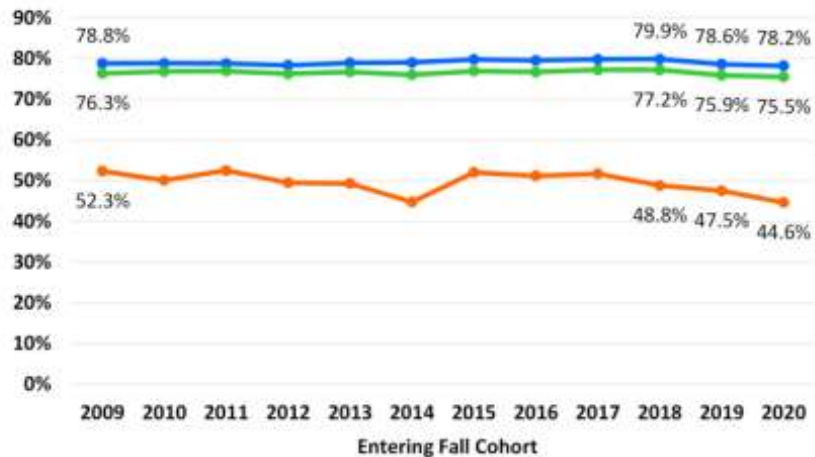
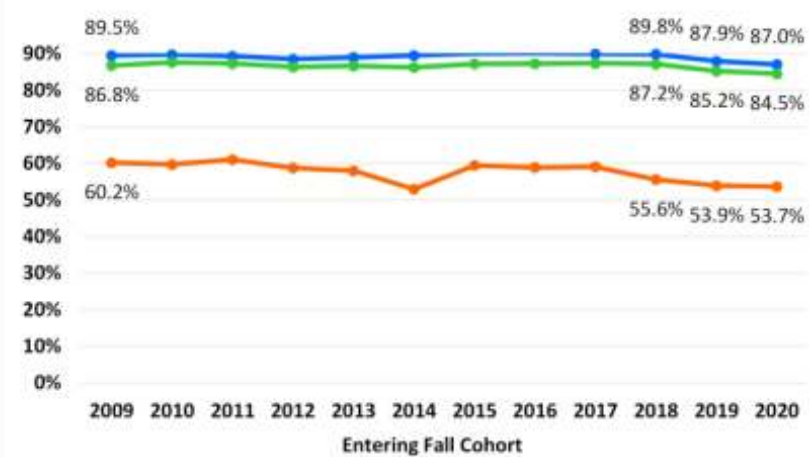


Figure 8b. Persistence Rates by Starting Enrollment Intensity:  
Private Non-Profit Four-Year Institutions



Full-Time Overall Part-Time

		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Overall	Retention	76.3%	76.8%	76.9%	76.2%	76.7%	76.0%	76.9%	76.7%	77.2%	77.2%	75.9%	75.5%
	Persistence	86.8%	87.6%	87.3%	86.3%	86.7%	86.2%	87.2%	87.3%	87.4%	87.2%	85.2%	84.5%
Full-Time	Retention	78.8%	78.8%	78.8%	78.3%	78.9%	79.0%	79.8%	79.5%	79.8%	79.9%	78.6%	78.2%
	Persistence	89.5%	89.7%	89.3%	88.5%	89.0%	89.5%	90.0%	90.1%	89.9%	89.8%	87.9%	87.0%
Part-Time	Retention	52.3%	50.1%	52.5%	49.5%	49.3%	44.8%	52.0%	51.2%	51.7%	48.8%	47.5%	44.6%
	Persistence	60.2%	59.7%	61.0%	58.7%	58.0%	52.9%	59.4%	58.9%	59.1%	55.6%	53.9%	53.7%





Understanding the College Enrollment Drop  
*Inside Higher Ed 9/22*

Adjusting Tuition to Attract More Students  
*Forbes 12/22*

Strategies Changing to Recruit High-School  
Students  
*University Business 11/22*

Schools See Largest Enrollment Decline Since  
1943  
*EdWeek 6/22*

Study Looks at Why Students Don't Go to  
College  
*Inside Higher Ed 9/22*

How College Closures are Derailing Student  
Success  
*Forbes 11/22*

Enrollment Remains Top Risk Cited by  
Colleges  
*Inside Higher Ed 1/23*

College Endowments Post Biggest Losses  
Since Financial Crisis  
*Bloomberg 8/22*

Spring Enrollment Plunges 4.7%  
*Higher Ed Dive 5/22*



Enrollment has been the biggest risk for the past 4 years in a row cited by colleges and universities

*-United Educators  
2022 Top Risks Report*

The average financial loss attributed to attrition for an undergraduate institution is more than **\$9.8 MILLION** per school, based upon tuition of \$18,297.

*-Education Policy  
Institute*



# Industry Reality

- Still primarily focused and reliant on maintaining size/strength of incoming class
- Changing opinion on the value of degree attainment
- Limited resources for retention
- Disparate systems
- Siloed departments

# Remarketing Time!

- Continue to treat their experience *as if* the propensity to leave is high (because it might be!)
- Continue the “high touch” marketing experience that they received throughout the recruitment process
- “Date your spouse”



# Action Items

# Segmentation

- Bifurcate your student populations into manageable “buckets”
- Create targeted, intentional, and *meaningful* communication plans

## Mailings

+2 Mon, Tue, Wed, Thu, Fri, Sat, Sun; Midday	<a href="#">New International Students</a> Welcome to Slate University! <a href="#">Population Restriction</a>	In Progress <a href="#">Preview</a>
+7 Mon, Tue, Wed, Thu, Fri, Sat, Sun; Midday	<a href="#">Secure Source of Funds</a> Secure Source of Funds! <a href="#">Population Restriction</a>	Completed <a href="#">Preview</a>
+10 Mon, Tue, Wed, Thu, Fri, Morning	<a href="#">Academic Advising Appointment</a> <a href="#">Population Restriction</a> Code NOT IN Interaction - Ad Hoc Meeting, Interaction - Formal Meeting	Completed <a href="#">Preview</a>
+14 Mon, Tue, Wed, Thu, Fri, Morning	<a href="#">Submit your Visa!</a> Submit your Visa Application ASAP! <a href="#">Population Restriction</a> <a href="#">Visa Submission</a> IN No	In Progress <a href="#">Preview</a>
+21 Mon, Tue, Wed, Thu, Fri, Sat, Sun; Morning	<a href="#">Join us for the Holidays!</a> Join us for the Holidays! Annual Festival Invite! <a href="#">Population Restriction</a>	In Progress <a href="#">Preview</a>

# Tags & Populations

## Tags

Absenteeism

Academic Probation

Athlete

Hold - Academic

Hold - Administrative

Hold - Financial

Homesick

Legacy

Opt Out

Re-Recruit

Study Abroad

Test Record

FERPA Waiver

## Populations

Name	Folder
<a href="#">Insert</a>	
Disciplinary	Student Success
Enrolled	Student Success
Faculty	Faculty
Fin Aid	Student Success
Freshman	Student Success
GPA Concern	Student Success
Housing	Residence Life
International	Student Success
Masters	Student Success
Pre-Med	Student Success
Seniors	Student Success
Undeclared Sophomore	Student Success

# Rules Really Do Rule

- GPA
  - If  $\geq 2.00$ , then SMS
- Message Engagement
  - If x unopened, then add task
- Campaigns
- Webpage Traffic
  - If Ping exceeds x, trigger SMS
- Class Attendance (LMS)
- Fin Aid Buckets
  - If Verification, FAFSA Renewal

- Advising Appointments
- Conduct
- Housing
- Card Swipes
- Registration Info

If the data exists, use it....

# Encouragement

- Invitation to campus events
- Congratulatory nudging
  - “Keep up the great work”
- Acknowledgment of progress
- Reminder of services

Did you know that students involved in Greek Life or Club Sports are 70% more likely to graduate on time? Anyway, thanks for coming to the involvement fair.

Kendrick, do you want us to remind you over the Summer Break to renew your FAFSA? Let us know...



Effort

Don't Bother

Enveloping Form Process  
Portal Experience  
Departmental Branding

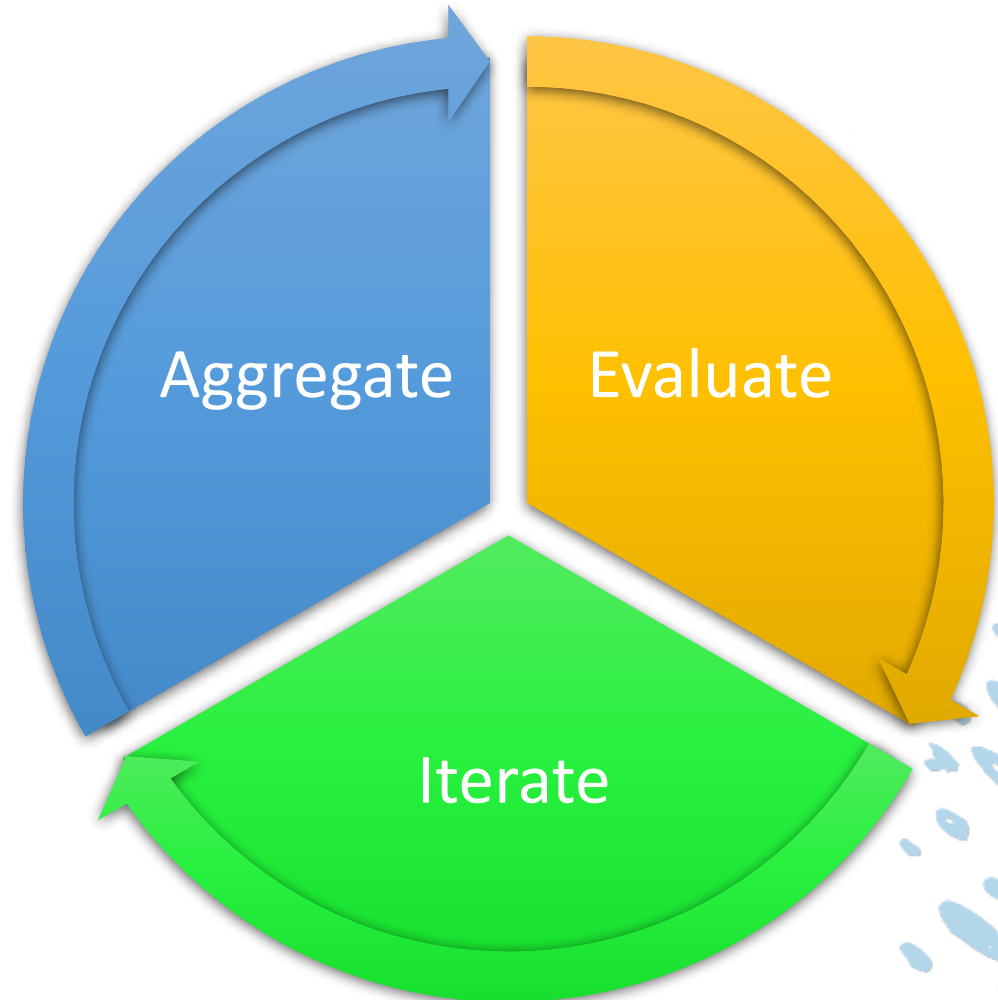
Simple Comm Plan  
Communication Calendar  
Triggered SMS

Appointment and Event  
Management and Communication

Impact

# Monitor, Evaluate, Intervene

- Aggregate engagement data
- Adjust messaging and outreach based on data-informed decisions
- Decide on intervention actions





slate



**INNOVATION**  
FESTIVAL  
MAY 31-JUNE 2, 2023

Thank you for the opportunity