PROJECT SUCCESS: PROPOSED STOP-OUT ENGAGEMENT SUPPORT PLAN

The rising cost of higher education has created financial anxieties and concerns for students and families across the country. On a regular basis, students weigh the costs associated with earning a certificate or degree versus alternative opportunities such as finding hourly wage employment, tending to family responsibilities, pursuing alternative certifications for career prospects, etc. These circumstances have led to a national rise in “college stop-outs”, a term used to describe those individuals who withdraw from college temporarily and re-enroll later. As the number of college stop-outs increases across the higher education landscape, institutional leaders must develop strategies to reengage these students so that they can reenroll and achieve their initial academic and career goals.

Successful stop-out reenrollment campaigns require two critical components: interpersonal engagement & transformative support resources. Through Trellis’ stop-out engagement support plan, institutions will be able to leverage Trellis’ multi-faceted communication resources and network of virtual coaches to connect with students who have stopped out. In partnership with the institution, Trellis can help create a uniquely tailored stop-out reengagement plan that allows for customized messaging to targeted students. If you have any questions or concerns, please feel free to communicate with Manny Gonzalez, Senior Institutional Support Consultant.

**Stop-Out Engagement Support Plan Example**

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| Outreach Method | Support Service | Objective of Communication and Coaching | Information Required from Institution |
| Text Message  (Initial) | - Virtual Coaching  - Online Resource | - Inform student of being identified as a prospective student for reenrollment  - Inform student of value of certificate/degree completion  - Direct student to virtual resource that can provide guidance on reenrollment | - List of students selected for stop-out campaign, name, and SMS phone number  - Contact info or campus-specific resources (e.g. admissions office, advising office, business office, etc.) |
| Text Message  (2nd attempt)  2 Weeks  Post-1st Text | - Virtual Coaching  - Online Resource | - Remind student of their selection as a prospective student for reenrollment  - Ease anxiety and/or confusion  - Direct student to virtual resource that can provide guidance on how to complete reenrollment process  - Provide students with institutional Admissions/Advising/Financial Aid contact for additional resource | - List of students who did not respond to initial text |
| Text Message  (3rd Attempt)  4 Weeks  Post-1st Text | - Virtual Coaching | - Inquire about circumstance preventing reenrollment  - Provide motivational message and resources that are available  - Direct student to virtual resource that can provide guidance on reenrollment | - List of students who did not respond to initial text |
| Text Message  (4th Attempt)  6 Weeks  Post-1st Text | - Virtual Coaching  - Online Resource | - Provide student with motivational message regarding reenrollment  - Inform student of time-sensitive deadlines (FAFSA, registration, orientation, etc.)  - Direct students to institutional contacts for assistance with reenrollment | - List of students who did not respond to initial text |
| Outbound Call  (5th Attempt)  8 Weeks  Post-1st Text | - Guidance on how to connect w/ institution | - Direct students to institutional contacts for assistance with reenrollment process | - List of students who did not respond to initial text |