PROJECT SUCCESS: SUMMER MELT CAMPAIGN

The Problem

Every summer, up to 40% of college-intending students fail to enroll in college for the fall. Despite completing key college-going steps such as applying and being accepted to college, applying for financial aid, and committing to an institution, these motivated students' aspirations "melt" away during the summer and they fail to matriculate. Summer melt rates are highest among first-generation college students, students enrolled at two-year institutions, and students from low to moderate income families.

The Solution

To support institutions in their efforts to minimize melt, Trellis Company has developed a comprehensive summer melt support campaign to help maintain student motivation and support institutional student success efforts.

The evidence-based Trellis approach to summer melt combines the power of automated text nudges with counselor outreach to provide personalized, targeted, and timely guidance to students through the summer. Trained Trellis coaches respond to student questions and connect them to the personalized resources they need to make informed choices. Students receive support they need, when they need it via text through an automated system and virtual coaching for questions or concerns that require in-depth responses, including appointments with a trained professional coach for confidential, one-on-one sessions where needed.

The Trellis Approach

To maximize the effectiveness of text nudge outreach, Trellis applies industry best practices, behavioral economics findings, and established social scientific principles. Trellis will collaborate with the campus point of contact to create and deploy a text nudge campaign that will inform students of deadlines/requirements, engage students with important college content, and motivate students throughout their summer prior to arriving on campus. Institutions can select modules and frequency of text nudges based on internal goals. Messages are designed using approaches standard to this type of campaign including personalization (name, phone number, institution name, etc.), interactivity, and automated unsubscribe functions.

Module	Objective	Information Required from Institution
Introduction	- Introduce students to campaign - Build excitement about the upcoming semester - Provide opportunity to opt out	- Fall 2018 admitted students - Links to campus resources (admissions, advising, FAQs, checklist, etc) - Complete campaign strategy document - Completed campaign signup sheet
Financial Aid	- Target students missing FAFSA and/or students selected for verification - Ease anxiety and/or clear confusion - Direct student to virtual resources (blogs, videos, etc.) and financial coaches for guidance - Encourage use of IRS DRT to avoid verification	- Fall 2018 admitted students who did not complete FAFSA or are selected for verification - School FAFSA deadline for 2018-2019 eligibility - Module checklist - Functional area POC
Enrollment Documents	- Remind students to submit missing enrollment documents (transcript, immunization records, etc.) - Encourage students to complete missing enrollment steps, such as placement exams	- Fall 2018 admitted students with missing documents and/or missing processes - Update data needed for each reminder - Complete list of enrollment steps and deadlines - Functional area POC
Registration and Payment	- Encourage students to register as early as possible - Inform students of their tuition and fee payment options, including financial aid and fee waivers	- Fall 2018 admitted students - Module checklist - Functional area POC
Orientation	- Promote orientation registration dates - Prepare students for orientation (what to bring, transportation, payment, etc.)	- Fall 2018 admitted students - Orientation dates, registration process, and FAQs - Functional area POC
Housing	- Promote housing registration and payment - Send housing resources (website, application, etc.) - Provide resources on what to expect when living on or off campus	- Fall 2018 enrolled students living on campus - Module checklist - Functional area POC
Transportation	- Encourage students to develop a transportation plan (i.e. do they need a parking or bus pass? Can they walk or ride a bike?)	- Fall 2018 enrolled students - Links to parking, bike, and bus info - Functional area POC
Fall Term Prep	- Provide a variety of preparation resources and websites covering topics such as budgeting, how to buy books, etc - Send first day of class reminders - Highlight credit transfer options	- Fall 2018 enrolled students - First day of class date - Module checklist - Functional area POC
Motivation	- Welcome students and ease their transition anxieties - Introduce campus life through current students - Promote coaching services and institutional help - Encourage students to make 1-3 semester SMART goals	- Fall 2018 enrolled students - Module checklist - Functional area POC