

## PROJECT SUCCESS: FALL RETENTION CAMPAIGN

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### The Problem

First-year students are at especially high risk of stopping-out, due to various challenges of being new to college. The United States sends 70% of its students to college – yet only 56% of those graduate within six years. Approximately 40% “stop-out” and do not complete their degree. These students are more likely to be from low-income families. In fact, only 25% of students from the bottom income quartile finish compared to 90% of students from the top income quartile. Students are also at higher risk if they are from an underrepresented minority group, the first in their families to attend college, do not attend immediately after high school, or attend a community college. Students “stop-out” for a variety of factors, but most can be traced back to a lack of monetary or social resources to support their education. Trellis seeks to fill these gaps with our text and coaching services.

### The Trellis Approach

Encouraging students to remain engaged in the college experience, redirect their attention to on-campus resources, and encouraging them to seek assistance will help first-year students stay in school and not become another stop-out statistic.

Trellis combines the power of automated text nudges with counselor outreach to provide personalized, targeted, and timely guidance based on behavioral economic theory.

We collaborate with your campus to:

- 1) Help build and maintain student motivation
- 2) Promote healthy academic and social habits
- 3) Connect students to available resources
- 4) Support institutional student success efforts

Messages are designed using approaches standard to this type of campaign, including personalization (name, phone number, institution name, etc.), interactivity, and automated unsubscribe functions. Students can text back with questions and request virtual counseling with our expert coaches.

A broad overview of available fall support topics can be seen below. However, please note that our services are also meant to support *your* internal goals. Therefore, this list is not exhaustive if another need for student support appears. We can also customize the messaging to specific target populations. For example, some modules may be better suited to first-time in college students whereas others may be applicable to all enrolled students. We will customize based on frequency, timing, and content.

Module	Objective	Information Required from Institution
<b>Introduction</b>	<ul style="list-style-type: none"> <li>- Introduce students to campaign</li> <li>- Maintain enthusiasm for college life</li> <li>- Provide opportunity to opt out</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- Links to campus resources (advising, health services, portal, etc.)</li> <li>- Complete campaign strategy document</li> <li>- Completed campaign signup sheet</li> </ul>
<b>Financial Aid Disbursement and Tuition Payment</b>	<ul style="list-style-type: none"> <li>- Inform students of the aid disbursement process</li> <li>- Explain payment options and payment plans</li> <li>- Remind students to pay tuition on-time</li> <li>- Educate students on how to use refund (if any)</li> <li>- Provide financial aid office contact information</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- List of students who owe tuition</li> <li>- Payment deadline &amp; options</li> <li>- Campus resources w/links</li> <li>- Functional area POC</li> </ul>
<b>First Week Motivation</b>	<ul style="list-style-type: none"> <li>- Remind students about the first day of class and important welcome events, such as student org fairs</li> <li>- Encourage students to prepare for the semester by purchasing the right materials, mapping out routes, etc.</li> <li>- Inform students of their class drop deadline</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- First day of class and drop deadline</li> <li>- Welcome events to feature</li> <li>- Functional area POC</li> </ul>
<b>Time Management and Organization</b>	<ul style="list-style-type: none"> <li>- Offer time management and organization tips</li> <li>- Point students to resources, such as online calendars and apps that help them stay focused</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- Preferred resources, if applicable</li> <li>- Functional area POC</li> </ul>
<b>Academics and Study Tips</b>	<ul style="list-style-type: none"> <li>- Offer study/test tips and motivation</li> <li>- Encourage students to visit with their advisors</li> <li>- Point students to campus resources like tutoring</li> <li>- Reduce stress around choosing courses and a major</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- Campus resources to feature w/links</li> <li>- Functional area POC</li> </ul>
<b>Coping with Stress</b>	<ul style="list-style-type: none"> <li>- Promote exercise, healthy eating, and sleep</li> <li>- Lead students to appropriate stress coping mechanisms, such as campus counselors or yoga</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- Campus resources to feature w/links</li> <li>- Functional area POC</li> </ul>
<b>Campus Life</b>	<ul style="list-style-type: none"> <li>- Highlight campus attractions and nearby towns</li> <li>- Encourage involvement in campus life</li> <li>- Promote resources, such as the clinic or legal services</li> <li>- Inform students of discounts they are eligible for</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- Campus resources to feature w/links</li> <li>- Campus and nearby attractions w/links</li> <li>- Student discounts to feature w/links</li> <li>- Functional area POC</li> </ul>
<b>Working and Money Management</b>	<ul style="list-style-type: none"> <li>- Point students to employment opportunities and encourage healthy (10-20) work hours</li> <li>- Send budgeting tools and links to local banks</li> <li>- Promote emergency grant program (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- List or link to employment opportunities</li> <li>- School bank partnerships</li> <li>- Preferred budgeting tools</li> <li>- Functional area POC</li> </ul>
<b>End of Semester</b>	<ul style="list-style-type: none"> <li>- Ease anxieties during final testing periods</li> <li>- Encourage students to pre-register for the Spring</li> <li>- Congratulate students on finishing their first semester</li> <li>- Warn students about poor grades and inform them of their options (dropping, taking another section, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Target population data</li> <li>- List of students with a failing grade</li> <li>- Registration dates</li> <li>- Functional area POC</li> </ul>