

The Lively Campus – Enrollment, Retention, Re-Enrollment

March 2021

Trellis Company – Project Success



Overview of Meeting

Today's webinar is to discuss key success points for keeping a lively campus, full of students, through strong enrollment, retention and re-enrollment

From Trellis

- Steve Smith – Director of Student Success Initiatives
- Dr. Ne'Shaun Jones, Ed.D. – Institutional Support Consultant

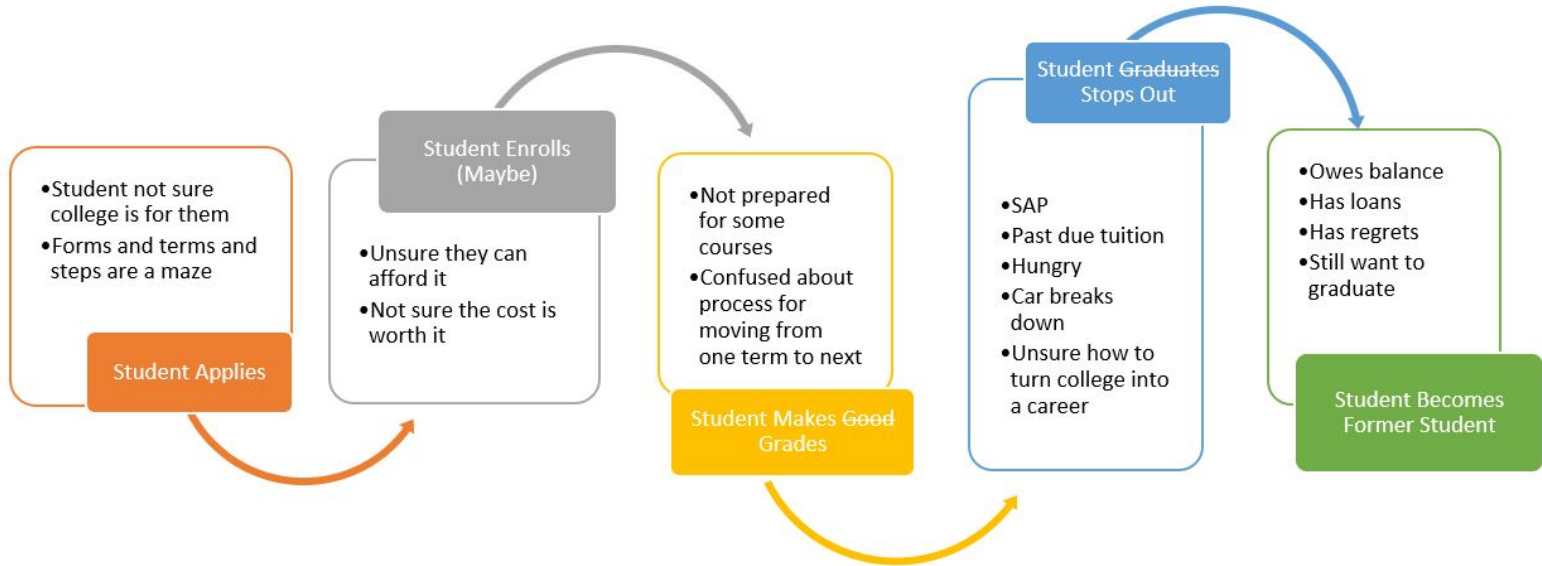
What is Project Success?

- Project Success assists select Minority-Serving Institutions with consulting and direct student services that help students start school, persist toward graduation, and manage their personal finances and student loans.
- Trellis Company, a nonprofit organization and student loan guaranty agency, provides the services of Project Success participating institutions

Ideal Scenario



What Happens



To Keep Our Students on the Path

...toward graduation, and our campuses full of students!

- We need a strong process for bringing students in as freshmen
- Strong retention after they start classes
- Strong process for bringing them *back* if they stop-out

Maintaining Stable Enrollment



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Spring 2021 Enrollment Down

“Spring enrollment appears to be showing the same level of enrollment losses overall as the fall 2020 trend, according to the latest data by the National Student Clearinghouse Research Center. Undergraduate enrollment is down 4.5% while graduate enrollment is up 4.3%. **Overall, college enrollment is running 2.9% below last spring’s level.**”

National Student Clearinghouse® Research Center. (2021b, March 11). <https://www.studentclearinghouse.org/blog/overall-spring-college-enrollments-down-nearly-3-nationwide-according-to-early-data/> [Press release].

Community College Graduates Down

“According to the latest Undergraduate Degree Earners’ report released today, 3.7 million new graduates in the 2019-20 academic year **represent no growth from the previous year**. First-time associate degree earners are now at the lowest level since 2012-2013. **Associate degree earners dropped 6.7 percent** within just a few months after campuses closed, and certificate earners fell even more, by almost 20 percent, demonstrating the disproportionate effects of COVID-19 on community college students.”

National Student Clearinghouse® Research Center. (2021, January 28). COVID-19 Impact: First-Time Associate Degree Earners Decline to Lowest Level Since 2012-13 [Press release].

Transfers Down

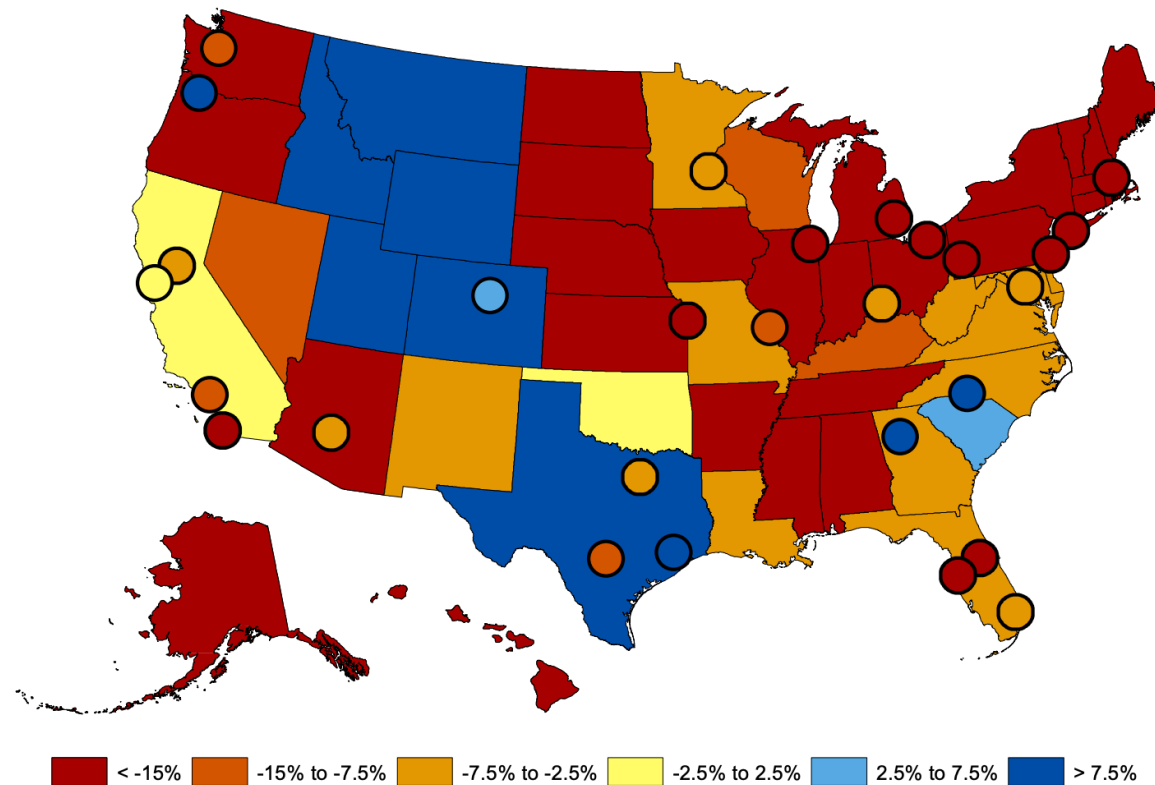
“The National Student Clearinghouse Research Center released today new research revealing that the decline in student transfer and mobility **this fall is steep and widespread**. Only primarily online institutions, where more than 90% of students enrolled exclusively online before the pandemic, show an increase in returning transfer students this fall.

National Student Clearinghouse® Research Center. (2020, December 21). Student Transfer Decreased Sharply During the Pandemic, Potentially Causing a Lasting Impact on Postsecondary Attainment [Press release].

It was challenging *before* COVID

Forecasted growth in college-going students, 2012 to 2029

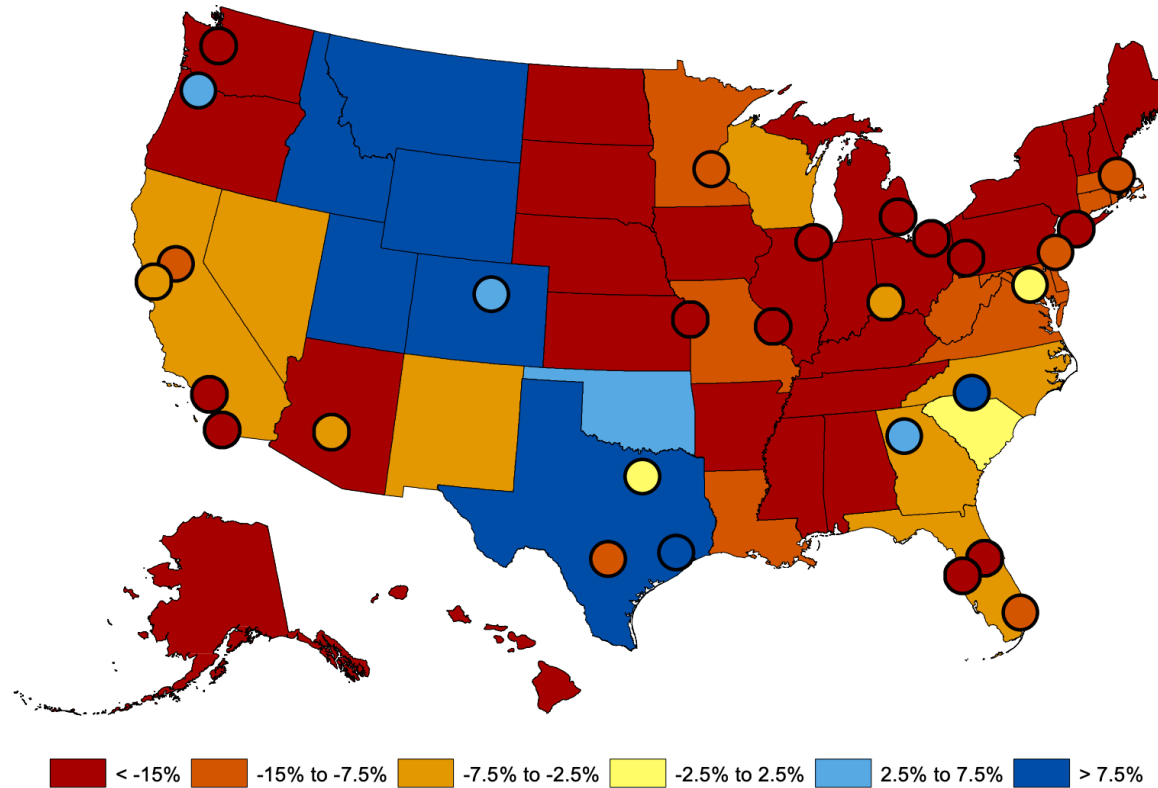
Grawe, N. (2018, January 1). Figure 4.3 Forecasted growth in college-going students, 2012 to 2029 [Illustration]. Demographics and the Demand for Higher Education. <https://ngrawe.sites.carleton.edu/wp-content/uploads/2020/09/Fig4.3C.pdf>



Community Colleges

Forecasted growth in students who will attend two-year institutions, 2012 to 2029

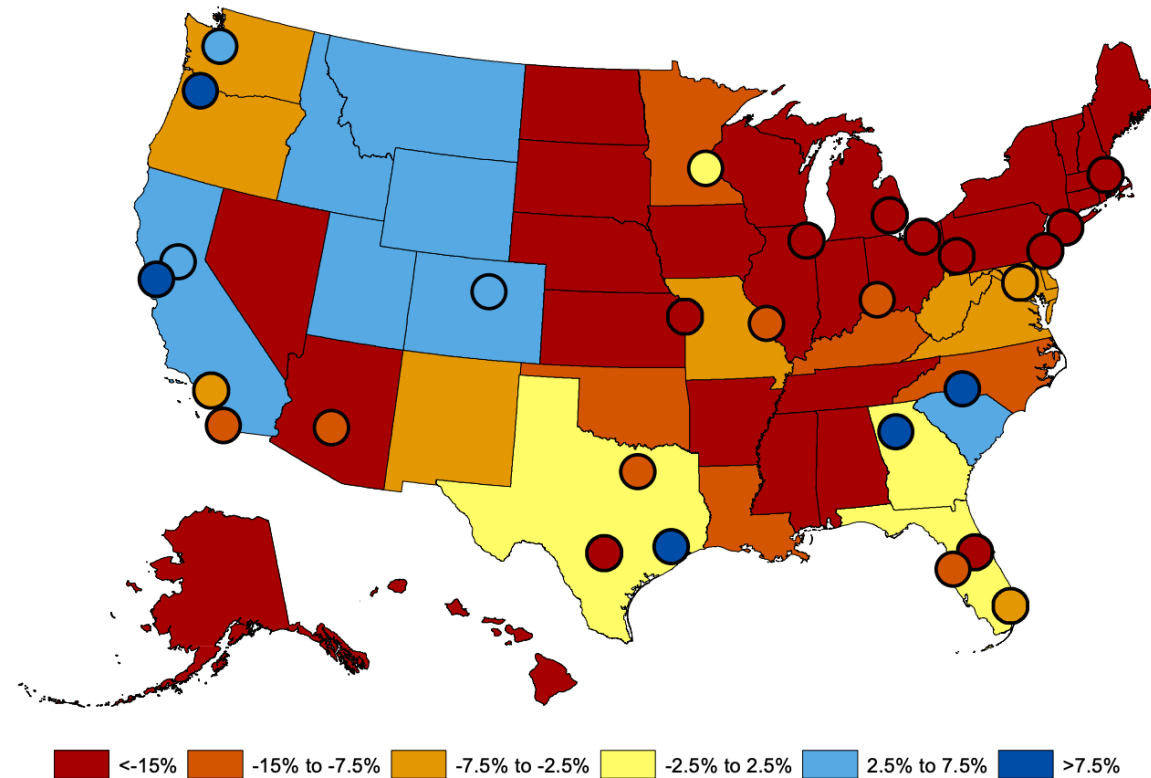
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Four-Year Colleges (Regional)

Forecasted growth in students who will attend a regional four-year institution, 2012 to 2029

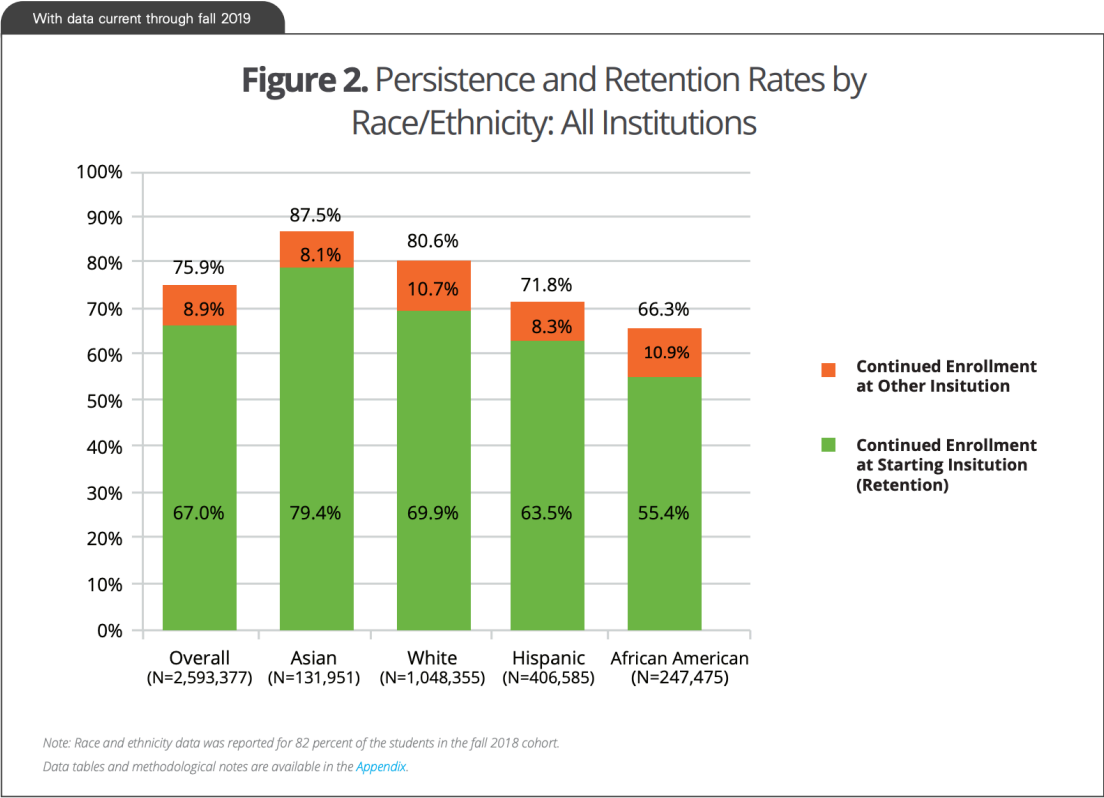
Grawe, N. (2018, January 1). Figure 6.3 Forecasted growth in students who will attend a regional four-year institution, 2012 to 2029 [Illustration]. Demographics and the Demand for Higher Education. <https://ngrawe.sites.carleton.edu/wp-content/uploads/2020/09/Fig6.3C.pdf>



Colleges Lose Average 33% First Year

Persistence and Retention Rates by Persistence and Retention Rates by Race/Ethnicity: All Institutions

National Student Clearinghouse® Research Center. (2020, August). First-Year Persistence and Retention 2018 Beginning Cohort.



Project Success Schools

- Lose 37% Freshman to Sophomore (Average)
- Average Enrollment 7,000 students
- Next slide demonstrates the effect of attrition
- Assumes 50% improvement in rate each academic year
- Assumes no transfers or returns
- To maintain a 7,000 student enrollment, the college needs to start 4,300 freshmen

Effect of Attrition

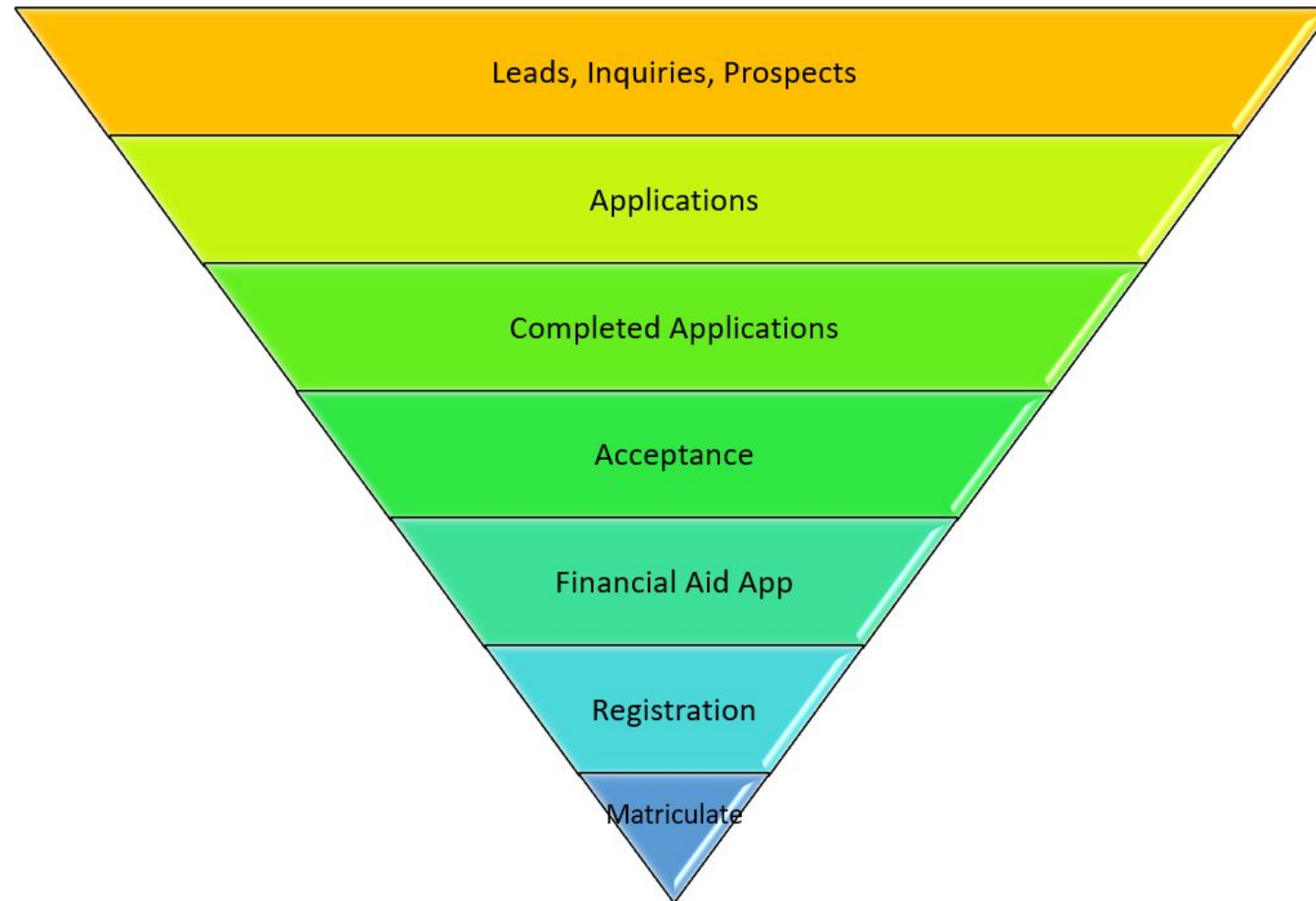
Attrition Improves by 50% per year

	First Year	Second Year	Third Year	Fourth Year	Total
Population	4,300	2,709	2,208	2,004	6,920
Attrition rate from prior year		37.0%	18.5%	9.3%	
<u>Four Year Retention</u>				46.6%	

Strong New Student Enrollment

- Each step in the enrollment process must have an “owner” who is accountable
- Each step must be measurable and transparent to everyone
- You must know where every student is in the process in “real time” – inquiry to enrolled student
- Progress must be communicated constantly to everyone
- Increased conversion rates at each step increase yield

Enrollment Process



Focus on Conversion

- Every improvement in conversion from one step to the next = better yield
- Knowing conversions interactively means knowing where you stand, no surprises, where to adjust



Team Approach to Metrics

- Develop benchmarks as a team and track them as a team!
- Remember – each measure affects other measures, they are interactive
- However, each metric needs its own “owner” who sees it to fulfillment and reports on it

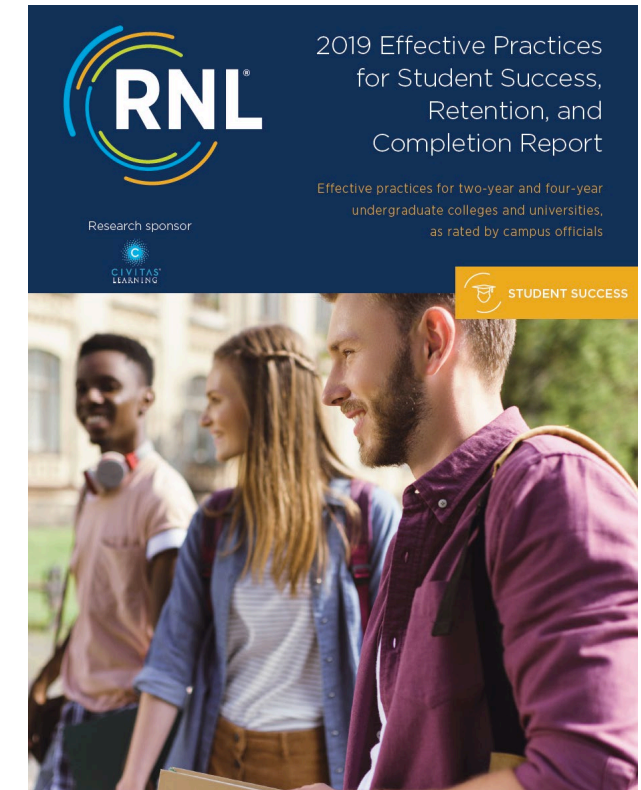
Or summing it all up....

The more you pay close attention to your students,
the more likely they will enroll



The Same Goes for Retention

- Using the RNL “2019 Effective Practices for Student Success, Retention, and Completion Report”
- The report gives ratings for population-specific and general strategies
- General strategies (summary for all institution types) discussed next slide



Top General Strategies

Student Success/Retention/Completion

- Academic support (e.g., learning center, math lab, tutoring)
- Giving students practical work experiences in their intended major (e.g., internships, volunteer work, experiential learning, service learning)
- Advising by professional staff, one-on-one
- Bridge programs and first-year experience courses

Retention – A Sense of Belonging

The most important strategy of them all

“The most common reasons students stop out is lack of integration. Institutions must create a sense of “Belonging” to acclimate to their environment, academically and socially. Successful engagement and programming are essential, communicating the institution cares about the student.”

N. Jones (2017). Exploring the Acquisition of Social Capital Among Ethnically Diverse First-Generation Upperclassmen at a Public Mid-Size Four Year Institution.

Summary So Far...

- **New Student Enrollment**
 - Track each student's progression
 - Communicate it constantly
 - Keep close tabs with the student
- **Retention**
 - Give academic support and advising
 - Provide introductory programs
 - Give practical work linked to learning
 - Create a sense of belonging

Stop-out Implementation

Student Success Support

- The most common reasons students stop out is lack of integration. Institutions must create a sense of “Belonging” to acclimate to their environment, academically and socially. Successful engagement and programming are essential, communicating the institution cares about the student.
- Providing a substantial Student Success Support Center will help first-generation students successfully navigate their college experience.

Stop-Out Best Practices

One Stop Shop Model

The One-Stop model streamlines administrative services offered to students and allows questions to be answered expeditiously.

"Students express satisfaction with the ease of the process, of having one place to go to for all their questions," said Johnathan Murray, assistant director of the One Stop Center at Finger Lakes Community College, which has been in operation since 2011. (Higher Education Jobs, Herget, 2018)

The Essentials: Academic and Social Capital

- First-generation students encounter barriers and lack the support and resources they need to succeed through college (Jones, 2017).
- When students are provided with the appropriate academic and social capital, support services, and financial support, it invigorates retention leading to obtaining a degree (Jones, 2017).

Stop-out Institution Strategic Plan

Stop-Out Implementation

- Academic Advising Plan Process
 - Schedule a 1-on-1 meeting with reclaimed student.
 - Review academic advising plan with student.
 - Review course registration.
 - Schedule a follow-up meeting with student within 2-3 weeks of first meeting.
 - Schedule to provide a series of academic services and webinars – study skills, time management prior to mid-terms.
 - Provide communication motivational, academic and deadline alerts.
 - Schedule end of semester meeting to ensure student is on track academically and has made community connections, has planned for the next semester, and understands financial obligations and resources.
 - Distribute evaluation/feedback for students to share their personal experiences.

Launch a Successful Stop-Out Campaign

Stop-Out Implementation



Sample Stop-out Campaign

Msg #	Send Date	Context/Audience	Content	Notes/Questions	Data Upload Deadline	Data Rcvd
1	2/7	Topic: Intro Audience: Near degree completers (12 credit hours or less to completion)	Hi <i>first name</i> ! This is <i>institution name</i> . Reply STOP to end messages. Did you know you are less than 12 credits away from graduation? You are close to the finish line and we want to help you get there! See email for more information. Ready to re-enroll? (Please reply yes or no). Y: We're excited to hear that! Registration for Fall 2020 begins <i>date</i> . Make an appointment with your advisor here: <i>URL</i> . N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan: www.aie.org/coaching/ .		2 days prior to send date	N
2	2/7	Topic: Intro Audience: Students with more than 12 credit hours remaining	Hi <i>first name</i> . We miss you here at <i>institution name</i> and want to help you complete your college degree. Reply STOP to end messages. See email for more info. Ready to re-enroll? (Please reply yes or no). Y: We're excited to hear that! Registration for Fall 2020 begins <i>date</i> . Make an appointment with your advisor here: <i>URL</i> . N: Are you sure? This can be a tough process but you're not alone. Talk to a coach to discuss your academic and financial plan: www.aie.org/coaching/ .			N
3	3/7	Topic: Stop-out Audience: All stopped-out students	Hi <i>first name</i> ! It's not too late to finish your degree! Sign up for classes NOW. The deadline to register for Fall 2020 is <i>date</i> . Need to chat with someone? We're here! Text back.			N

PO Box 83100 | Round Rock, TX 78683 | www.trelliscompany.org | (800) 252-9743 | (512) 219-5700

Stop-Out Institution Checklist

Stop-Out Implementation



SCHOOL NAME HERE
STUDENT RE-ENROLLMENT CHECKLIST

optional URL here

We can't wait to see you again!
Make sure you have the following in order if you are enrolling at [school name].

- Welcome Back**
 - Review Welcome Back Packet
 - Orientation Date
- Reactivate Enrollment**
 - Contact (website, email, point of contact)
 - Submit Application
 - Fee (Waived)
- Financial Aid and Financial Resources Plan**
 - Department contact, website, email, phone
 - Complete FAFSA
 - FAFSA Completion Webinar Opportunities (Dates)
 - For assistance, please contact:
- Housing**
 - Department contact, website, email, phone
 - Submit Application
 - Deposit Fee
 - Deadlines
 - Confirm Housing and Move-in Date
- Meet with Academic Advisor**
 - Department contact, website, email, phone
 - Schedule an appointment (website, link)
 - Review and confirm your degree plan
 - Academic and Career Goal Setting
 - Ask about financial and academic resources
- Register for Classes**
 - Department contact, website, email, phone
 - How to register (links)
 - Registration Deadline
- Take Advantage of Student Resources**
 - Scholarships (Department contact, website, email, phone)
 - Academic Advising (Department contact, website, email, phone)
 - Tutoring (Department contact, website, email, phone)
 - Group
 - One-On-One Tutoring
 - Campus and Community Resources (Department contact, website, email, phone)
 - Campus Organization Involvement (Department contact, website, email, phone)
 - Career and Internship Opportunities (Department contact, website, email, phone)
 - Community Service Learning Opportunities (Department contact, website, email, phone)

Contact Office
Email: insertemailhere.edu | Phone: (000) 000-0000

7/2011

SCHOOL LOGO
HERE

Stop-Out Best Practices in Balance Forgiveness

Stop-Out Implementation

Many students struggle financially, drop-out of school, and often do not return because of balances owed.

- Develop a strategic plan to address the student's balance and secure funding accordingly.
- Reconnect with alumni to secure funding.
- Seek state and regional institutional grant funding (Higher Education Boards).
- Seek foundation and corporate funding.
- Seek fundraising opportunities and partner with institution's development office.

How Trellis Helps

- Consulting on New Enrollment Process
- Consulting on Re-Enrolling from Stop-Out Process
- Project Success support for students at all stages
 - Text Messaging
 - Phone Calls
 - Print Mail
 - Financial Literacy and Coaching Services



Proven Services. Extraordinary Support.