

Reclaiming Your Students: From Re-Engagement to Graduation

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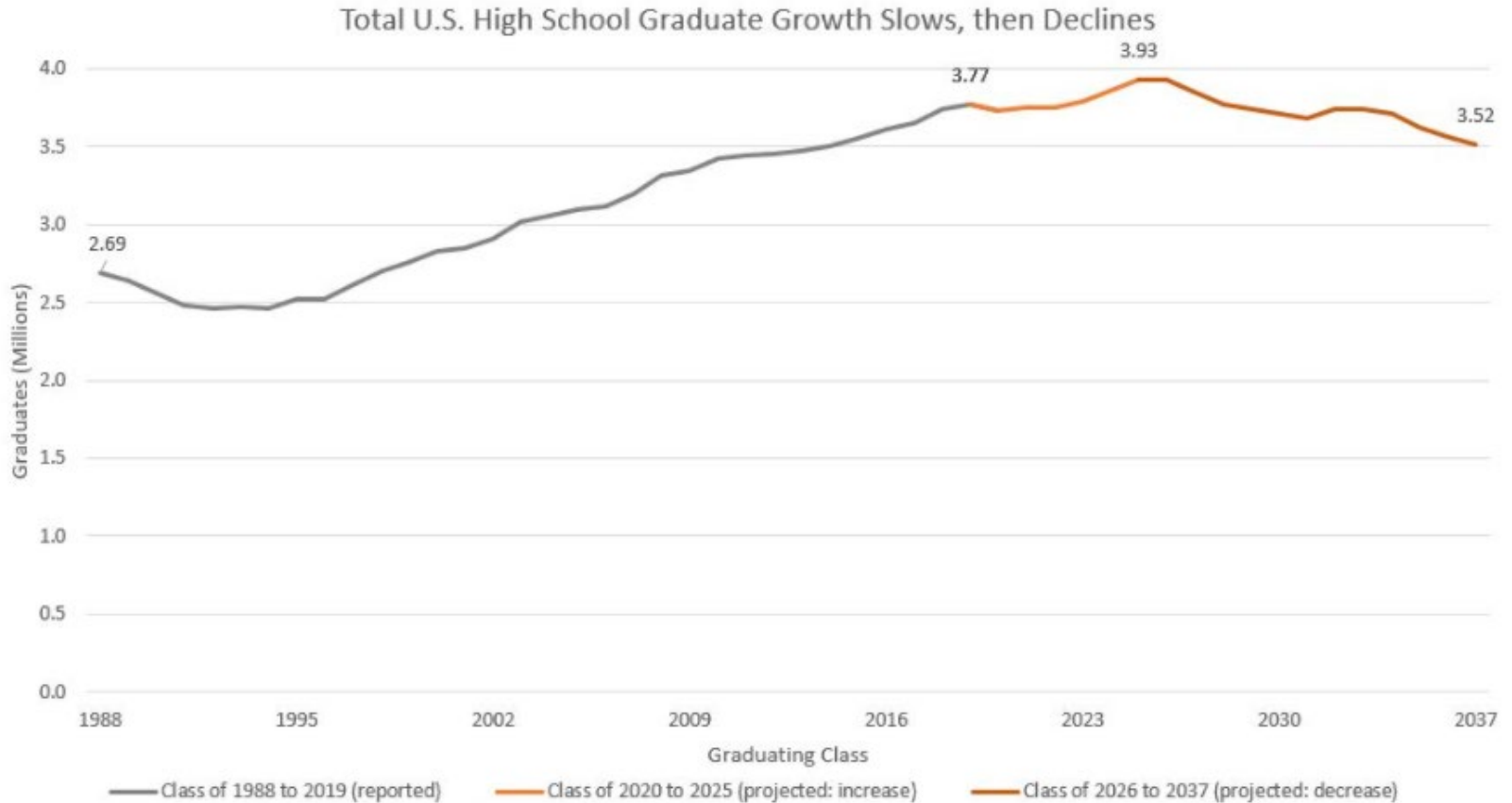


What We Know During COVID-19

- 22% fewer students attended college straight from high school in Fall 2020 than Fall 2019.
- Students of color and low-income students among the least likely to pursue higher education after high school.
- Source: [National Student Clearinghouse](#)



What We Know Past 2021



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020.

- Source: [Western Interstate Commission for Higher Education](#)



What We Still Know About College

- Median earnings for HS diploma: \$38,792
 - Median earnings for Associate degree: \$46,124
 - Median earnings for Bachelor's: \$64,896
 - Median earnings for Master's: \$77,844
 - Median earnings for Prof/Doc degree: \$97,916
 - Source: [Bureau of Labor Statistics](#)
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- A growing number of positions require intensive computer work and a degree, resulting from COVID era work adjustments and labor market.
 - 24 million jobs will be left by Baby Boomers in the next five years = 35% will require at least a Bachelor's degree. Source: [Georgetown University](#)



We Can Partner With You

- Research →
 - Informing student services →
 - Understanding student cohorts →
 - Planning strategic communication →
 - Adjusting to be ready for students to graduate.
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- OLLU has worked with the research, consulting, and communications team at Trellis to make this happen.



Stop Out Planning: Research Services Offered

- Literature reviews of best practices
- Secondary research
- Surveys
- Structured and semi-structured interviews
- Focus groups
- Descriptive statistics
- Predictive analytics



Stop Out Planning: Survey

Survey captures the reasons students are no longer enrolled and how the institution can re-engage stop-out students

- Common survey questions on:
 - Contributing factors
 - Open-entry responses
 - Satisfaction with various aspects of the institution
- Typical findings?
 - Issues related to financial aid
 - Personal financial reasons
 - Academic issues
 - Transfer intentions



Institutional Strategic Plan

- 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.



Stop-Out Best Practices in Balance Forgiveness

- 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.



Institutional Strategic Plan

- **Provide Peer Mentoring/Faculty & Staff Mentoring:** Establish a pool of mentors for students to engage with faculty/staff and peers.
- **Provide Internships/Career Webinar:** Student internship opportunities, resume development, interview skills; acquisition of soft skills; community and student organization involvement; career-oriented webinars.



Understanding Student Cohorts

- After reviewing student stop out data, we identified the following cohorts of students:
 - Students with 90+ credits
 - Students with cum GPA of 2.5 and higher
 - Students across various majors
 - Students with current tuition balances
 - Students with financial holds
 - Students with academic holds
- What did this mean? **Our communication needs to be differentiated.**



Overview of Planned Messaging

- **After Identifying Different Cohorts:**
 - Created specific text messages and call scripts
 - Different needs = Different call to action.
 - Identified key contact departments and staff members for follow-up
- **Student Demographics**
 - Non-traditional
 - Busy or working
- **Planned Messaging**
 - Text, Text and Call

If students OPT-OUT after the first text message, students will not receive any of the future communications in the Stop Out Campaign.

*“**First name**, here at Our Lady of the Lake we look forward to working with you to help you complete your degree. Register TODAY! We would love to have you back. Fall class registration is still open. STOP = end msgs. Are you ready to come back? (Please reply yes or no)”*



Institutional Strategic Plan

- Connect with your institutional support consultant to begin your strategic planning
- Includes surveying, student support services consulting, cohort analysis, strategic communication, and follow up.



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].

<ul style="list-style-type: none"><input type="checkbox"/> Welcome Back<ul style="list-style-type: none">• Review Welcome Back Packet• Orientation Date<input type="checkbox"/> Reactivate Enrollment<ul style="list-style-type: none">• Contact (website, email, point of contact)• Submit Application• Fee (Waived)<input type="checkbox"/> Financial Aid and Financial Resources Plan<ul style="list-style-type: none">• Department contact, website, email, phone• Complete FAFSA• FAFSA Completion Webinar Opportunities (Dates)• For assistance, please contact:<input type="checkbox"/> Housing<ul style="list-style-type: none">• Department contact, website, email, phone• Submit Application• Deposit Fee• Deadlines• Confirm Housing and Move-in Date<input type="checkbox"/> Meet with Academic Advisor<ul style="list-style-type: none">• 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	<ul style="list-style-type: none"><input type="checkbox"/> Register for Classes<ul style="list-style-type: none">• Department contact, website, email, phone• How to register (links)• Registration Deadline<input type="checkbox"/> Take Advantage of Student Resources<ul style="list-style-type: none">• Scholarships (Department contact, website, email, phone)• Academic Advising (Department contact, website, email, phone)• Tutoring (Department contact, website, email, phone)<ul style="list-style-type: none">• 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)
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Contact Office
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SCHOOL LOGO
HERE

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