

# Reclaiming Students Back to Campus: Best Practice Strategies

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# OLLU and Project Success

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- Federally-funded project through the U.S. Department of Education's Office of Federal Student Aid.
- Trellis works for OLLU to provide student communication, strategic consulting, financial literacy services, research, and other student support.
- This work includes stop-out or re-engagement campaigns to reclaim OLLU students.



# How OLLU and Trellis has Partnered

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- 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 teams at Trellis to make this happen.



# Stop Out Planning: Research Services Offered

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



# Stop Out Planning: Survey

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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



# Re-Engagement: Framing the Issue

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## Reclaim Your Students!

- Student enrollment has gradually declined in recent years, but the decline doubled in Fall 2020 compared to Fall 2019, and enrollment of new high school graduates fell by nearly 22%. Retention and re-enrollment of stopped-out students are more critical than ever.
- Trellis can provide strategies to help your institution launch a successful Stop-Out campaign to re-enroll stopped-out students. **We're here to serve and support your retention and graduation efforts.**



# Institutional Strategic Plan

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## 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

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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

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## 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

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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

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## 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].**

- 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](mailto:insertemailhere.edu) | Phone: (000) 000-0000

SCHOOL LOGO  
HERE

7531

# Contact Information

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