

## Project Success: New Student Communication Campaign

### THE PROBLEM

"Summer melt" occurs when students apply to a college, are accepted to a college, but do not enroll for the fall.

**Every summer, nearly 40% of students "melt" and do not enroll in college for the fall.**

Summer melt rates are particularly high for first generation college students, students attending two-year institutions, and students from low- and moderate-income families. The summer period is crucial for these students to stay engaged and on track for enrollment in the fall. In short, future college students need help staying engaged over the summer to avoid "melting" away and missing out on their higher education.

### THE TRELLIS APPROACH

Trellis uses a combination of research, strategic student outreach, and one-on-one virtual coaching to help your institution engage with and support newly admitted students through the enrollment cycle. We analyze the institution's enrollment cycle, identify critical enrollment tasks, and design a campaign to support students through each part of the process. The speed at which we can begin the holistic stop-out campaign depends on how quickly you are able to delegate the appropriate resources to develop the plan and provide supporting materials for each tactic.

#### Administrative Consulting

##### *Enrollment Management Strategic Planning*

Trellis works with the institutional Enrollment Management team to understand and analyze student recruitment and enrollment strategy. We assess existing efforts and provide recommendations on improving yield, streamlining communication, and provide a customized enrollment management dashboard to track metrics.

#### Strategic Student Outreach

Trellis will design text messages, phone outreach, and print mail to provide personalized, timely guidance to students. Our communication campaign will re-direct students' attention to on-campus resources and prepare for the first day of class.

#### One-on-One Support

Virtual coaches will work one-on-one with students to navigate the enrollment process including the financial aid process (FAFSA and verification).

## TIMELINE AND NEXT STEPS

### STEP ONE

Meet with Trellis team to assess need for enrollment management strategic planning.

### STEP TWO

Convene enrollment management working session with key stakeholders to discuss enrollment cycle, communication, and other yield related issues.

### STEP THREE

Work with Trellis team to design and administer a multi-channel strategic communication campaign (texts, calls, print mail) and to provide Trellis with relevant contact information for students.

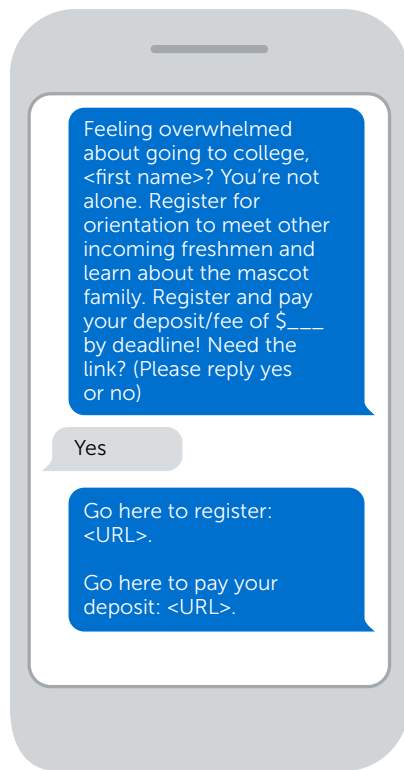
### STEP FOUR

Align campaign results with enrollment data and evaluate campaign effectiveness.

## SAMPLE MESSAGING

### Text

Topic: Orientation Deposit  
Audience: Admitted students



Students will receive an initial text allowing them to opt in or out of future messaging.

### Call

Topic: Virtual Orientation  
Audience: Admitted students



Hello. This is <Trellis Representative> calling on behalf of <institution name>. Is <student name>

available? This call may be monitored or recorded for quality assurance purposes.

Good Morning/Afternoon <student name>. To help you prepare for the Fall 2020 term, <institution name> is hosting a virtual orientation on <date>. The deadline to register for orientation is <date>. Do you need more information on how to register?

Yes

Great! You can register <here>. If you have questions, email <info> or call <here>

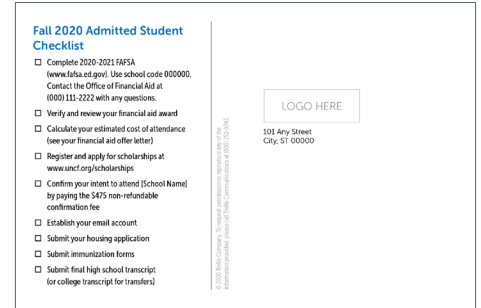
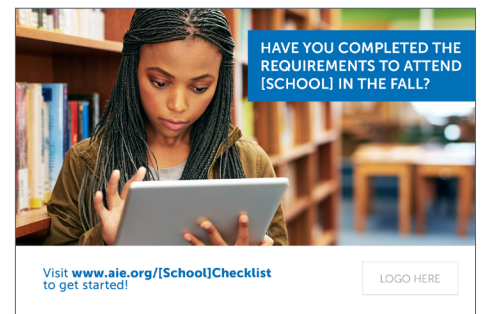
No

Thank you for taking the time to speak with me today and have a great day.



### Postcard

Topic: Fall Checklist  
Audience: Admitted students



Postcards are branded with the school's logo, colors, and messaging. Common topics include FAFSA reminders, welcome, orientation, registration requirements, checklists, and event promotion.



[www.trelliscompany.org](http://www.trelliscompany.org)

## About Trellis Company

Trellis Company's Project Success team is dedicated to helping institutions design and create student success programs that measure and address student financial wellness issues on campus. We provide programs, research and analysis, and support to help institutions develop outcomes-based success programs and direct-to-student services that help students understand and navigate the growing complexities associated with education financing.

Trellis Company is a nonprofit 501(c)(3) corporation with the dual mission of helping student borrowers successfully repay their education loans and promoting access and success in higher education.