



Project Success: Retention Communication Campaign

THE PROBLEM

Although many students attend college, far fewer graduate from college. While the proportion of high school graduates who matriculate to college has risen substantially, so has the number of students who leave higher education with no college degree. Only 50% of first-time, full-time students at four-year public universities graduate within six years. Roughly one-third of all college students enrolled at both two- and four-year institutions stop out and never earn a degree. The completion crisis is especially prevalent among low-income and first-generation college students. **Only 11% of students from the lowest-income quartile earn a degree in six years, compared to 60% of students who come from the highest income group.**

THE TRELLIS APPROACH

Trellis partners with your team to boost student retention at your institution. We use a combination of research, strategic student outreach, and one-on-one virtual coaching to help your institution help build and maintain student engagement and retention. 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.



Research

Clearinghouse Analysis
 With Clearinghouse data (provided to Trellis by you), Trellis researchers can help you better understand student retention, stop-out, and transfer trends.



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 student success and academic support resources.



One-on-One Support

Virtual coaches will work one-on-one with students to navigate challenges encountered during the academic year.

TIMELINE AND NEXT STEPS

STEP ONE

Meet with Trellis team to discuss retention related issues and determine any needed research support and develop framework for retention campaign.

STEP TWO

Evaluate Clearinghouse data to determine retention and stop-out trends. Analyze and review results to better inform campus retention efforts.

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.

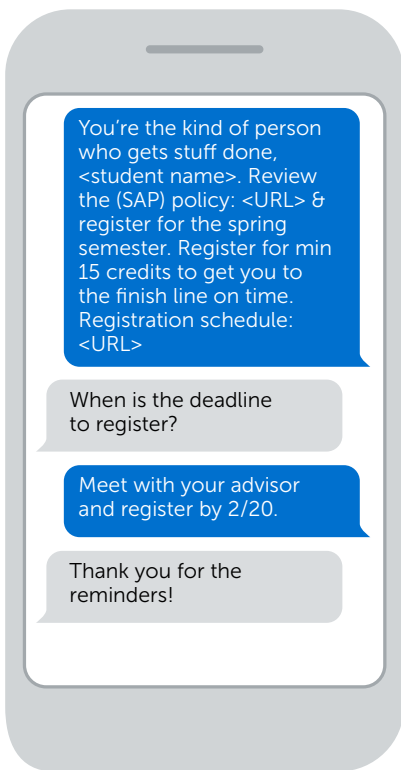
STEP FOUR

Align campaign results with data and evaluate campaign effectiveness.

SAMPLE MESSAGING

Text

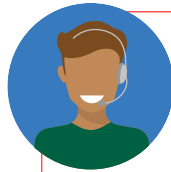
Topic: Registration for next term
Audience: Returning students



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

Call

Topic: Pre-registration for next term
Audience: New incoming 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. If the call drops, may I call you back?

Good morning <student name>, we are calling to remind you that pre-registration for the Fall Term is now open. Classes for the Fall Term begin on <date> and are filing quickly. Are you interested in pre-registering for classes?

Yes

Great! To register, you will need to schedule an advising appointment here: <https://aie.info/advising>. If you have questions, please call (000) 000-0000 or <URL>. Thank you and have a great day.

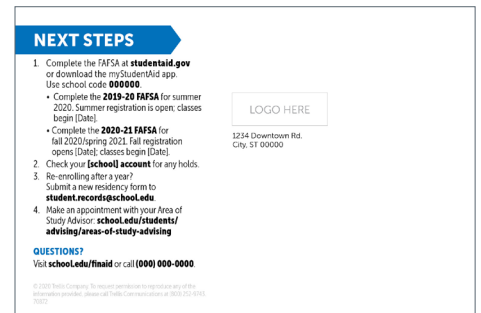
No

Sorry to hear that, but if you change your mind, please contact the Registrar's Office at (000) 000-0000 or <URL>. Thank you and have a great day.



Postcard

Topic: Re-enrollment
Audience: Returning 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

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.