



Project Success: Returning from Stop-Out Communication Campaign

THE COMPLETION CRISIS

Higher education is experiencing what some experts have called a "completion crisis." 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.¹

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 uses a combination of research, strategic student outreach, and one-on-one virtual coaching to help your institution re-engage and ultimately re-enroll stopped-out students.

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. The analysis will also assist you in understanding which students are enrolled elsewhere, more clearly targeting your available students for re-enrollment.

Stop-Out Analysis

The Trellis research team will administer a survey to stopped-out students to help you understand the reasons students stop out, their willingness to re-enroll, and any barriers to re-enrollment. This will also assist in developing a profile of students who have stopped out of the institution when combined with institutional data.

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 process to re-enroll.

One-on-One Support

Virtual coaches will work one-on-one with students to navigate their finances and financial aid processes.



¹U.S. Department of Education, National Center for Education Statistics. (2019). *The Condition of Education 2019* (NCES 2019-144), Undergraduate Retention and Graduation Rates.

TIMELINE AND NEXT STEPS

STEP ONE

Meet with Trellis team to determine any needed stop-out research support and the framework of your re-enrollment efforts.

STEP TWO

Design and distribute stop-out survey. Analyze and review results to better inform strategy.

STEP THREE

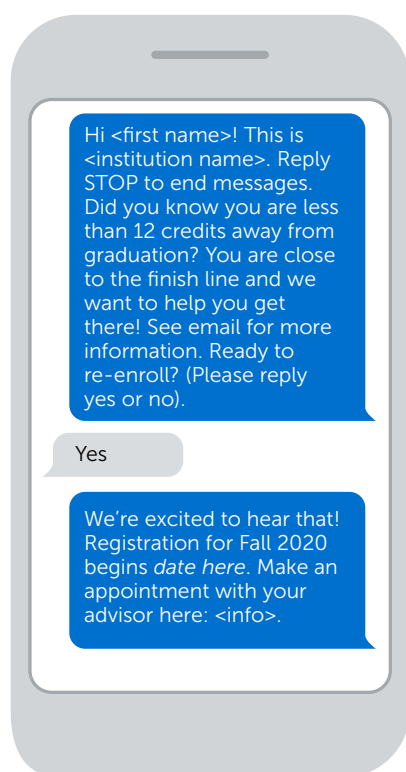
Work with Trellis team to design and administer a multi-channel strategic communication campaign (texts, calls, print mail) and to provide Trellis with relevant contact information for students.

STEP FOUR

Align campaign results with re-enrollment data and evaluate campaign effectiveness.

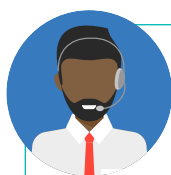
SAMPLE MESSAGING

Text



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

Call



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.

I'm calling to let you know that we would like to have you back at <institution name> to complete your degree. We have made several changes to improve student services at <institution name>. Would you like more information on re-enrolling?

Yes

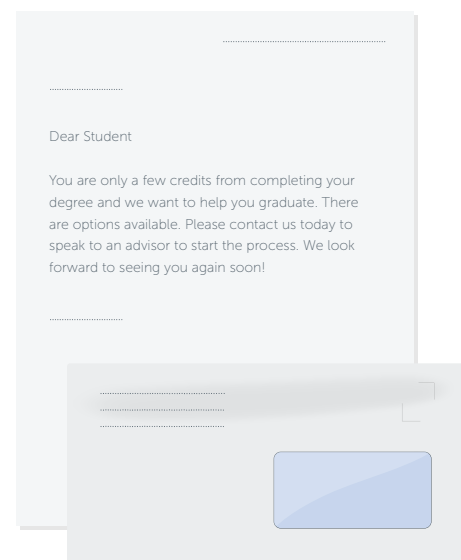
Great, here are the *Steps to Re-Enroll*. If you have questions, you can call (000) 000-0000 or email <info>. or for more information and to get started with the re-enrollment process, you can call (000) 000-0000 or email <info>.

No

I am sorry to hear that, but if you change your mind or have any questions, please give us a call.



Letter



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.