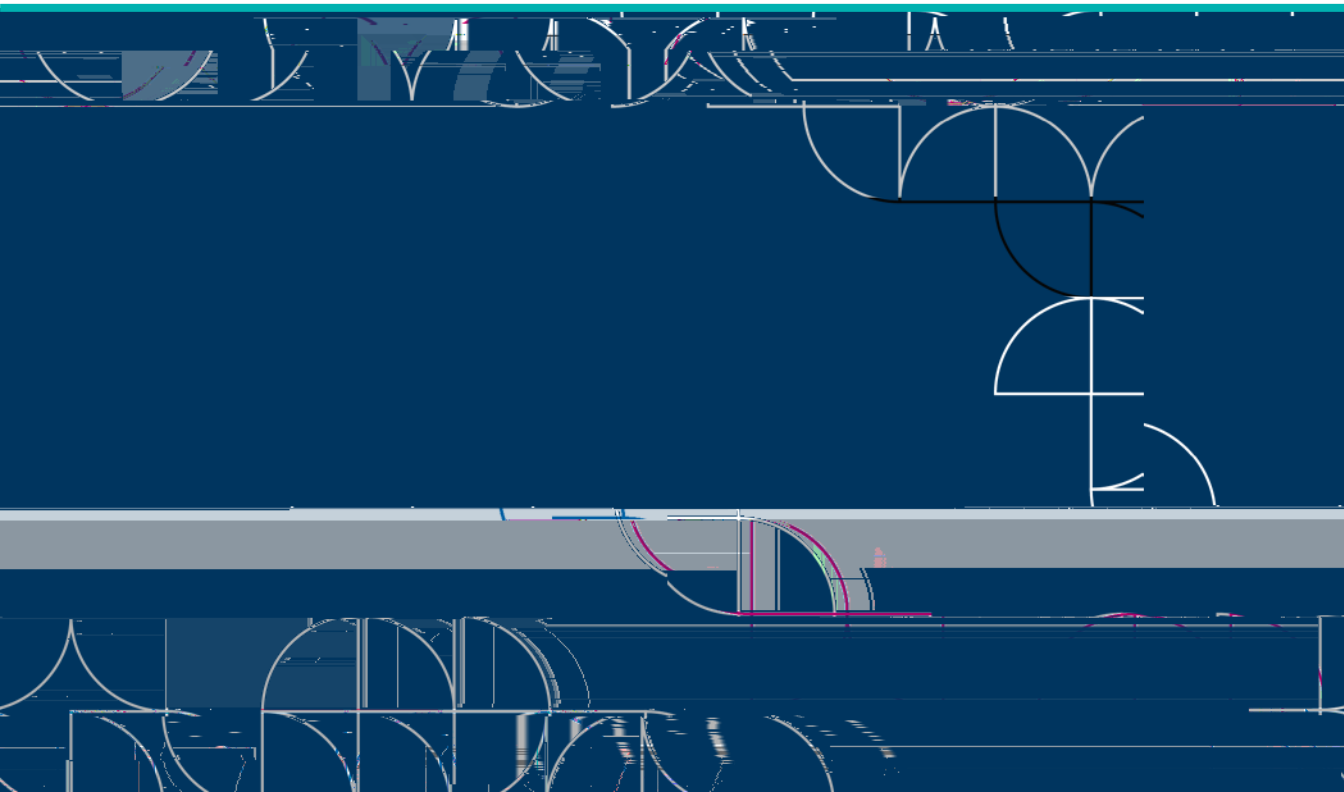

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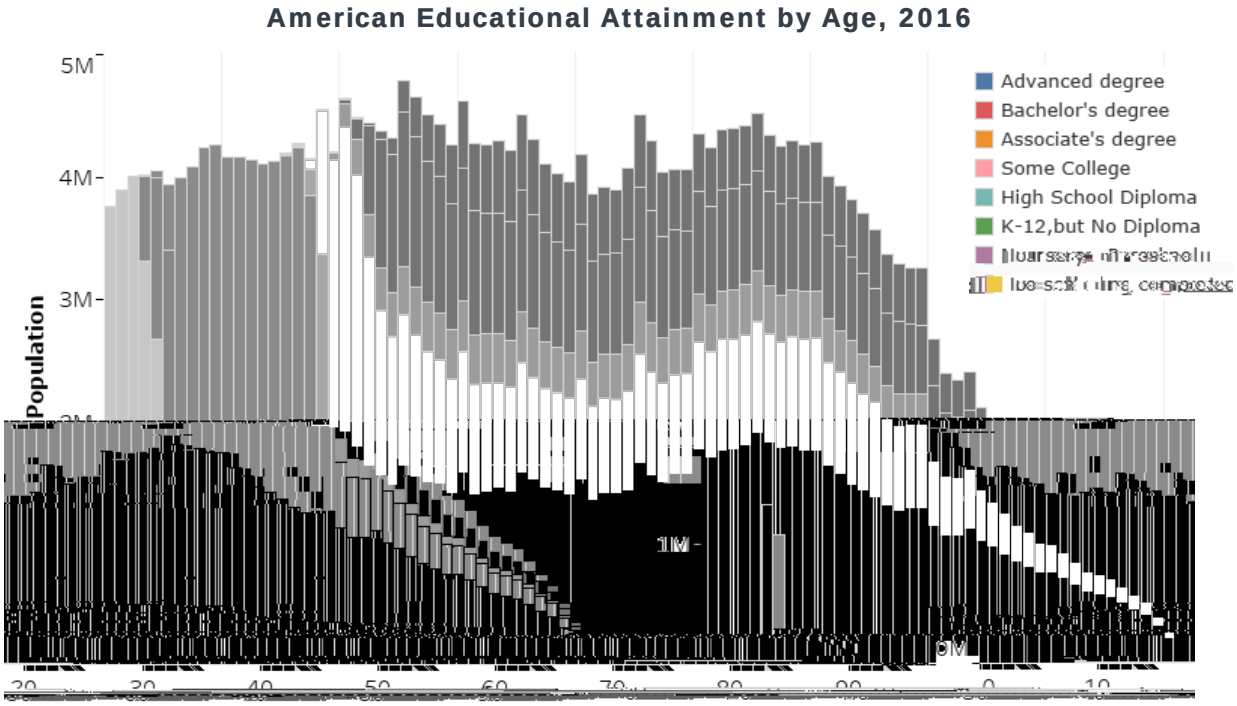
20% of Americans Tried College, but Did Not Get a Return on Education



Source: Overflow Solutions analysis of US Census data
http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/

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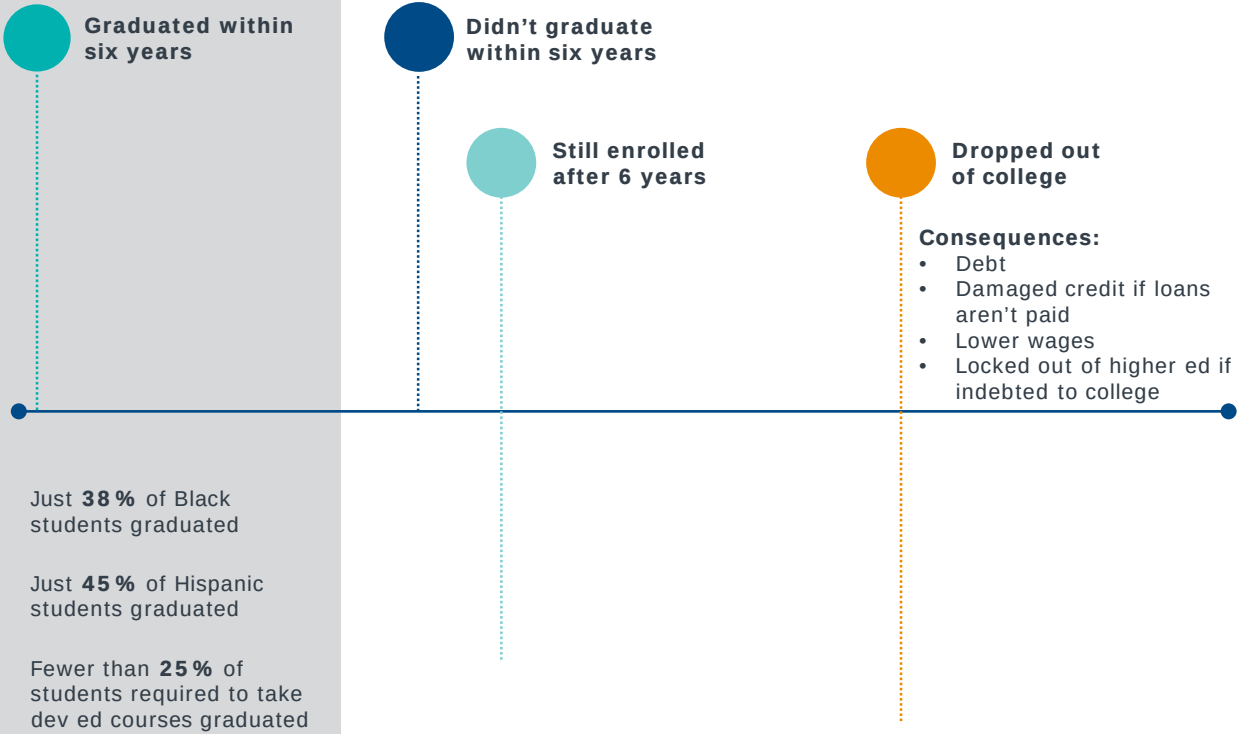

Sources: https://www.creditdonkey.com/college-dropout-statistics.html

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Student Stopouts Are Most Likely to Return Within a Year of Departure

1)

Source: EAB interviews and analysis

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For Today's Presentation….

Disenrolled for 1+ year

Has not already enrolled elsewhere

In good standing (academic holds, conduct, etc.)

Program: Student Tracker

Tracks students' enrollment in all types of post-secondary education.

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Source: National Student Clearinghouse

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Suggest Related Program to Students Before They Stop Out

Invite Students to New Program Before Stopping Out

Categorize each major based on student movement

Identify most common major transfer destinations of “donor majors”

Send recruitment letter from sister program in the month acceptance results released

Retention goal for recruitment letters

Letters Highlight New Program Acceptance

Program RE Letter (Structure)

Congratulate student for “acceptance” into new program

Explain why the student would be a good fit for the program

Highlight different degree and certificate options

Invite student to an open house to learn more about the new program

Provide student with advisor contact information

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Source: EAB interviews and analysis.

Advantages		Disadvantages
	Hard-mailing	• Costly • Addresses change
• Low-cost • May include read-receipt inef•concerssanessdsensivconcerns	**Social Media**	• Response rates are low • Time-consuming to identify individuals
• Personal contact • Ability to provide detail	**Cold-calling**	• People often don't answer their phones • Many times phone numbers change
• No additional staff resources • Can discontinue if ineffective	**External Vendor**	• Expensive • Privacy concerns

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Florida State University Begins Discussions With Graduation in Mind

Initial Outreach Term	Total		

Source: EAB Interviews and analysis

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The Usual Suspects Are to Blame, but Which Affect Your Students

Parking issues

Lack of finances

Mental health

Academic under preparedness

Caring for dependents

Working full-time

Transportation

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Several Successful Models to Incent Students Who Left 2+ Years Ago

Targeted Reenrollment Campaign Components

	Student Qualifications	*Financial Incentive*	*Annual Institutional Costs*
Wayne State University		*Up to $1,500 in across three terms*	
Bossier Parish Community College			

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Source: EAB interviews and analysis.

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Finding Your Student Stopouts

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Filling Critical Workforce Needs And Graduating Stopouts

York Technical College

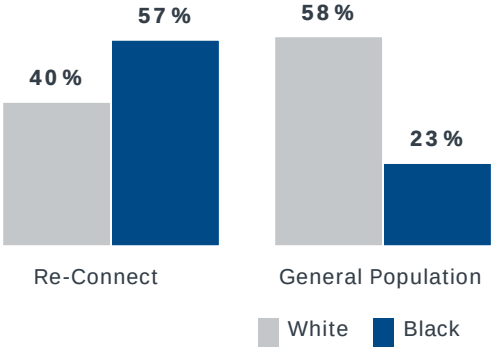
One year of funding to finish existing or new program

50+ Credit and continuing education programs

250 Students enrolled via Re-connect in Fall 2019

Student Demographics, Fall 2019

Re-Connect Versus General Student Population



How does Navigate help?

Tag Students → **Academic Planner** → **Targeted Communication** → **Coordinated Care**

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Advising

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Institution Profile

- Lexington, KY
- 23,700 Students
- 65% Six-year graduation rate
- Projected Costs: 13.1(A)8.C /P d)

Returning Student Support

- Concierge service provided by Associate Registrar with handoff to advisor
- Online course offerings

Outcomes

- **178 students** unaware they had ALREADY met the degree requirements for BLS (92 found)
- **353 degrees** awarded to date

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Returning Stopout Lifecycle in Return to Earn

Outreach
Program Director contacts stopped out near graduates

Advising
Student goes to advising center for guidance

Ongoing Support
Program offers continued support through graduation

Readmission
Program serves as one-stop shop (i.e. fin aid, enrollment, holds, etc.)

One Time Scholarship
Program participants receive grant **after** successful completion

Institution Profile

- Pueblo, CO
- 6,200 Students
- 19.4% Six-year graduation rate
- Return to Earn Launched 2016
- 1 FTE staff working Return to Earn

Reenrolled Stopouts

Ave stop out length

Ave age of participants

Graduates to date

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Please note that the survey does not apply to webconferences viewed on demand.

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