

# Enhancing Retention: A Comprehensive, Data-Driven Approach to Term-to-Term Re-Enrollment

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# Agenda

1. Welcome and Framing
2. Genesis of the Strategy
3. Framework Overview
4. Communication Strategies
5. Understanding & Addressing Stop-Out
6. Impact & Outcomes
7. Lessons Learned
8. Q&A

# Why does term-to-term enrollment matter?

- **Improves student success:** Helps students overcome barriers before they stop out, keeping them on track to graduate.
- **Strengthens institutional outcomes:** Increases retention, preserves tuition revenue, and reveals patterns that inform long-term strategy.
- **Aligns with our mission:** Delivers on our commitment to academic excellence and global impact by supporting students every step of the way.

## Institutional Profile

- 26,500 undergrad and grad students
- Four campuses (one fully online) across southeast Georgia
- Retention = 77%
- 4-year Graduation = 31%
- 6-year Graduation = 54%
- 37% Pell eligible

# Genesis of the Enrollment Strategy



# Step 1 is admitting you have a problem.

No significant term-to-term planning or strategizing existed

Injection page for unregistered students was in use

...but no one used the data



Year-over-year retention was critical, but no one placed any metrics on term-to-term

We just crossed our fingers (and made a lot of phone calls) in July and August



Two intrepid young advising leaders attended a conference presentation suspiciously similar to the one you're in now

(Just not as funny)

**Note:** Audra has the master list of eligible students

Timeline	Strategy	To Who	From Who	Next Steps/Need to Figure Out
Week 3 (1/29)	<b>Advisement Campaigns</b> Start	Mandatory Adv Group	Academic Advisors	
3 Weeks Before Registration (2/26)	<u>Messaging Campaign</u> (texts)	Any student with registration hold(s)	Advising Account	<ul style="list-style-type: none"> <li>BO - VPAA/Advisor Reports/Students/Students with Registration Holds by College</li> </ul>
1 Week Before Registration (3/8)	<b>Post Card</b> Mailed to Home Address	All students-not graduating	University	<ul style="list-style-type: none"> <li>Collab with Marketing on Design</li> </ul>
24 Hours Before Registration Opens (3/18)	<b>Enrollment Campaign</b>  2nd nudge: 24 hours post registration  3rd nudge: 1 week post registration	All students, one campaign per <u>registration group</u>	Advising Account	<ul style="list-style-type: none"> <li>BO - VPAA/Advisor Reports/Students/Registration Analysis with Timeticket</li> <li><a href="https://georgiasouthern.gabest.usg.edu/StudentRegistrationSsb/ssb/registration">https://georgiasouthern.gabest.usg.edu/StudentRegistrationSsb/ssb/registration</a> (direct link to WINGS)</li> <li>Craft communication</li> <li><u>Reg Time-Tickets</u></li> </ul>
2 Weeks Post Registration (4/2)	<b>Injection Page</b> in MyGS	Unregistered students	University	<ul style="list-style-type: none"> <li>Question flow</li> </ul>
3 Weeks Post Registration (4/9)	<b>Messaging Campaign</b> based on Injection Page	Unregistered students	Advising & Campus Partners	<ul style="list-style-type: none"> <li>Determine messaging for each response type above</li> <li>What campus partners can help with reach out</li> </ul>
4 Weeks Post Registration (4/16)	<b>Texting/Calling</b> Outreach	Unregistered students	Advisors	<ul style="list-style-type: none"> <li>Set scripts/decision trees based on student responses</li> <li>Best way to organize student list/outreach/outcome</li> </ul>

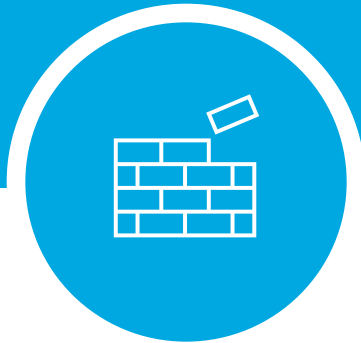
# First Campaign

Spring to Fall 2024

## Goals:

- Increase Retention
- Reduce Administrative Burden
- Build Student-Centered Outreach
- Stop advisors from quitting

# Framework Overview



# Go big or go home

Institutional goals drove an overhaul of the strategy

Fall 2024 to Fall 2025, IPEDS cohort:

**83%**

Retention Goal

**85.7%**

Stretch Goal

**86.8%**

Unrealistic  
Goal



# Workflow

Injection Page

- All unregistered students
- One week after registration opens

Data Cleaning

- Results downloaded and sorted
- Shared with all partners

Initial Comm

- “Front Line” staff
- Emails or texts

Additional  
comm “waves”

- Move to phone calls
- Housing assistance



**Referrals made  
as needed**

*Registration!*

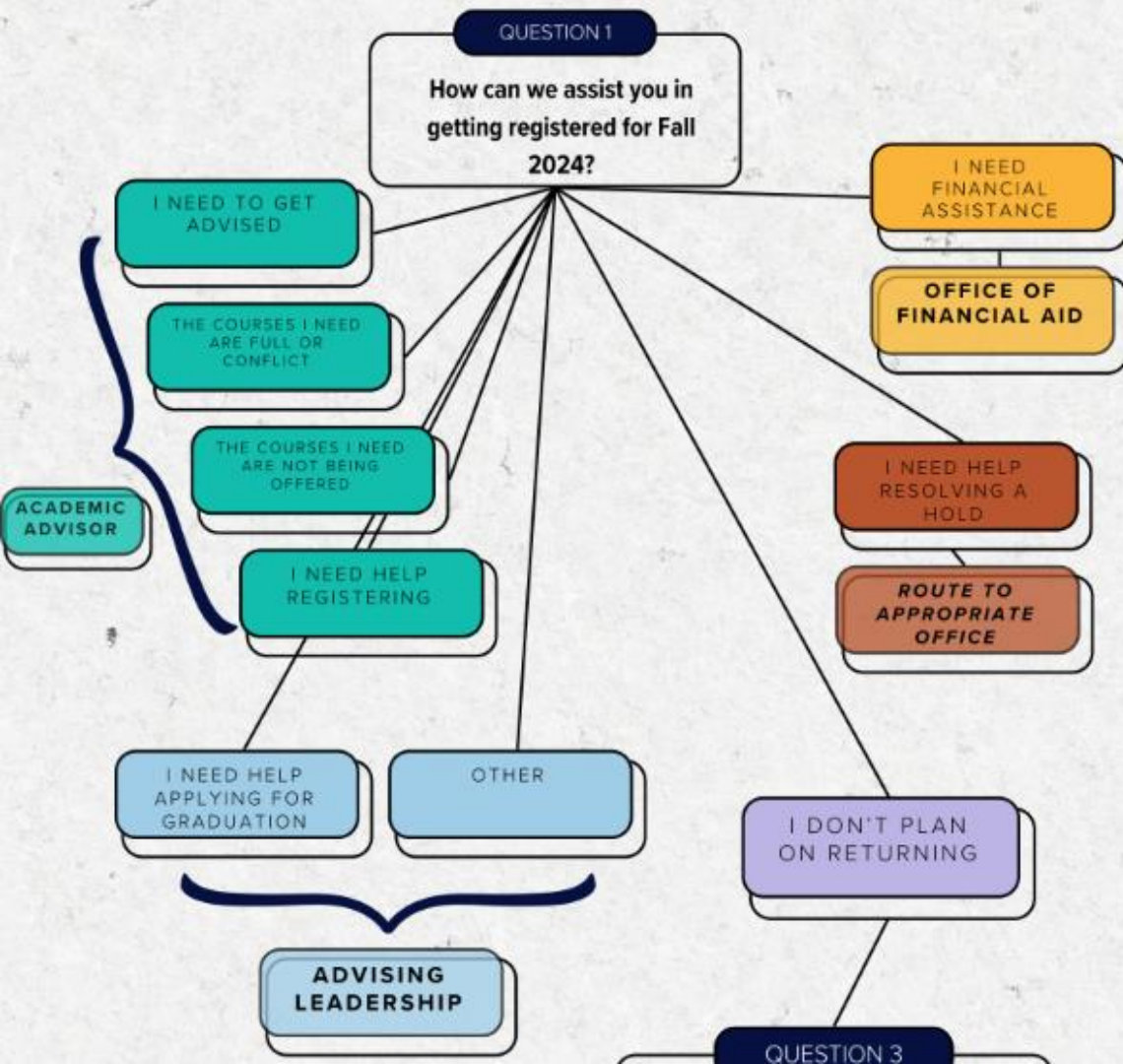
# Closing the Loop

- End goal is – obviously – registration
- Students not returning are tagged in our Student Success CRM
  - Reason for leaving
  - Communication preference
- Spreadsheet updated daily with comm results and registration
  - Aggregate data reported to leadership

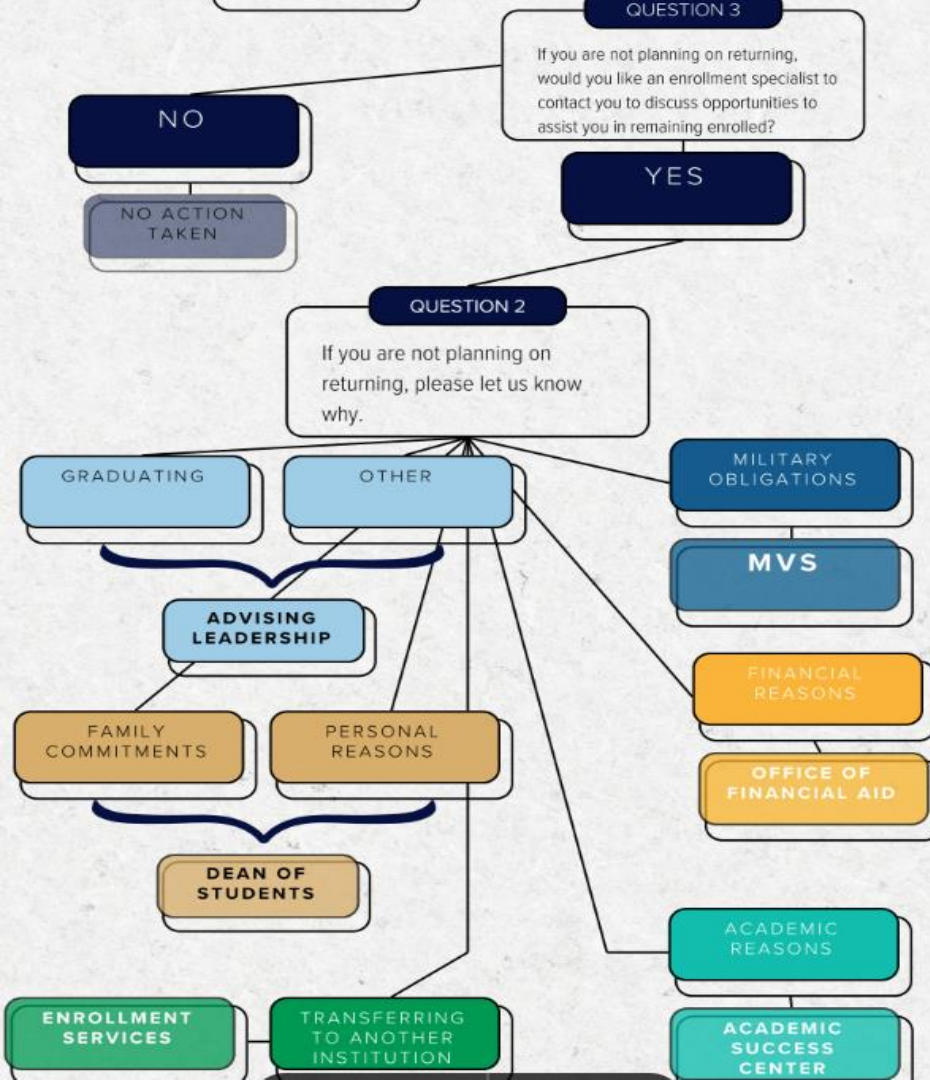
COUNT of EID		Registration Status Intend to Register: Request Follow Up					
		N					N Total
IPEDS Indicator	RAN Status	N	N:N	N:Y	Y	Y:Y	
Needs RAN Released			54	25	79		158
	RAN released	4	109	52	798		963
Total		4	163	77	877		1121
IPEDS - FA24	Needs RAN Released	1	54	18	15	1	89
	RAN released	4	75	36	173		288
IPEDS - FA24 Total		5	129	54	188	1	377
Grand Total		9	292	131	1065	1	1498

# Communication in Practice





# Injection Page



# Injection Page

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
Master Calendar						
6	7	8	9	10	11	12
		Injection page open				
13	14	15	16	17	18	19
Injection page open					Data download and clean	
20	21	22	23	24	25	26
	First communication wave					
	Spreadsheet ready and shared with all stakeholders			CARC (BORO / ARM) - Registration Station 9-3	CARC (BORO/ARM/Online) - Drop In Hrs 1-4pm	
				CARC (LIB) - Drop-ins 1-4		
27	28	29	30			

# Understanding and Addressing Stop-Out



# Clear roles and responsibilities

- Before the injection page is launched, we coordinated efforts across offices and divisions
- Everyone needs a seat at the table, not just to be told – do this outreach!

Injection Page Outreach P...		
Question	Tr Response	Office Responsible For Outreach
1 - How can we assist you?	I don't need help; I just forgot.	Enrollment Services
1 - How can we assist you?	I am a TAP student and my registration window has not yet opened.	Enrollment Services
1 - How can we assist you?	I plan to graduate this term and need help with the application.	Enrollment Services
1 - How can we assist you?	I don't plan on returning to Georgia Southern in the Spring.	-----
1 - How can we assist you?	I need classes that are not available or are already full.	CARC
1 - How can we assist you?	I need help resolving a hold. (Transcript)	Admissions
1 - How can we assist you?	I need help resolving a hold. (Housing)	Housing
1 - How can we assist you?	I need help resolving a hold. (Judicial)	Dean of Students
1 - How can we assist you?	I need help resolving a hold. (Learning Support)	ASC
1 - How can we assist you?	I need help resolving a hold. (Financial)	Financial Aid
1 - How can we assist you?	I need help resolving a hold. (Immunization)	Health Services
1 - How can we assist you?	I need help resolving a hold. (Other)	Enrollment Services
1 - How can we assist you?	I need to get advised.	CARC



# Differentiated Approach

## Based on injection response (or lack of)

- No response indicates a failure to log into their student portal for 14 days
  - Meaning, emails are unlikely to work
- Of the responders:

Classification	Intent to Enroll	
	Y	N
Freshman	85%	15%
Sophomore	85.7%	14.3%
Junior	91.5%	8.5%
Senior	96.6%	3.4%

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# 73%

## Injection Response Rate

### Spring 2025

# Re-Engagement Strategy

- Only students who indicated “not returning” **and** “do not contact” were not contacted
- ALL other unregistered students received outreach
  - Prioritized first based on IPEDS cohort
  - Special populations also targeted: athletes, first gen, fully online, and academic probation/warning
  - Ultimately communication ‘waves’ folded in all students

Intend to Register Term	Intend to Register: Request Follow Up	Response	No Return Reason	Transfer Indicator	Transfer Destination	RAN Status	Hold
202508	Y	Hold				RAN released	
202508	Y	Forgot				RAN released	
202508	N:N	NoReturn	Moving	ReasonsAbove	UWG	RAN released	



# Understanding the whole student






- The combination of injection page and outreach allows us to Tag students in our Student Success CRM
- We can report on these Tags in addition to learning about the individual
- Currently done manually but we have dreams of automating this
- Each iteration has allowed us to expand our outreach efforts to include additional offices

### Tags

+ Add Tag

Search in Results



<input type="checkbox"/>		TAG NAME
<input type="checkbox"/>		IPEDS - FA23
<input type="checkbox"/>		SP25 - Always Intended to Transfer
<input type="checkbox"/>		SP25 - Do Not Contact
<input type="checkbox"/>		SP25 - GS Lacks Desired Major/Program

# **Impact and Outcomes**



# Go big or go home

Institutional goals drove an overhaul of the strategy

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Unrealistic  
Goal

  
*We are  
here!*

IPEDS Retention =  
83.6% as of May  
2025

# Proactive, no longer reactive

Okay still a little reactive, but – progress!

- We hit our Fall 2024 IPEDS cohort retention goal in April 2025
- Advising staff could then shift their priority to new student enrollment
- Our term-to-term and year-to-year retention rates have increased steadily since this strategy was launched

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# 94%

IPEDS Fall-to-Spring retention

*Up 3% from prior cohort*

# Student Success Navigators

An initiative born from strategic reenrollment outreach

- Pilot population: new online students (SP25)
- Concierge service model
- Designed to support the whole student and identify barriers before they become an issue for the student



# **Lessons Learned and Strategy Refinements**





# Continuous improvement

- Biggest lesson: proactive communication is key!
- There **is** such a thing as too much student outreach
  - Implementing the “do not contact” Tags respected students’ wishes
- This cannot work in a silo – departmentally or divisionally
  - Next step is to bring our faculty on board
- Keep the **student centered** – don’t focus completely on butts in seats!
- Ultimate sign of success is fewer students receiving the injection page

Good morning [student]! I hope you’re well. Just checking in to see if you’re returning for Fall. Let me know if I can register you! Thanks, [Navigator]

Good morning, yes, I do intend to return. Sorry for the delay, been dealing with some family things.

I am so sorry to hear that. Is there anything I can do?

I appreciate you, [Navigator]. I am okay. What do I need to do to register?

Just when you can – on your time – family first, meet with [advisor] so I can then get you registered.

Will do, thank you!

# Building a sustainable, scalable model

- Automation is critical
- Needs a team for oversight but cannot 'belong' to a single office
- Requires support at a high level to be successful
  - Every division is involved in our process: EMSS, Student Affairs, Academic Affairs, Business & Finance, Athletics
- Trust your student-facing teams
- A centralized CRM is ideal – reduces redundancy in communication





**Ready to get started?  
Scan the code!**

**Q&A**

# Thank you!



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