



Limiting the Impact of COVID-19 on Retention & Enrollment with Proactive Outreach

Higher education faces unprecedented changes in the wake of COVID-19. How quickly leaders can respond today will have long-term impact on their future. Develop strategies now to engage current and prospective students, support your enrollment and retention efforts, and proactively manage potential declines in the coming semesters.

At Blackboard Student Services, we have staffed resources to quickly scale and deploy strategic campaigns (in less than 5 days) to engage current and prospective students for institutions in need at this critical time.

Quick-to-Implement Retention & Enrollment Campaigns

SUMMER/FALL 2020 (Immediate)



Retention

Goal: limit attrition and engage existing students.

Recommended outreach plan:

- April 2020: Contact students who have been inactive in a course for '10+' days – Call to Action (CTA): Who to Contact if You Need Help
- June 2020: Students enrolled previous term but not yet registered for Fall classes– CTA: Register for Fall



Enrollment

Goal: engage enrollment pipeline and increase fall 2020 yield.

Recommended outreach plan:

- May 2020: Contact all >14 day stalled applications – CTA: Complete Application
- June 2020: Contact all Accepted/No Financial Plan on File & Accepted/Not Confirmed – CTA: Enroll Today!
- July/August 2020: Contact all students with ISIR on file but haven't registered– CTA: Register

SPRING 2021 (Longer-Term)



Enrollment

Goal: engage your enrollment pipeline and maximize spring enrollment. For unfinished apps, provide enrollment coaching and ongoing support for students.

Recommended outreach plan:

- August 2020 (Coached Campaign): Application Started/Not Submitted-(idle for >14 days)– CTA: Apply for Spring
- August 2020: Stop-out students previously enrolled but did not persist– CTA: Re-Enroll: New Online Format!
- September 2020: Incomplete application submitted– CTA: Apply for Spring
- October 2020: Leads generated 15-90 days ago but have not been responsive since– CTA: Apply for Spring

Ready to learn more about Retention & Enrollment Campaigns and their potential impact on your institution? We're here to help.

VISIT [BBSS.BLACKBOARD.COM/ENROLLMENT](https://bbss.blackboard.com/enrollment) OR CALL 800-424-9299