



Spring 2021

# Registration Campaign

Student Communications Report



# SUMMARY

Between Nov. 1 and Feb. 1, Marketing, with input from Student Success leadership, initiated a registration communication campaign with current students. Topics included registration, payment plans, advising sessions, financial aid and extended hours.

Student responses via email and text messages allowed Student Success to pivot in real time to close services gaps and resolve issues, such as correcting problems with the TouchNet payment system and directing students to virtual chat sessions when the phones were overloaded.

The partnership between Student Services and Marketing has led to streamlined communications and better customer services for students.

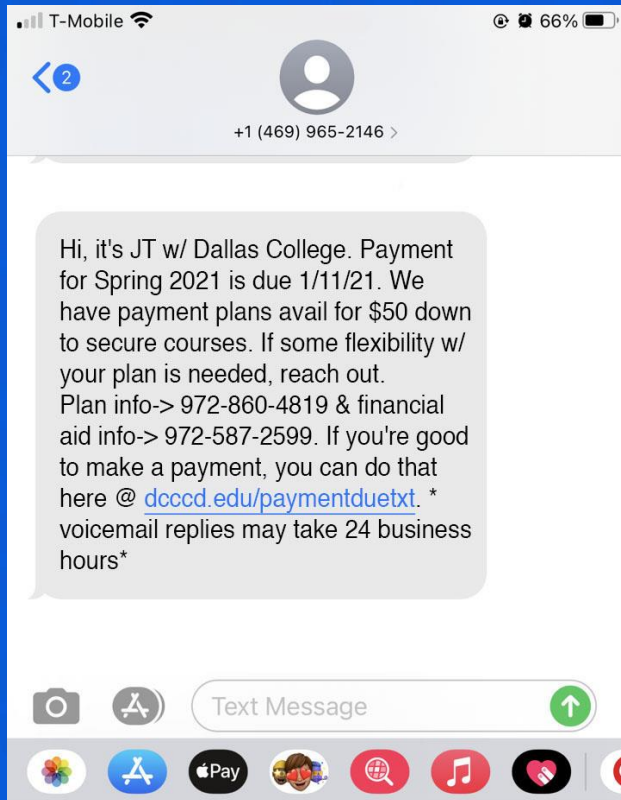


# Issue 1 Students were unable to make payments or set up payment plans in Touchnet .



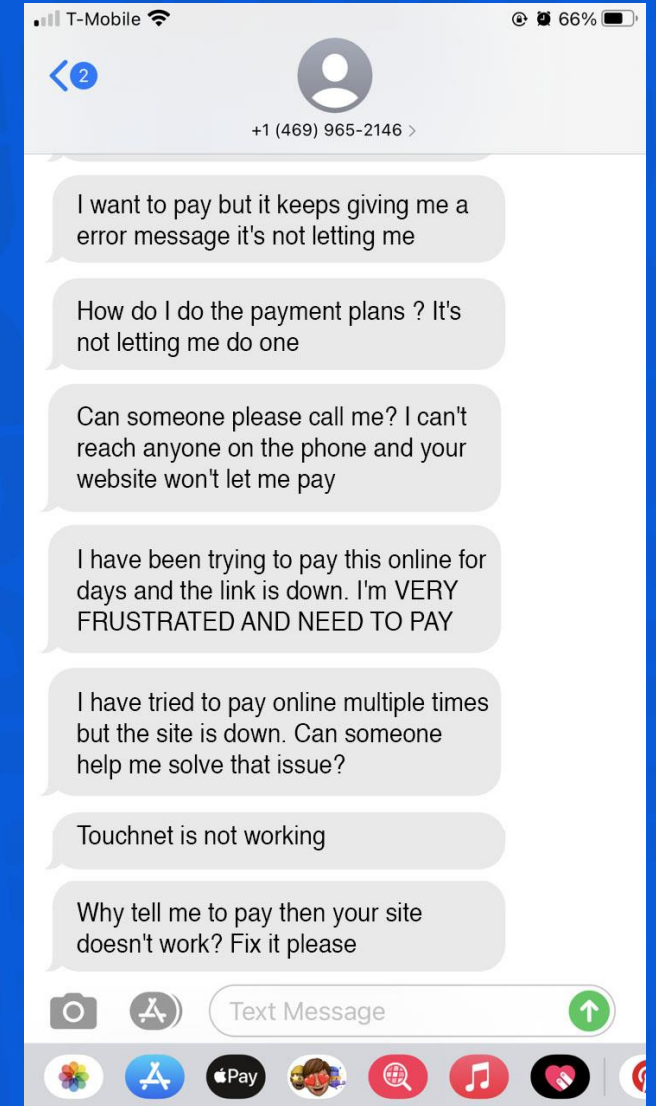
## Trigger

Students responses to the Jan. 6, 2021, text about payment plan options sent to 6,743 students registered for Spring and not paid.

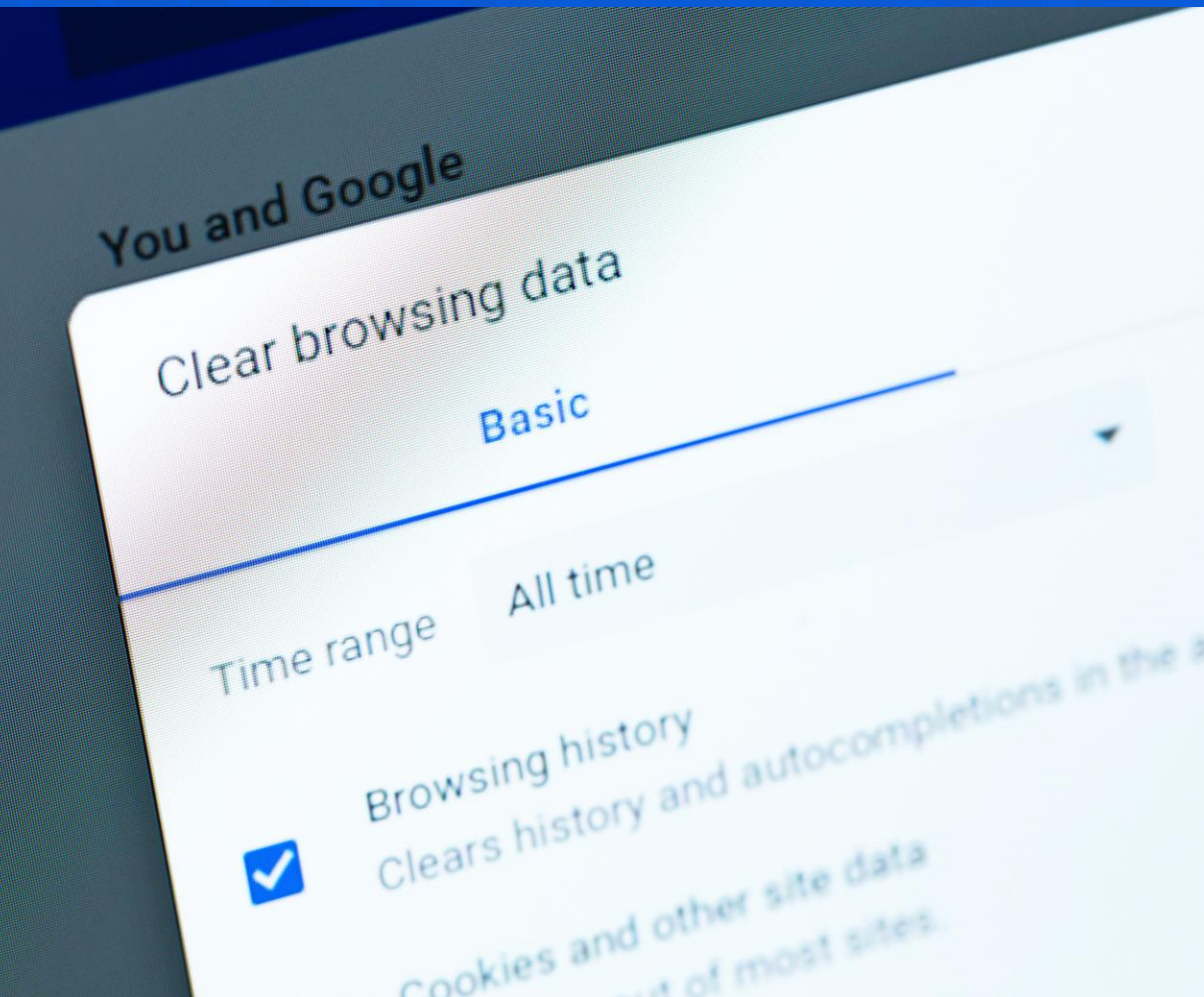


## What we heard

Throughout the day, students complained to our texting team that Touchnet would not let them pay or set up a pay plan.



# Issue 1 Students were unable to make payments or set up payment plans in Touchnet .



## How we reacted

Marketing informed Student Services leadership about the large number of Touchnet complaints. Student Services leadership then contacted IT for help. Marketing was asked to provide a list of students affected by the issue to IT, who then reached out individually to help students resolve their issues, including helping students access the system by changing web browsers and clearing cookies

# Issue 2 Enrollment numbers down at Mountain View and Cedar Valley



## Trigger

Early December enrollment reports showed that registration at our Mountain View and Cedar Valley campuses was low. Campus leadership in Enrollment Management informed Student Success leadership that students at these locations were accustomed to more hands-on interaction and engagement during registration.



## How we reacted

We sent targeted text messages to more than 8,000 students previously enrolled at MVC and CVC.



# Issue 2 Enrollment numbers down at Mountain View and Cedar Valley

## Mountain View Campus

**4,147**

Total students texted

**3,741**

Total texts received

**193**

Engaged/responded students

## Cedar Valley Campus

**3,996**

Total students texted

**3,950**

Total texts received

**244**

Engaged/responded students

### Spring 16-Week Enrollment Dec. 7, 2020

#### Cedar Valley

Paid: 2,260  
Registered: 3,819

#### Mountain View

Paid: 2,363  
Registered: 5,860

### Post texting campaign Dec. 16, 2020

#### Cedar Valley

Paid: 3,750  
Registered: 4,323

#### Mountain View

Paid: 5,898  
Registered: 6,660

## Issue 2 Enrollment numbers down at Mountain View and Cedar Valley



### What we heard

Omg, I needed this text, yes I need to sign up I'll call around 12:30 to get started thank you for the text!

Thank you SO MUCH! I almost forgot

Hi there, I need some help with registration, is there an advisor I can work with to get me started on the spring semester? Thanks!!

Okay Thank You I will definitely look into it and plan on registering into at least one class.

# Issue 3 Offering services during the traditional holiday closure



## Trigger


Feedback from students indicated a need for assistance during the holiday break. Because an active term (Wintermester) and peak registration for Spring occur during the week between Christmas and New Year's, students were seeking help even though we are usually closed.



## How we reacted

Student Services offered Holiday Helpers, Dec. 28-31, a reduced crew of workers in admissions, advising, financial aid and counseling. We sent an email Dec. 18 to all students registered for Fall not for Spring 2021 to promote. Because of the overwhelming response, we canceled a text message scheduled for Dec. 28.

We're open until midnight tonight! [View this email online](#)

A promotional banner for Dallas College. It features a woman with dark curly hair and glasses, wearing a red top, sitting cross-legged on a blue background and using a laptop. To her right, the text "READY. SET. GO!" is written in large, white, 3D-style letters. The Dallas College logo is in the bottom right corner of the banner.

**Ready. Set. Go! Get Registered for Spring.**

Hello, Example First Name.

The Spring semester is approaching fast. Do you need help registering, setting up a payment plan or applying for financial aid?

We're open until midnight today and Monday-Wednesday next week. We also will have limited staff available to assist you during our usual holiday break between Christmas and New Year's Day.

Are you paying for your classes and find yourself short on cash? You can reserve your classes with a \$50 deposit when you [set up a payment plan](#).

Beat the January rush and register now!



# Issue 3 Offering services during the traditional holiday closure

## Emails Stats


|               |               |                   |                 |
|---------------|---------------|-------------------|-----------------|
| <b>45,347</b> | <b>42,378</b> | <b>19,681/46%</b> | <b>859/4.4%</b> |
| Total sent    | Delivered     | Opened            | Clicked         |

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|                                   |                       |                                    |
|-----------------------------------|-----------------------|------------------------------------|
| <b>219</b>                        | <b>418</b>            | <b>78</b>                          |
| admissions applications processed | transcripts processed | class registration forms processed |

|                  |               |   |
|------------------|---------------|---|
| <b>247</b>       | <b>1,622</b>  | <b>35</b>                                 |
| awards processed | calls handled | students received 24-hour Crisis Services |

We're open until midnight tonight! [View this email online](#)



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## Issue 4 Changing structure of group advising drop-in sessions



### Trigger

Student feedback indicated they needed options in addition to email and phone calls to get answers to a variety of questions. Advising launched three daily group advising online sessions in December, but the number of students quickly overwhelmed staff.



### What we heard

I already have my courses I need to register for, I've been emailing advising but I haven't gotten a response

How about you actually answer a phone!

How can I talk to financial aid? They don't answer and I need help?

# Issue 4 Changing structure of group advising drop-in sessions



## How we reacted

Advising changed the structure of its group sessions Jan. 4 to allow students to drop in any time 8 a.m.-7 p.m. weekdays. A separate online room is operated by the night shift 7 p.m.-midnight. Sessions were broadened to assist with all registration questions, and Financial Aid duplicated the service with its own drop-in session.

The screenshot shows the Dallas College website's "Virtual Advising Services" page. The header includes navigation links for Students, Community & Business, Employees, and Español, along with a search bar and a "Search this website" button. The main navigation bar lists Admissions, Paying for College, Classes & Degrees, Student Resources, Student Life, and Apply Now. The page content features a heading "Virtual Advising Services" and a sub-heading "Speak with a Dallas College representative by joining one of our virtual sessions:". Below this is a section titled "Virtual Advising – No Appointment Necessary!" with the hours "Monday-Friday, 8 a.m.-7 p.m." and a list of services: Register for classes, Add a class or drop a class, Schedule changes, and Ask an advisor a question. A "Join a Virtual Session" button is prominently displayed. At the bottom, there are two additional service tiles: "Late Night Advising" (indicated by a moon icon) and "Financial Aid Help" (indicated by a dollar sign icon).

# Issue 5 An alarming number of students dropped courses in the first week of Spring 2021



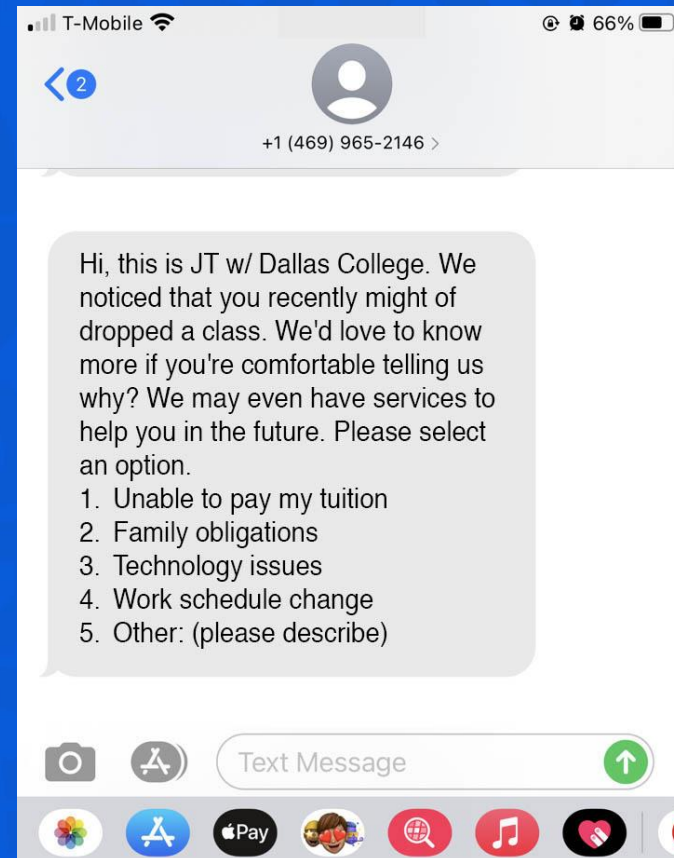
## Trigger

Enrollment reports reviewed daily by Student Success leadership



## How we reacted

Marketing sent a text survey to 1,886 student who dropped classes between Jan. 20 and Feb. 2.



# Issue 5 An alarming number of students dropped courses in the first week of Spring 2021



## What we heard

Some students answered with expected replies such as financial issues, health problems and work conflicts. Many expressed frustration with individual professors or complained that classes were not advertised correctly, such as being listed as a hybrid course but all class meetings were held in person. Some indicated that they did not drop a course but instead the course was canceled and they were moved to other sections or were unable to find a new course. Leadership is investigating how to resolve issues with course listings and cancelations going forward, since both contribute to falsely high drop rates.

Family member with COVID distracted my focus and made me realize that I would not have been able to really focus on my classes.

Professor was ignoring my emails and didn't respond within time that she has in her syllabus.

Didn't find an instructor for the class and they said i can take it next semester when they do

I didn't intentionally drop a class. The class I was enrolled in was canceled so they relocated me to a different one at a different campus

I felt so overwhelmed. I wanted to try and take 4 classes this spring semester but turns out it's too much for me. I want to finish every class with a good grade and I just felt that I didn't have enough time to fully accomplish the 4 courses with a high grade between work and just life in

it was hard for me to focus if it's just taking notes online

I do not think I can pass the class with online learning

eCampus was blank and the professor did not reach out to students to explain

# Issue 6 A large number of students had unpaid balances and seemed unaware of payment plan options.



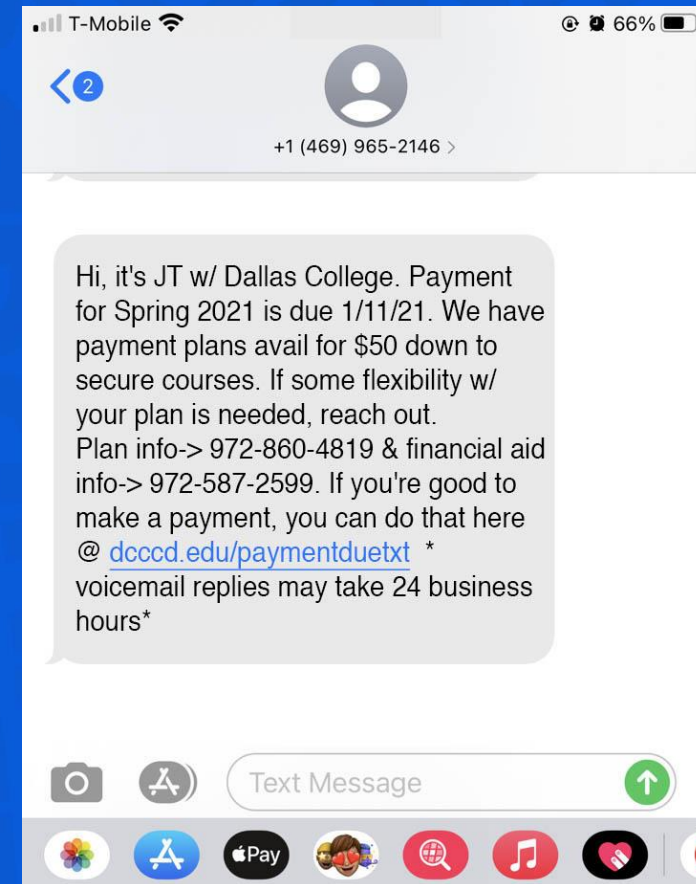
## Trigger

Enrollment reports reviewed daily by Student Success leadership



## How we reacted

Advertised payment plans via social media, email and texting. Text message sent Jan. 6 to 6,743 FTIC student registered for Spring but not paid; 771 recipients engaged with or response o the message.



## Issue 6 A large number of students had unpaid balances and seemed unaware of payment plan options.



### What we heard

Thanks jt for the help and info! It's always appreciated

Thank you and I appreciate you always following up when no one answers.

Thank you! I will make a \$50 payment by then

Just set up my plan. Thanks for the reminder JT

Yes, I want to set up payment plan please. That one. Thank you.

THANKS! I'm at work, can I set this up with you on text? I don't want to miss it.

Thank you!! I am trying to get all to pay tomorrow

What if I want to add another class now? Will it be under the \$50 down, cause for that plan I will add another.

I do want to do this I need this!!

\$50? brb Let me go set this up!

Okay good. And I can do that online on the website it will have an option for \$50

Thank you for the reminder JT; I will be making the payment tonight.

Thank you! Will do that plan for 50. Didn't know that was an option

Hi I would like to secure a class for 50 dollars please

# Issue 7 Are we serving students in the way they need?



## Trigger

Student Success satisfaction survey sent to students after they interacted with staff by phone, email, drop-in online chat or appointment.



## How we reacted

While responses to the survey were overwhelmingly positive, with many students praising the work of individual employees who helped them, we did identify several pain points: students on hold for long periods; emails not answered; and insufficient capacity for drop-in virtual chat rooms.

Soon after registration opened in November, Advising launched online group session by appointment to help students get registration ready. Demand quickly overloaded capacity. Beginning Jan. 4, the sessions transitioned to a drop-in format to serve more students, and Financial Aid adopted the same format in January. Staff essentially created a virtual resource room providing on-demand admissions, advising and financial aid support.

Extending service hours until midnight and offering limited support services during the traditional holiday break between Christmas and New Year's helped reduce hold times and allowed staff to reduce paperwork and email backlogs.

Questions generated from receiving the survey are answered providing another avenue to assist and follow-up with students about where to go and who to contact for additional support



# Issue 7 Are we serving students in the way they need?



## What we heard

- 90 percent reported satisfaction with their service
- 93 percent they would likely use the service again
- Most students reported receiving services in Admissions/Registration (18%), Advising (55%) and Financial Aid (10%)
- Students were very complimentary of individual staff members and the level of service and care they received.
- Very few student provided specific complaints. A few mentioned long phone wait times or not hearing back about a question.
- I loved speaking with Ms.Vinet. She answered all of my questions and then some, talked me through a bit of nerves, gave plenty of encouragement, and was very personable and enjoyable to speak with.
- Ms. Lanier was very nice and helpful than some advisors I have spoken with in the past. Although I wish we could do more on campus appointments than online.
- I met with a tutor, who was able to help me with my homework for calculus 2. He was very helpful and explained everything in detail so I could understand.
- The advisor was nice but she didn't know anything about the major specific questions I was asking. She kept referring me back to the department that has yet to get back with me. It was a waste of time
- The hold time was extremely long.. but the representative was very helpful.

# Issue 7 Are we serving students in the way they need?



## What we heard

- The Specialist was so helpful with my questions. She is a positive person during the whole time. Providing me with a wonderful resources. I would love to make another virtual phone call with her thousand more times. Thank you very much Ms.Lai!
- My experience with Elicia Money was amazing! She is caring, smart and wonderful over all. She has helped me grow into the man I knew I could be. And I really appreciate her for that!
- My advisor was very rude and unhelpful, he urged me to quit my job without knowing my situation. I just wanted help planning out my schedule, but instead he lectured me about working and going to school full time.
- I called three times and was on hold for more than 15 minutes. Was finally called back and then transferred to a number that was not answered
- I've had bad to decent service before. But Anita was so nice and helpful and informative last time, I emailed her again. And of course she was really helpful. I normally don't do these surveys but I wanted someone to know that she's a rockstar.
- Virtual / phone call advising is not the same as in person. The advisors are no help at all and want the students to register themselves which is fine but it gets confusing and difficult.
- It was a long wait and I prefer face to face, but under the circumstances this was successful.