



Registration Campaign Report Card

Student Communications Report
Spring 2021

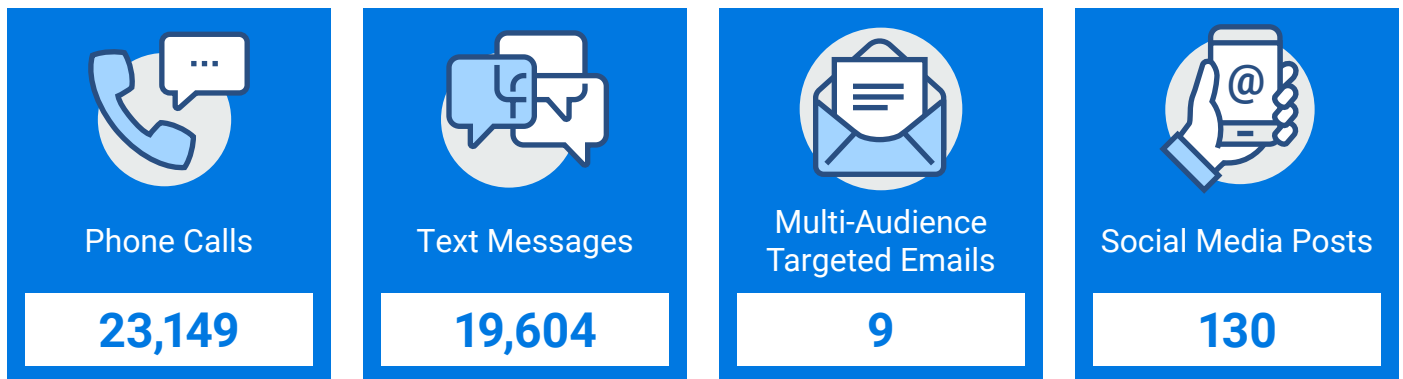


Summary

Student Success, in collaboration with Marketing, initiated an intentional 90-day registration campaign with current students.

GOAL: Streamline communications based on the organizational structure and improve customer service for students.

Campaign Topics included registration, advising, financial assistance and other valuable information; and was executed through the following modalities:



Student Challenges

1

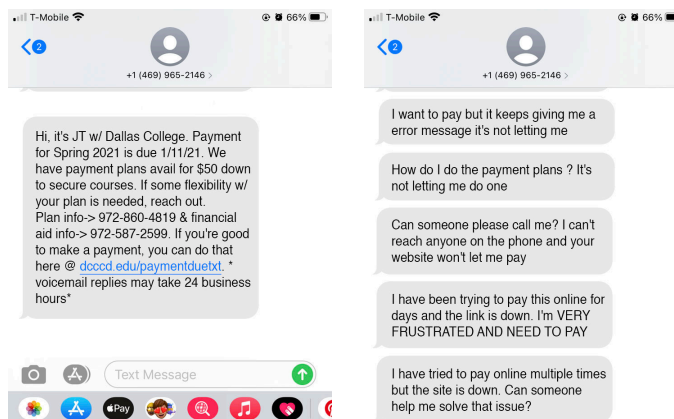
Students needed assistance during the holiday break.

2

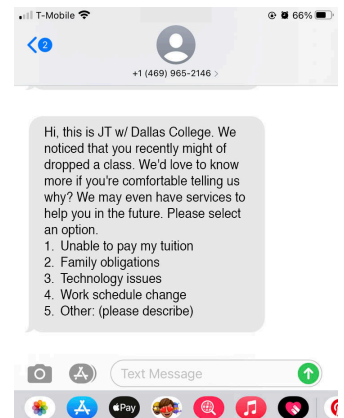
Over 6,700 students were registered for spring, but hadn't paid nor established a payment plan.

3

By early January an alarming number of students had dropped their 1st 8-week courses.



Sent survey:

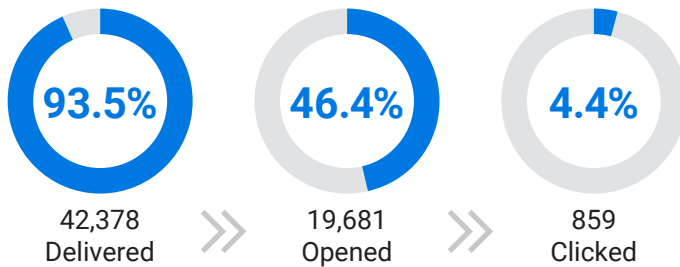


What Worked Well

Highlighted Communication: HOLIDAY HELPERS

During the holiday break, Student Services offered 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.

Email Stats (45,347 Total Sent)



We're open until midnight tonight!

[View this email online](#)



Ready. Set. Go! Get Registered for Spring.

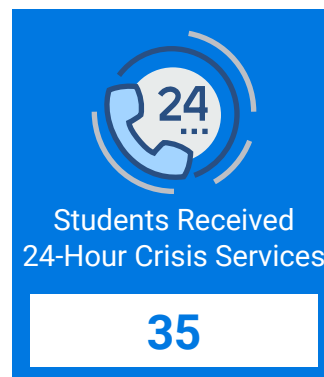
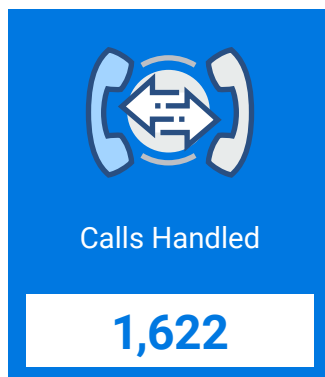
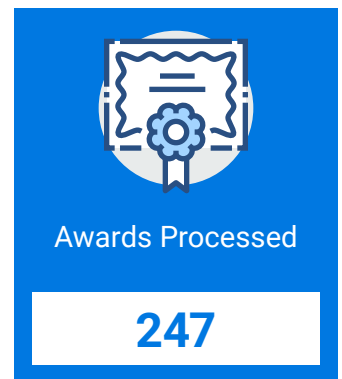
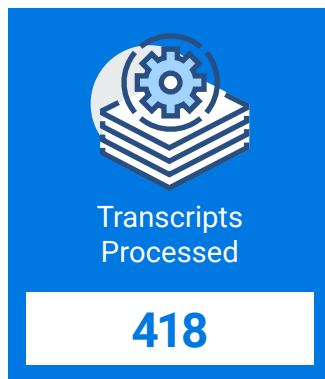
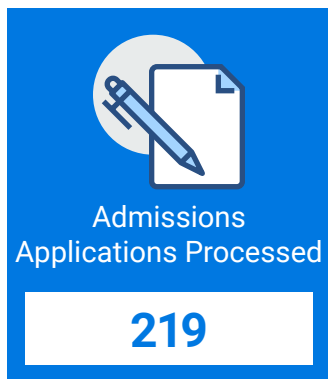
Hello, Example First Name.

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](#).

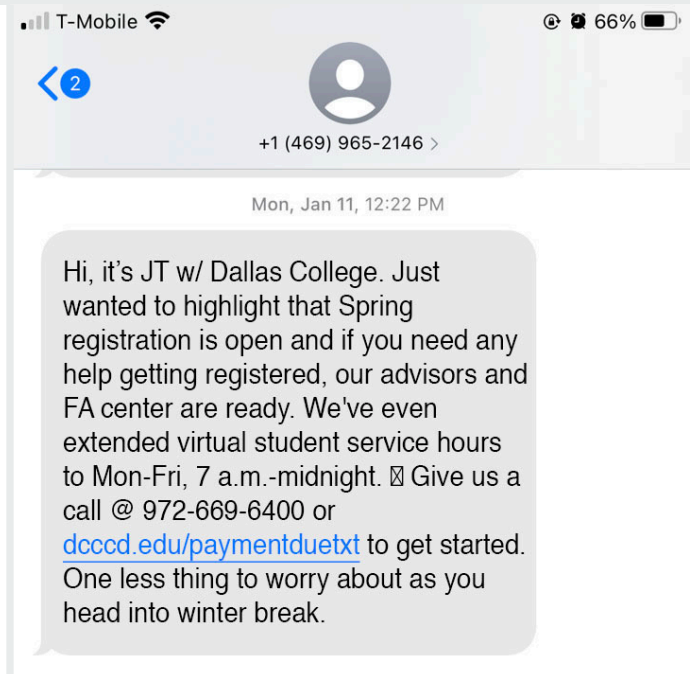
Beat the January rush and register now!



What Worked Well Cont...

Highlighted Communication: TARGETED TEXT MESSAGES

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. A text message campaign was launched to increase payment and registration.



Enrollment Numbers Down at MOUNTAIN VIEW and CEDAR VALLEY

Mountain View Campus

Total Students Texted **4,147**

Total Students Received **3,741**

Engaged/Responded **193**

Cedar Valley Campus

Total Students Texted **3,996**

Total Students Received **3,950**

Engaged/Responded **244**

Spring 16-Week Enrollment Dec. 7, 2020

Mountain View
Paid: 2,363
Registered: 3,819

Cedar Valley
Paid: 2,260
Registered: 3,819

Post Texting Campaign Dec. 16, 2020

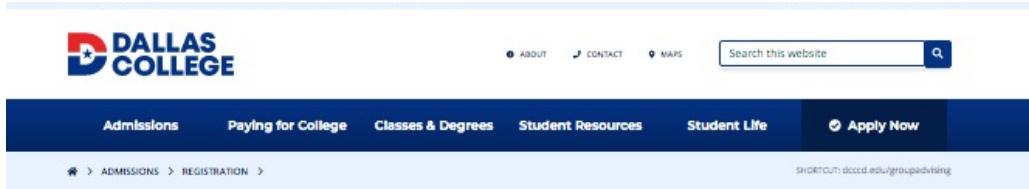
Mountain View
Paid: 5,898
Registered: 6,660

Cedar Valley
Paid: 3,750
Registered: 4,323

What Worked Well Cont...

Highlighted Communication: VIRTUAL ADVISING SESSIONS

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.



Virtual Advising Services

Speak with a Dallas College representative by joining one of our virtual sessions:

Virtual Advising – No Appointment Necessary!
Monday-Friday, 8 a.m.-7 p.m.

- Register for classes
- Add a class or drop a class
- Schedule changes
- Ask an advisor a question

Speak with a representative based on your pathway below:

[Join a Virtual Session](#)

Want to schedule an appointment?

Late Night Advising

Financial Aid Help

BB Pathway Sessions

6,116

BB Financial Aid Sessions

1,216

BB Evening Sessions (3pm-Midnight)

2,766


Total Students Served


10,098


Total Students Enrolled


4,466

Enrollment Communications Report Card

EMAIL	DATE	AUDIENCE	TOTAL SENT	DELIVERED	OPENED	CLICKED of opened
	Nov. 13	All Fall Students	75,040	72,555	29,893 / 41%	3,698 / 12%
	Dec. 1	All Fall students	74,983	72,424	19,106 / 26%	3,136 / 16%
	Dec. 8	Transfer Students	479	463	230 / 50%	39 / 17%
	Dec. 10	Transfer Resent to Non-Openers	256	250	73 / 29%	5 / 6.8%
	Dec. 10	Fall Not Registered for Spring	45,657	42,783	14,411 / 36%	1,467 / 9.5%
	Dec. 21	Holiday Helpers	45,347	42,378	19,681 / 46%	859 / 4.4%
	Jan. 7	Registered for Spring	33,856	32,329	21,447 / 66%	1,874 / 8.7%
	Jan. 7	Fall Not Registered for Spring	31,563	29,615	11,468 / 39%	1,097 / 9.6%
	Jan. 12	Fall Not Registered for Spring	31,563	29,572	10,014 / 34%	1,028 / 10%

TEXT	DATE	AUDIENCE	TOTAL SENT	TEXTS RECEIVED	ENGAGED/ TEXT BACK	OPT-OUT	LINK CLICKS	BOUNCE RATE
	Nov 23	All participants in DC-Promo program	158,429	-	2,569	-	5,079	67%
	Dec 9	CVC Win-Back - Fall Not Registered for Spring	3,996	3,950	244	19	133	52%
	Dec. 9	MVC Win-Back - Fall Not Registered for Spring	4,147	3,741	193	21	131	54%
	Dec. 21	NoSP21 Reg-Winter - Winter Not Registered for Spring	6,358	-	101	36	83	64%
	Jan. 4	ALL-Fa20 Reg, No Sp21 Reg	18,519	-	390	76	852	57.4%
	Jan. 6	FTIC NoSp21 Reg	3,984	-	104	13	189	51.8%
	Jan. 9	FTIC NoSp21 Reg	3,606	-	21	18	230	19.6%

SOCIAL	SOCIAL MEDIA PLATFORM	TOTAL POSTS	IMPRESSIONS	ENGAGEMENTS	LINK CLICKS
	Facebook	63	22,740	220	390
	Instagram	15	12.77K	736	730
	Twitter	52	13.99K*	53*	303*

CALLS	DATE	CALLS RECEIVED	CALLS ANSWERED
	Jan. 4	3,649	1,973
	Jan. 5	3,123	1,811
	Jan. 6	2,587	1,642
	Jan. 7	2,597	1,718
	Jan. 8	2,575	1,588
	Jan. 9	182	155
	Jan. 10	4,035	2,259
	Jan. 11	4,401	2,297
	Jan. 12	0	0
	TOTALS	23,149	13443

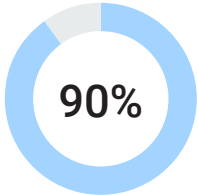
Data provided by Institutional Research and the Marketing Department.

What We Learned

Learning from our engagements with students...



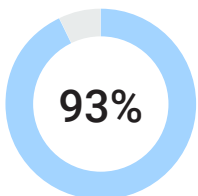
A Student Success satisfaction survey sent to students after they interacted with staff by phone, email, drop-in online chat or appointment.



Reported satisfaction with their service.

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.



They would likely use the service again

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!



Areas of improvement

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.**

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.

Most students reported receiving services in:

