



SUCCESS STORY

Driving Enrollment Among Stop-Out Students

Tackling decreased enrollment

In the spring of 2021, Texas A&M University, San Antonio (TAMUSA) had lower-than-expected enrollment, and they expected the trend to continue through the summer and fall terms. Vice President of Enrollment Management Brandy McLelland knew that her team was already doing all that they could to improve enrollment, so asking them to do more was not an option. Her team was focused on generating new student enrollments, driving enrollment with continuing students, and trying to re-engage students who simply stopped enrolling. Moreover, their stopped-out students were proving particularly hard to reach and return to active status.

501

additional enrollments
from list of 1,828
unresponsive students





Taking a different approach

McLelland wanted to find a solution that could be deployed quickly without adding more work for her team. She also knew she needed a different way to connect with and engage their stopped-out students because their approach was not yet moving the needle.

In partnership with Motimatic, McLelland built a plan to increase enrollment among students who began classes in Fall 2020 but hadn't returned for the following Spring term. Email, phone calls, and text messages with these students were not convincing them to return. Motimatic applied its behavioral science and digital marketing expertise to drive registrations among these stopped-out students.

TAMUSA leadership was reassured with this approach because it is rooted in research and best practices. The digital content would also reflect TAMUSA's branding and recommend specific next steps. And, unlike other investments or vendor partnerships, Motimatic provided a no-risk approach to improving student enrollment. TAMUSA would only pay if stopped-out students successfully registered for the next term.

Exceeding expectations

In just 10 days, Motimatic designed and deployed the first phase of TAMUSA's solution, which included 600 stop-out students. Motimatic's content team produced a robust collection of science-backed social media posts—called GuidePosts™—designed to re-energize students' commitment and drive registrations.

McLelland and team hoped to enroll approximately 45 stopped-out students within two months. Within a few weeks, more than 90 stopped-out students enrolled in the summer semester. Through the partnership with Motimatic they secured twice the registrations they had hoped for, in half the time they anticipated it would take.

Expanding the impact

In light of these results, McLelland and team decided to double down on the Motimatic approach. Fall classes were set to begin in four weeks, and TAMUSA had 1,200 additional students who were at risk of stopping out. They engaged Motimatic to reach and activate these students as well. When the fall term began, about a third of those at-risk students were re-enrolled and back on campus. From the overall target list of 1,828 students, Motimatic powered 501 registrations in just over two months.

1,828

students on
stop-out list

10

days to go live

67

days of engagement

15x

immediate return
on investment

