



MOTIMATIC FOR SPRING REGISTRATION

Top Strategies to Improve Registration Outcomes

- Converting applicants into enrolled students
- Helping at-risk students enroll and persist
- Recovering stop-out students



**MONTGOMERY
COLLEGE**

CONVERTING APPLICANTS INTO ENROLLED STUDENTS



Declining student enrollment, engagement, and persistence

Overall Montgomery College enrollment was down, and it was even lower for male students.



Bolstered student confidence to improve registration for upcoming term

Montgomery College partnered with Motimatic to create and deliver digital content designed to inspire and motivate their “applied-but-never-enrolled” students to register for the upcoming term. The solution was launched within 10 days.



Improved registration among priority populations, increased bill hours

The launch resulted in 452 student registrations. Montgomery College leadership found that 54% of the Motimatic-generated student registrations were males.

The results also showed that 25% of these students enrolled in 11 or more credit hours. Compared to all other Montgomery College students, the *Motimatic-generated students registered in an average of more bill hours than their peers.*

452 Stalled Applicants Enrolled



HELPING AT-RISK STUDENTS ENROLL & PERSIST



Continuing students are unengaged and have not registered

With the registration deadline fast approaching, U.W. Whitewater identified 1,281 continuing students who had not yet registered. So far, these students had been unresponsive to email and text outreach.



Leveraged ad networks to drive Fall registration

Motimatic served targeted posts to unregistered students across their social media networks, which reached these students regardless of whether or not they followed U.W. Whitewater's official channels. Previously U.W. Whitewater only reached students who followed their official accounts - and all students received the same general message.



Generated higher enrollment and registration in little-to-no time

In a little more than one month, the fall registration initiative generated 308 additional enrollments. This drove an *immediate return on investment*, and it *corrected a slipping persistence rate for the institution*.

308 More At-Risk Students Chose to Return

RECOVERING STOP-OUT STUDENTS



Connecting with hard-to-reach students when capacity is limited

TAMUSA leadership knew that *asking their team to do more was not an option. Their stopped-out students were proving particularly hard to reach and return to active status.*



Took a different—and risk-free—approach

They wanted to find a solution that could be *deployed quickly without adding more work.* Motimatic applied its behavioral science and digital marketing expertise to drive registrations among these stopped-out students.

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.



Exceeded expectations for fall registrations—quickly

TAMUSA 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.*

TAMUSA also had 1,200 additional students who were at risk of stopping out, so they re-engaged with Motimatic. 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.

501 More Stop-Out Students Enrolled