August 2015 ACTVRE Reregistration
Proactive Outreach Campaign
August 25, 2015
Agenda

- Campaign Overview
- Campaign Parameters
- Contact Results
- Student Interest Levels
- Recommendations and Best Practices
- Next Steps
Proactively reengage students to improve retention of current WSU students for the Fall 2015 semester

Inform students about next steps on how to reregister for classes for the upcoming Fall term.

Provide guidance to ensure students understand how to successfully reregister

Survey those claiming they are no longer interested in attending to identify trends
Second Blackboard ACTVREREG Re-enrollment Campaign for Fall 2015 Semester

- Duration of 2nd ‘Active Reregistration’ Campaign: 8/4 – 8/13
- Population Targeted: 581
- Maximum # of Call Attempts per student: 4
KEY CAMPAIGN INSIGHTS
Pre-Campaign Email

• Students: 1,467

• Proactive email sent one week prior to outbound calls to inform students of the their need to register for the upcoming semester.

• Students were notified of future phone outreach, as well as the contact information to OneStop if the students desired immediate assistance.

ACTVREREG Email Results

- Email Delivered: 1,412
- Invalid Email Address: 51
- Unsuccessful: 25
- Email Sent: 4
Who did we talk to?

Observations

- **91%** connected successfully to a person or voicemail (Benchmark 93%)

- **35%** of those dialed resulted in a 1:1 contact with the student (June ACTVREREG Campaign: 40%)

- **8%** of students population committed to registering (June ACTVREREG: 28%)

- **23%** of the student BB spoke to committed to registering.
Top Call Outcomes

- **Auto-Voicemail**: 261 (45%)
- **Success**: 186 (32%)
- **Wrong number**: 38 (7%)
- **Hang up mid-call**: 21 (4%)
- **Explicit Do Not Call request**: 17 (3%)
- **Disconnected number**: 16 (3%)
- **No answer**: 7 (1%)
- **Cannot reach as dialed**: 6 (1%)
- **Line idle after dial**: 5 (1%)
- **Operator intercept**: 5 (1%)
- **Transfer release**: 5 (1%)
- **Left message with a person**: 4 (1%)
- **Voicemail - left message**: 4 (1%)
- **Busy signal**: 3 (1%)
- **Cust hung up in OUT Q**: 2 (0%)
- **Fast busy**: 1 (0%)

Total: 581 (100%)

**Observations**

- Success selected when an advisor has successfully communicated the REREG messaging to the student through a meaningful conversation.
- 12% of contacts unreachable (wrong number, invalid numbers, disconnect numbers, etc.)
Top Outcomes by Attempt

On average, the 1\(^{\text{st}}\) attempt will garner the best result than any other call completed during the duration of a campaign.

Success vs. VM Rates

- 447 = Represents 77% of the campaign’s total connects
- 186 = Success (32%)
  - Meaningful conversations by call attempt:
    - 1\(^{\text{st}}\) – 62%
    - 2\(^{\text{nd}}\) – 19%
    - 3\(^{\text{rd}}\) – 12%
    - 4\(^{\text{th}}\) – 7%
- 261 = Auto-VM (45%)
  - An auto-voicemail was left for all attempts made to the student
Best Time to Reach Student

On Average, Blackboard Connected with a Real Person on 20% of all Outbound Attempts (Benchmark for ACTVREREG Campaign: 20% RPC)

- Best Practice is to place calls through the day in an attempt to accommodate every student.
- Certain times of day yield better results for the entire student population.
- Overall, Blackboard had a 20% Real Person Connects.
- Best Calling Times: Lunch (11-2pm) and Evening (after 4pm).
- Recommendation: Continue focus on Evening Calls in Future Campaigns.

**Time of Day**

- **Real Person Connects by Hour**
  - 10-11am: 14%
  - 11-12pm: 20%
  - 12-1pm: 20%
  - 1-2pm: 8%
  - 2-3pm: 14%
  - 3-4pm: 21%
  - 4-5pm: 29%
  - 5-6pm: 73%
  - 6-7pm: 73%

**Graph: Real Person Connects by Hour**

- **Total Calls**
- **RPC Connects**
- **RPC %**

**Time of Day**

- **Graph:** Real Person Connects by Hour
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  - 5-6pm: 73%
  - 6-7pm: 73%

**Graph:** Real Person Connects by Hour

- **Total Calls**
- **RPC Connects**
- **RPC %**
Who is planning to attend?

• Anecdotal feedback provided by students during interaction provides you with valuable insight into why students are either not attending, unsure about attending, or interested, but cannot attend.

• Overall, the breakdown of these (3) interest levels:

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes…planning on attending</td>
<td>47</td>
<td>26%</td>
</tr>
<tr>
<td>No, not attending…</td>
<td>119</td>
<td>66%</td>
</tr>
<tr>
<td>Unsure if attending…</td>
<td>14</td>
<td>8%</td>
</tr>
</tbody>
</table>

• This next section will review three interest levels and will provide results for those calls where Blackboard did, in fact, receive additional information from students. Note: Only students that provided reasons will be included in the next section.
Student Committing to Register...
Reason for Delaying Registration...
Do you understand what needs to be completed in order to register?

<table>
<thead>
<tr>
<th>Reason for Delaying Registration</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need to meet with Advisor</td>
<td>21</td>
<td>50%</td>
</tr>
<tr>
<td>Haven't made the time</td>
<td>15</td>
<td>36%</td>
</tr>
<tr>
<td>Financial Aid Incomplete</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Forgot Deadline</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>I have already registered/submitted my documents</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Technical Challenges</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Observations**

- **86% of students** who still needed to register for the Fall semester either **were simply procrastinating** or **needed to meet with an advisor** (June: 88%)
- Blackboard Advisors were able to clearly provide **98% of students information they needed to register**.
Reasons for Not Attending/Unsure if Attending

Observations

- Over half the students who were not planning or were unsure of attending had chose another university.
- 12% of students were simply planning on taking the term off.
Which other schools were chosen?

Observations

- Top Competitors were KSU and Butler Community College
- 35% of the students we spoke to had plans to attend a competing university
Recommendations

- Maintain (4) call attempts
- Eliminate A.M. in dialing strategy
- Continue clear call-to-action voicemail
- Change email to June Campaign
- Promote Student Record Updates
- Continue to update quality FAQs
thank you!