

## The Challenge

Beginning with FY2011, Texas State Technical College (TSTC) had experienced varying levels of enrollment decline. For the 2016/17 academic year, a new senior leadership team set a bold goal to reverse historical trends.

## The Solution

TSTC expanded their call center partnership with Edfinancial Services to include proactive outreach to new student applicants. Calls and messaging were targeted to students at varying points in the enrollment cycle (i.e. admission, registration, etc.).

## Communication Outreach Strategy

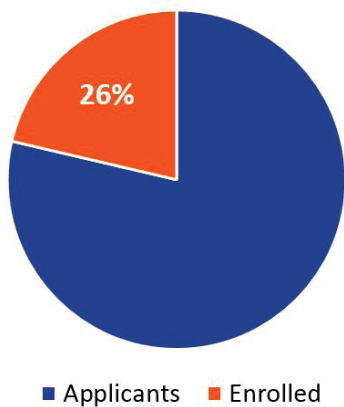
- Welcome students to TSTC
- Guide students to enroll and register for courses
- Answer specific student questions (admission, financial aid, etc.)
- Goal: Increase enrollment by 12%

## The Results

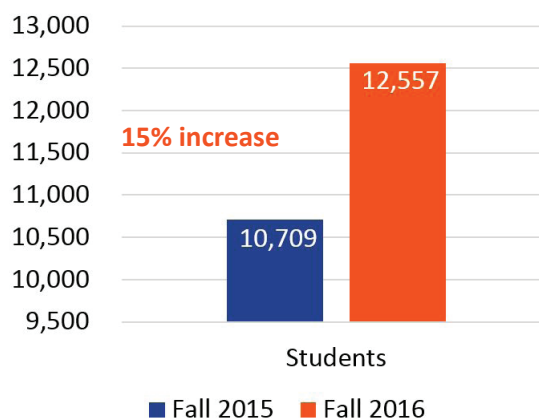
Edfinancial contacted 7,000 applicants over a 5-month period. Early student engagement was very successful. The outreach initiatives helped to identify and address potential barriers to college attendance. College administrators received timely updates allowing them to respond with targeted services for students in need of assistance.

Inbound calls to financial aid and admissions were handled by the Edfinancial team. Without the distraction of inbound calls, campus staff achieved faster application turnaround and financial aid processing.

Enrollment Conversion Rate



Final Certified Enrollment



The increase in enrollment generated \$3,441,309 in additional tuition/fee revenue for TSTC.

## Impact on Future Enrollment Cycles

The most successful parts of the campaign were:

- Contacting students within a few days of receiving the admission application
- Providing immediate answers to any student questions

TSTC will continue to deploy this strategy for subsequent enrollment campaigns.