

ReEngage



A CASE STUDY

FALL 2024

Over 3,000 Students ReEngaged and Re-Enrolled



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Northern Arizona University

myFootpath's ReEngage NAU campaign results

Sample Undergraduate Campaign Landing Page

The landing page features a dark blue header with the NAU logo and the text 'Complete Your Degree (602) 610 5094'. The main content area is split into two columns. The left column shows a photo of two women in a classroom setting with a laptop and a whiteboard. Below the photo is a yellow box with the text 'Personalized. That's NAU.' and a blue box with the text 'We're ready to work with you'. Below this is a short paragraph: 'If you're ready to go after your goals, now is the best time yet to get your NAU degree. You'll have access to a whole new level of support, including your own enrollment coach dedicated to setting you up for success. No matter what's held you back in the past, we'll help you handle it—so you can focus on your future. Let's be limitless together.' The right column contains a form titled 'Reach out to your enrollment counselor' with fields for Name, Email address, Phone, and a dropdown for 'Where would you like to take classes?'. A 'Get Started' button is at the bottom of the form. Below the form is a small disclaimer: 'By submitting this form you provide consent to receive telephone calls, text messages and emails. If you do not wish to receive these communications, or wish to opt out, please contact us at 602.610.5094. We will never sell your information to a third party.' Below the form is a section titled 'OUR LOCATIONS' with a map of Arizona and 'OUR PROGRAMS' with icons for Healthcare, Tech, Education, The Arts, and Business. Below this is a section with three statistics: 'TOP RANKED ADULT UNDERGRAD PROGRAMS IN THE NATION 2021 Award', 'BEST ONLINE COLLEGE IN THE SOUTHWEST 2021, Higher Education', and '46% OF NAU STUDENTS ARE 1ST GEN NAU adult education data'. At the bottom is the phone number '(602) 610-5094' and a 'Privacy Policy' link.

Sample Graduate Program Landing Page

The landing page features a dark blue header with the NAU logo and the text 'Complete Your Degree (602) 610 5094'. The main content area is split into two columns. The left column shows a photo of a woman in a classroom setting with a whiteboard. Below the photo is a yellow box with the text 'Make an impact.' and a blue box with the text 'Claim the future you've been working toward'. Below this is a short paragraph: 'With a graduate degree from NAU, you can elevate your career and transform your life. Our flexible programs are perfect for working professionals. And we'll pair you with an enrollment coach dedicated to your success, so nothing will hold you back. Let's be limitless together.' The right column contains a form titled 'Reach out to your enrollment counselor' with fields for Name, Email address, Phone, and a dropdown for 'Where would you like to take classes?'. A 'Get Started' button is at the bottom of the form. Below the form is a small disclaimer: 'By submitting this form you provide consent to receive telephone calls, text messages and emails. If you do not wish to receive these communications, or wish to opt out, please contact us at 602.610.5094. We will never sell your information to a third party.' Below the form is a section titled 'OUR LOCATIONS' with a map of Arizona and 'OUR PROGRAMS' with icons for Healthcare, Tech, Education, The Arts, and Business. Below this is a section with three statistics: 'BEST ONLINE COLLEGE IN THE SOUTHWEST 2021, Higher Education', 'TOP 5% BUSINESS SCHOOL WORLDWIDE AACSB', and '#1 IN ARIZONA FOR RETURN ON INVESTMENT 2021, Entrepreneur'. At the bottom is the phone number '(602) 610-5094' and a 'Privacy Policy' link.

The Challenge

Northern Arizona University (NAU) has a sophisticated enrollment engine that has been very successful enrolling traditional students at all degree levels. Yet, NAU found competition intensifying from large in-state publics, aggressive private universities, and even out-of-state institutions for non-traditional, adult students who typically attend online or at one of NAU's more than 20 statewide campus locations. With this backdrop, NAU accumulated hundreds of thousands of stopped-out and admitted, but not enrolled, students who track more similarly to the non-traditional student experience. With internal priorities focused on new students, it became increasingly difficult to "win-back" students who had a prior relationship with NAU.

Our Approach

In December 2019, NAU launched the ReEngage NAU campaign. We worked collaboratively with NAU to identify more than 365,000 potential prospective students who had a prior relationship with the university. We then made significant investments in on-brand message development, marketing communications, and a multi-channel campaign to "rejuvenate" these relationships. As part of our intensive communication campaign, a typical prospective student (who did not "opt out") could receive up to 50 phone calls, 15 emails, and 25 texts within the first three months.

Our communications are driven by the complexity of the lives of adult students. Our student counseling includes guidance on application, enrollment, and financial aid, as well as helping returning students regain the confidence to succeed in college. We provide an additional level of support on top of NAU's excellent student and academic services.

Northern Arizona University

myFootpath's ReEngage NAU campaign results

Sample Email Templates
(mobile versions)



**Supportive.
That's NAU.**

Going after your aspirations just got easier.

Dear FIRST LAST,
You came to NAU with a goal for a bright future. You put your education on the side for more important matters, but now it's time to get back to your dreams. We have made changes at NAU to better support returning students.

Apply now

SINCE YOU'VE BEEN GONE, WE NOW HAVE:

- The #1 online program in Arizona**
- 200+ programs to choose from**
- Dedicated academic advisors**

We are ready. Are you? We invite you to reply and give yourself a second chance to achieve your aspirations.

Apply now



**Flexibility.
That's NAU.**

A degree made for the way you live.

Dear FIRST LAST,
Your journey towards achieving your bachelor's degree is well within reach. NAU's adaptable programs offer you the ability to focus on the things you care about while getting your degree.

Begin your journey

HERE'S HOW WE SUPPORT YOU:

- 20+ statewide campuses to complete your degree**
- No hidden fees or conditions**
- A schedule customized to your life: in-person, online, or hybrid**

Whenever you're ready, drop us a message and we will work with you to create an attainable and achievable class schedule.

Begin your journey



Results to Date

Campaign Launch: December 16, 2019

Enrollment Terms: Spring 2020 through Fall 2024

Click-Throughs to Campaign Landing Page	Applications Submitted to Date	Students Enrolled to Date
55,666	4,516	3,016

ReEngage NAU has achieved outstanding results thus far. To date, 1,168 waves of targeted, focused emails, totaling over 17.9 million, have been sent to various population segments. More than 678,000 phone calls and text messages have occurred, and students have enrolled at an approximate yield rate of 70%. Semester to semester, students retain at 75%. Of the 3,016 students enrolled, 24% were graduate students while 76% were undergraduate. The institution's share of revenue for this initial group is expected to exceed \$32.1 million, using NAU's historical retention and graduation rates.

Going Forward

Our ongoing collaboration helps ensure that student barriers to graduation are reduced or eliminated. Our process to nurture relationships over multiple years ensures students can return when they are ready, while building a future reengagement pipeline for NAU.

About myFootpath

myFootpath's unique, data driven, collaborative process allows us to reengage students at a scale unrivaled in the enrollment management space. We immerse ourselves on your campus to understand your unique challenges and make the critical campaign customization that drives sustained success. Connect with us at myfootpath.com to experience firsthand the solutions that are delivering results, addressing an underserved market, and shaping the future of adult education.

