

ReEngage

Calumet College
OF ST. JOSEPH

A CASE STUDY

FALL 2024

Increased Total Enrollments By 3% in 9 Months



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At Calumet College, administrators have a variety of different roles, and sometimes resources are spread pretty thin. Historically, reengaging students has been challenging. With quarterly visits to campus, myFootpath assisted our team in focusing on crucial elements for a successful reengagement campaign - data analysis, key processes, and outreach. Their collaborative process fostered a partnership that helped us direct our efforts where they could have the most impact. Thanks to myFootpath's expertise, we were able to bring back over 3% of our student population, and it feels like we are just getting started.

- Johnny Craig, Senior Vice President,
Enrollment, Marketing & Athletics, Calumet
College of St. Joseph

Calumet College of St. Joseph

Consulting services to help Calumet College staff reengage students

Calumet College
OF ST. JOSEPH

The Challenge

As a private institution dependent on tuition revenue, growing enrollment is a top priority. Additionally, like many small colleges, faculty and staff have a variety of different roles, and sometimes resources are spread pretty thin. Calumet College saw the potential in re-enrolling former students, but had limited resources and historical success with their internal efforts. myFootpath recommended a different approach to concentrate efforts where it could drive reengagement results.

Our Approach

We begin every reengagement campaign with an "Immersion Day" where we visit the institution's campus, and collaborate with each department to help us understand how they are set-up internally. myFootpath then creates a customized plan encompassing the essential hand-offs, workflows, and processes necessary for successful reengagement and re-enrollment. During our time at Calumet College, we discovered that the team was motivated for growth and student success, but they faced challenges in collaborating across departments, especially when team members had conflicting priorities.

After the Immersion Day, we analyzed CCSJ's historical data of admitted students, going back 25 years. This resulted in a list of over 200,000 potential reengagement prospects. Then, we cleaned the list, examined 10 reengagement buckets, and sized it down to the 16,000 prospects most likely to return. Internal efforts typically involved only a few hundred prospects, and this expanded scope represented an enormous opportunity.

Following the compilation of this list of potential students, we assisted Calumet College in implementing myFootpath's reengagement playbook. We analyzed the degree programs and pathways and assessed the various holds that were hindering students from re-enrollment. Our support enabled Calumet to develop an outreach strategy, establish straightforward routing, and clear the way to ensure a successful return for students.



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ReEngagement Results

	First 9 months	Scale over time 3-5 years
Enrollment Impact	+3% of total enrollment	+6% of total enrollment
Projected Net Tuition	Approx. \$253,000	\$1.8million*
ROI	Over 500%	Over 800%

*Rate of results based on 5 year projection, coinciding directly with how quickly the institution executes

Our Approach (continued)

Prioritization is fundamental to our methodology. Rather than attempting to tackle all 200,000+ records simultaneously, we assisted Calumet College in concentrating on the most essential actions. We provided guidance on which students to reach out to and outlined specific steps to be taken today, tomorrow, and in the future, thereby ensuring the most substantial improvements and facilitating a quicker return to the right degree path for the greatest number of students. We collaborated with the existing elements of Calumet's system to enhance the current framework and offered targeted recommendations for cultural change and efficiency. At Calumet, as is the case with many institutions, the essential components for a successful reengagement campaign were already in place. myFootpath's expertise enables institutions to effectively allocate and concentrate their resources, focusing efforts where they will produce the most significant reengagement outcomes.

Results

The collaboration between myFootpath and Calumet College has greatly enhanced re-enrollment rates and yielded a substantial return on investment. As Calumet College persists in its efforts to innovate and enhance support services for adult learners, it is fostering positive results and guaranteeing that every student has the chance to thrive.

About Calumet College of St. Joseph

Calumet College is a private, four-year institution located in Whiting, Indiana. It serves a diverse student body and is committed to providing accessible and affordable education to over 700 students.

About myFootpath

myFootpath provides marketing, enrollment, and retention services to college and university clients. Over the past 20 years, we have built deep expertise in recruiting adult, online students and in reducing the barriers adults face on the path to degree completion.