

ReEngage



# A CASE STUDY

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## Increased Total Enrollments By 5% in 9 Months



Brad Johnson  
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myFootpath’s work in data analytics, digital marketing, and targeted text and telephone outreach has been excellent. However, what truly sets myFootpath apart is the energy and enthusiasm of their team. The passion they have for helping adult learners really shines through in pursuit of our common goal to bring back more students.

- James Shaeffer, President,  
Eastern Shore Community College

## Eastern Shore Community College

*Reengagement campaign + innovative 2+2 program*



### The Challenge

Eastern Shore Community College (ESCC) is a small school in a rural area of Virginia. Like many small colleges, faculty and staff often have multiple roles and resources can be stretched thin. ESCC also faced many changing state and regional priorities/programs, staff turnover, and enrollment challenges. ESCC had not had much historical success with reengaging students. myFootpath created a 2+2 campaign that dramatically increased reengagement results.

### Our Approach to ReEngagement

myFootpath first launched its reengagement playbook - examining 22 years of historical applicant data, deploying digital marketing tactics, and overlaying targeted telephone and text outreach.

Like we do with every reengagement client, we began the ReEngage ESCC campaign with an “Immersion Day” on campus with leaders and staff. This collaborative day helped us understand how ESCC operates, what had / had not worked in the past with reengagement, and where the opportunity may lie. Out of every immersion day, we create a customized plan to ensure seamless hand-offs, to create essential workflows, and to develop the critical processes needed for successful student reengagement and re-enrollment.

For example, at ESCC, we examined over 10,721 records to determine who was eligible to return to complete a credential at ESCC, which totaled 4,527. Then, we collaborated with student services, the registrar, and executive leadership to review 150 active programs to create streamlined re-enrollment pathways (stackable, career-oriented, and aligned to state initiatives). Next, we examined 94 hold codes to determine how each one would impact returning students. From this work, we can create distinct return pathways, making our outreach much more focused, efficient, and successful.

### ReEngagement Results

	First Year	Scale over 5 years
Enrollment Impact	<b>5% of total enrollment</b>	<b>15% of total enrollment</b>
ROI	<b>~250%</b>	<b>~300%</b>

## Eastern Shore Community College

*Reengagement services to help ESCC staff reengage students*



### Funding through our +2 Program

At ESCC, they offer a combination of workforce credentials and associate degrees, of which 95% are offered on the Melfa, Virginia campus. Historically, ESCC has offered a list on its website of potential state based institutions to transfer to for a 4-year bachelor's degree. For many students at ESCC (and really nationwide), this transfer process is cumbersome.

myFootpath offers an +2 bachelor's degree\* through its Operation Graduate program. Operation Graduate only works with non-profit colleges that offer affordable, career-oriented, online, adult focused bachelor's and master's programs. Operation Graduate provides 1:1 support to help students navigate transferring and make the process easy. More information at [operationgraduate.com](https://operationgraduate.com).

For ESCC students that have completed a credential, they can opt-in to receive more information about the Operation Graduate program and attend a college in the Operation Graduate network. College partners pay the costs of the +2 program. Of course, if students do not want information about Operation Graduate, they can always seek out alternate transfer options using the resources on the ESCC website and available through the state.

### Results

We brought back 5% of total enrollment and created opportunity for 7% of our +2 prospect pool. These tremendous results support our continued mission of helping students — and we're just getting started.

### 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.

### +2 Program Results

	First Year	Scale over 5 years
Opt-ins (% of total prospect pool)	<b>7%</b>	<b>21%-25%</b>

\*Many colleges call these 4 years programs a +2 program, for the 2 additional years after an associates degree to complete a bachelor's degree.