

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



**Personalized.  
That's NAU.**

Complete Your Degree (602) 610-5094

Reach out to your enrollment counselor

Name\*

Email address\*

Phone\*

Where would you like to take classes?

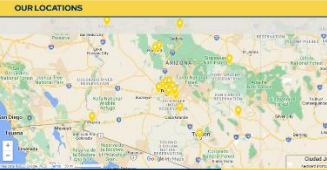
[Get Started](#)

By submitting this form you provide consent to receive telephone calls, text messages, and emails. Information will be used to assist you in your educational journey and to provide you with the best possible experience. We will never sell your information to a third party. You may opt out of this communication at any time.

**We're ready to work with you**






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.

**OUR LOCATIONS**



**OUR PROGRAMS**

We offer **200+** programs to elevate your career, on your terms and within your budget.



**TOP RANKED ADULT UNDERGRAD PROGRAMS IN THE NATION**

2022, Newsweek

**BEST ONLINE COLLEGE IN THE SOUTHWEST**

2024, Entrepreneur


**46% OF NAU STUDENTS ARE 1ST GEN**

NAU admissions data

(602) 610-5094

[Privacy Policy](#)

### Sample Graduate Program Landing Page



**Make an impact.**

Complete Your Degree (602) 610-5094

Reach out to your enrollment counselor

Name\*

Email address\*

Phone\*

Where would you like to take classes?

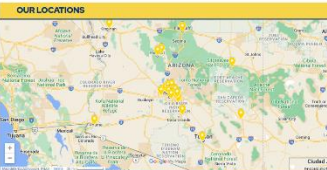
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By submitting this form you provide consent to receive telephone calls, text messages, and emails. Information will be used to assist you in your educational journey and to provide you with the best possible experience. We will never sell your information to a third party. You may opt out of this communication at any time.

**Claim the future you've been working toward**






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.

**OUR LOCATIONS**



**OUR PROGRAMS**

We offer **125** graduate programs. Elevate your career on your terms and within your budget.



**BEST ONLINE COLLEGE IN THE SOUTHWEST**

2023, Entrepreneur

**TOP 5% BUSINESS SCHOOL WORLDWIDE**

2023, AACSB

**#1 IN ARIZONA FOR RETURN ON INVESTMENT**

2023, Entrepreneur

(602) 610-5094

[Privacy Policy](#)

## 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

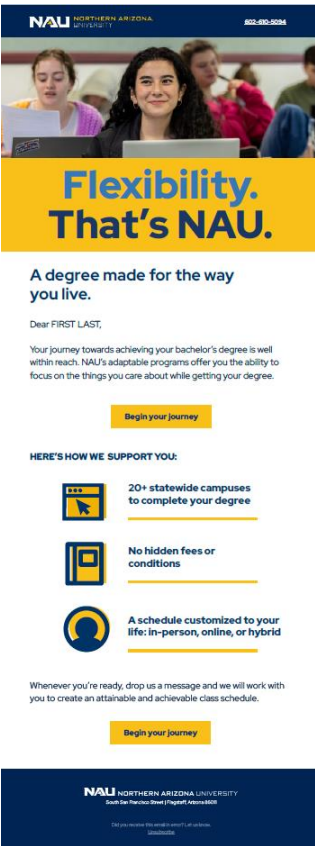
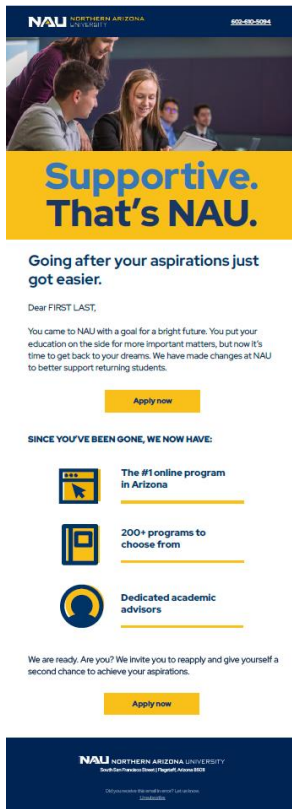
In December 2019, NAU launched the ReEngage NAU campaign. We worked collaboratively with NAU to identify more than 365,000 potential prospective students who had a prior relationship with the university. We then made significant investments in on-brand message development, marketing communications, and 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)



## 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](https://myfootpath.com) to experience firsthand the solutions that are delivering results, addressing an underserved market, and shaping the future of adult education.

