



CASE STUDY SPRING 2026

ReEngage

UNIVERSITY OF TEXAS AT TYLER

Over 300 Students ReEngaged and Re-Enrolled



THE CHALLENGES

The University of Texas at Tyler (UT Tyler) has consistently grown traditional enrollment (another record in Fall 2025), but UT Tyler needed ways to broaden outreach and strengthen connections with returning adult learners at scale. UT Tyler's challenges include:

- 1 Fierce competition for online, adult students from both in-state and out-of-state institutions.
- 2 Tens of thousands of stopped-out and "admitted but never enrolled" students had accumulated, all with a variety of specialized circumstances and situations.
- 3 While UT Tyler was in the midst of modernizing its online, adult-focused degree programs, it was difficult to "win back" former students amidst competing priorities.

OUR APPROACH

Campaign Launch: **May 1, 2025**
Enrollment Terms: **Fall 2025 – Spring 2026**

- Analyzed 8 distinct populations to identify over 62,000 potential prospective students.
- Collaborated with UT Tyler to create specific routing for returning students, aligned to UT Tyler's systems and reporting structures.
- 20 waves of segmented, targeted emails sent.
- Over 55,000 text and phone calls made

Typical outreach to handraisers

50
calls25
texts15
emails

Within the first three months

RESULTS TO DATE

(1st 9 months)

62K+

Eligible Students
Identified

768

Applications
Submitted to Date

317

Students Enrolled
to DateTHE INSTITUTION'S TUITION AND FEE REVENUE
FOR THIS INITIAL GROUP IS EXPECTED TO EXCEED

\$2.6 million

Based on UT Tyler's historical retention and graduation rates.



Re-enrolling adult learners requires a specialized, high-touch approach. Through close collaboration, myFootpath acted as a seamless extension of our team - providing the expertise and bandwidth to scale our impact. By mastering our workflows and streamlining hand-offs, they empowered my staff and made it easy for students to return to UT Tyler.

- David Barron | Vice President for Enrollment Management / UT Tyler

ABOUT US

myFootpath's mission is to help universities re-enroll the 50 million adult learners who started but didn't finish their college degrees. We reengage adult learners at scale. We activate institutional data, deploy highly-targeted marketing, provide dedicated re-enrollment support, and focus on students' pathways to graduation. We stand apart by aligning with institutional workflows, programs, and staff culture.

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