



CASE STUDY SPRING 2026

ReEngage

Sam Houston State University

Over 800 Students ReEngaged and Re-Enrolled

THE CHALLENGES

Sam Houston State University had well-developed initiatives for adult learners but needed support to reach a larger number of students quickly while working within limited resources. Challenges include:

- 1 Fierce competition for online, adult students, from both in-state and out-of-state institutions, created overall enrollment pressure at SHSU.
- 2 Competing priorities didn't allow for development of a new operational model for re-enrollment
- 3 While online program offerings attracted students at the top of the funnel, it was difficult to "win-back" former students

OUR APPROACH

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

- Analyzed SHSU historical records to identify 170,000 potential prospective students
- 26 waves of segmented, targeted, emails sent.
- Over 109,000 text and telephone calls made
- Brought back 300 students in 30 days

Typical outreach to handraisers

50
calls25
texts15
emails

Within the first three months

Results to Date

(1st 9 months)

170K+

Eligible Students
Identified

8K+

Hand-raisers



873

Students Enrolled
to Date

THE INSTITUTION'S TUITION REVENUE FOR THIS INITIAL GROUP IS EXPECTED TO EXCEED

\$7.0 million

Based on SHSU's historical retention and graduation rates.

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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