



CASE STUDY

ReEngage

THE UNIVERSITY OF TEXAS AT TYLER

Active partnership since May 2025

RE-ENROLLMENT

678

former students re-enrolled

in 18 months, as compared to
UT Tyler's total enrollment of 11,602¹

AHEAD OF PLAN

215%

of plan through AY 2026–27²with Spring and Summer 2027
still to go

WHAT'S COMING

1,564

total partnership plan

students expected over 6 years

MYFOOTPATH'S VALUE TO UT TYLER

**Before the first call** We analyzed eight distinct populations in UT Tyler's records to find who could realistically return.**People, not a platform** Phone-first Graduation Specialists wearing the UT Tyler jersey on every call, text and email.

"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 of Enrollment Management, UT Tyler

CAMPAIGN ACTIVITY SO FAR³

62,000+

former students identified

1.4M+

emails delivered in 20+ waves

87,000+

calls and texts

Estimate your re-enrollment opportunity in 10 minutes.

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¹ As of September 30, 2026. Enrollment: UT Tyler Fall 2025 census, preliminary. ² 678 vs. plan of 316 students through AY 2026–27. ³ Campaign activity as of October 15, 2026.