

CASE STUDY

ReEngage

NORTHERN ARIZONA UNIVERSITY

Enrollment terms: Spring 2020 – Fall 2024

STUDENTS RETURN

3,016

former students re-enrolled

as compared to NAU's total enrollment of 28,468¹

STUDENTS GRADUATE

4X+

the national graduation rate

for re-enrolled stop-outs, after two years of returning²

INSTITUTIONAL VALUE GROWS

\$32.1M

institutional share of revenue

from myFootpath's re-enrolled student cohorts³

When thousands of former students return and graduate at more than four times the national rate, the impact compounds across cohorts, creating lasting enrollment and revenue for the institution.

THE VALUE MYFOOTPATH BROUGHT TO NAU



Before the first call We analyzed NAU's records to find which former students could realistically return.



People, not a platform Phone-first Graduation Specialists wearing the NAU jersey in every call, text and email.

60,000+ hours

dedicated to NAU student success

One student journey. One dedicated partner, working as an extension of NAU from renewed interest through graduation.⁴

THE CAMPAIGN AT SCALE

365,000+

former students identified

17.9M+

targeted emails sent

678,000+

phone calls and texts

Estimate your re-enrollment opportunity in 10 minutes.

Brad Johnson | Vice President of University Partnerships | brad@myfootpath.com | 916-709-6698



¹ NAU Fact Book, Fall 2024 total enrollment. ² After two years, 59% of re-enrolled stop-outs graduated, vs. a national rate of 14.1% (Cohen et al., National Student Clearinghouse, 2025). ³ Projected; based on NAU's historical retention and graduation rates. ⁴ myFootpath analysis.