

CASE STUDY

ReEngage

SAM HOUSTON STATE UNIVERSITY

Active partnership since May 2025

RE-ENROLLMENT

1,223

former students re-enrolled

in 18 months, as compared to SHSU's total enrollment of 21,956¹

AHEAD OF PLAN

129%

of plan through AY 2026–27²

with Spring and Summer 2027 still to go



WHAT'S COMING

3,645

total partnership plan

students expected over 7 years

MYFOOTPATH'S VALUE TO SHSU



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



People, not a platform Phone-first ReEngagement Specialists wearing the SHSU jersey on every call, text and email.

300 students

re-enrolled in 30 days for Fall 2025

Speed from launch. Each new cohort adds enrollment as earlier students persist.

CAMPAIGN ACTIVITY SO FAR³

165,000+

former students identified

6.9M+

emails delivered in 50+ waves

253,000+

calls and texts

Estimate your re-enrollment opportunity in 10 minutes.

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¹ As of September 30, 2026. Enrollment: SHSU Fall 2026, 10th class day, unofficial. ² 1,223 vs. plan of 945 students through AY 2026–27. ³ Campaign activity as of October 15, 2026.