

Successful Re-engagement Strategies for Student Completion at Marion Technical College

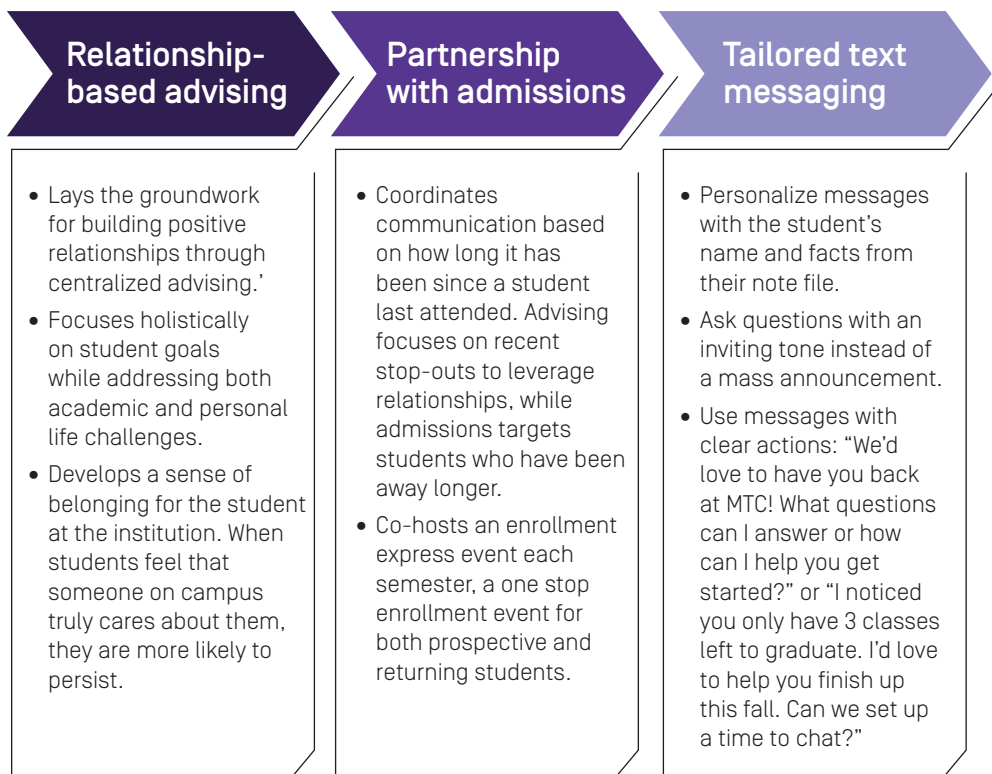
As the pool of potential first-time students declines, colleges are looking to adult non-completers as prime enrollment targets. These non-completers may be adult students who have lost their job or more traditional-age college students who have transferred and are now living closer to home. Community colleges are well positioned to re-engage these students to either improve their skills or change careers. At Marion Technical College (MTC) in Marion Ohio, these non-completers are being recruited and re-enrolled with personalized messaging, a unique partnership between admissions and advising, and the use of specific features within Student Success & Engagement.

People

Millions with Untapped Potential

- 36 million people had attended college since 1993 but failed to earn a credential at any U.S. institution and were no longer enrolled in college.
- Roughly 3.8 million students of the 36 million have re-enrolled since 2013.
- Of these 3.8 million, 25% have completed a credential and 29% are still enrolled and on the path to a credential.

Source: National Student Clearinghouse Data as of 12/2018



Institution snapshot

Marion Technical College
Marion, Ohio

Institution Type:
Associate's College
Public

Total full-time students:
2,800+

Total full-time faculty: 180

Number of campuses: 1



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Technology

Detailed Notes

Notes should include registration information and other items of discussion such as outside responsibilities and barriers they are facing both in the classroom and in life. Personal notes not only help build relationships; they allow the institution to address specific barriers (financial aid, child care, conflicting work schedules) keeping students out of the classroom.

Academic Planning

When recruiting students to re-enroll, academic plans can help the institution see how close they are to completing a credential, and use this information to tailor its messaging. The institution can also run what-if analyses for students to see if they might be closer to a degree in different areas or no longer want to continue on the path they were on.

Dynamic Filters

Advisors can run and manage their own lists, which are constantly updated in real time. Using filters, they are able to create different searches based on their needs, such as students who were last enrolled in specific terms. Institutions can also create tags in Student Success & Engagement for certain groups they want to target, such as students who stopped out.

Secondary Email

With Student Success & Engagement, institutions can easily send mass emails or individual messages to a secondary email account on file. Since email addresses change less often, a personal email address is a good way to reach students if they have moved or changed phone numbers since they last attended.

Results



**31% of
adult 'stop-outs'**
at MTC complete their degrees.
They average 33 earned
credits before re-enrolling



MTC adult 'stop-outs' in
Spring 2020 account
for approximately
**\$170,000
in revenue**



Students interacting with
their support team
demonstrate a
6% increase
in their rate of persistence

“Regardless, the end goal is to help as many students as possible complete their degrees. Currently in the United States, there are 36 million students with some credit and no degree. That is untapped talent and economic potential for both individuals and communities. We know that degree completion not only boosts individual earnings by giving students pathways to wage sustaining, high demand jobs, but it also meets the employment needs of local employers and increases the economic vitality of the community and region.”

Laura Emerick
Executive Director of Advising and Student Engagement
Marion Technical College



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