

Bringing the Power of Operation ReEngage to NAU

THE CHALLENGE Northern Arizona University (NAU) had a sophisticated enrollment engine that had been very successful enrolling traditional students at all degree levels. Yet, NAU found competition intensifying from large in-state publics, private universities, and even out-of-state schools—in particular, for non-traditional, adult students that typically attend online or at one of NAU’s more than 20 statewide campus locations. With this backdrop, NAU had hundreds of thousands of students who stopped out or were admitted but didn’t enroll—students who track more similarly to the non-traditional undergraduate experience. With internal priorities focused on new students, it became increasingly difficult to “win back” students that had a prior relationship with NAU.

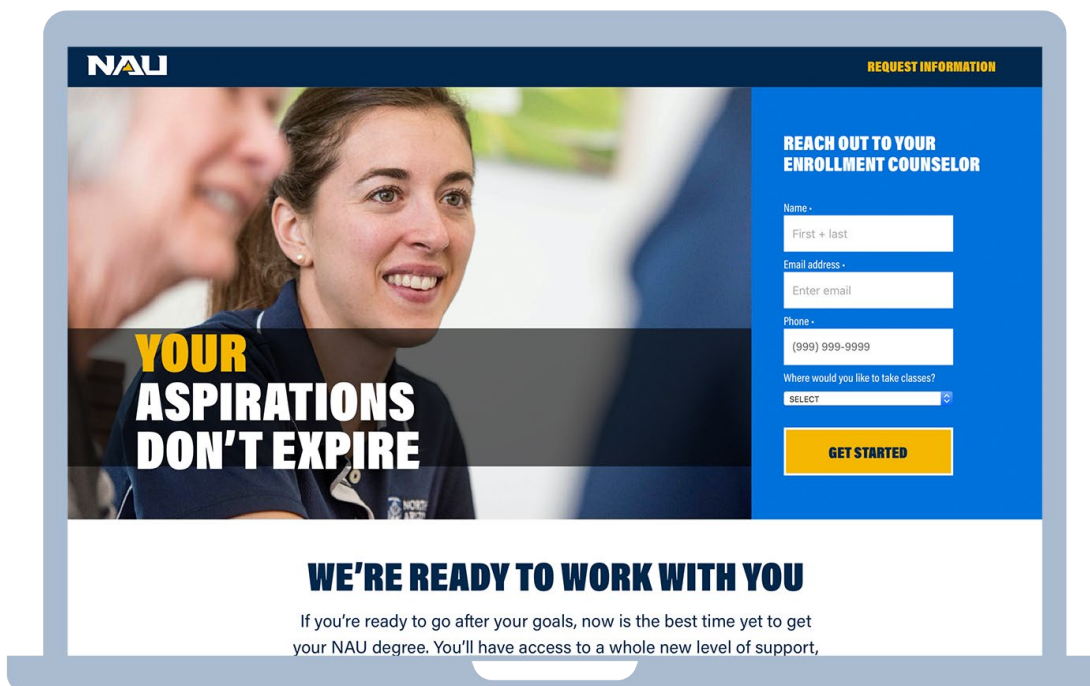
OUR APPROACH In December 2019, NAU launched Operation ReEngage. We worked collaboratively with NAU to identify more than 200,000 potential prospective students who had a prior relationship with the university. We then made significant investments in message development, marketing communications, and a multi-channel campaign to “rejuvenate” these relationships. As part of our intensive communication campaign, a typical prospective student (who did not “opt out”) could receive up to 50 phone calls, 15 emails, and 25 texts within the first three months. Much of our communication is driven by the complexity of the lives of adult students. Our work includes guidance on application, enrollment, and financial aid, as well as helping returning students regain the confidence to succeed in college. We provide an additional level of support, on top of NAU’s excellent student and academic services.

PROJECT COMPONENTS

[Enrollment/yield strategy](#)

[Emails](#)

[Landing page](#)



Landing page (your.nau.edu)

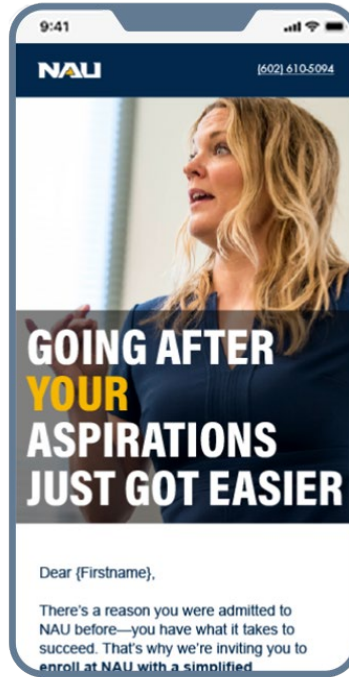
RESULTS TO DATE

Campaign Launch: December 16, 2019

CLICK-THROUGHS TO CAMPAIGN LANDING PAGE	APPLICATIONS SUBMITTED TO DATE	STUDENTS ENROLLED TO DATE
30,817	2,914	2,060

Operation ReEngage has achieved outstanding results in its first two years. To date, 424 waves of targeted, focused emails, totaling over 9.2 million, have been sent to various population segments. More than 334,000 phone calls and text messages have occurred, and students have enrolled at an approximate yield rate of 63%. Semester to semester, students retain at over 70%. Of the 2,060 students enrolled, 24% were graduate students while 76% were undergraduate. The institution's share of revenue for this initial group is expected to exceed \$16.6 million, using NAU's historical retention and graduation rates.

GOING FORWARD Our work with NAU is just beginning. Rejuvenating prior relationships takes time, care, and attention. We believe that our continuous identification of good-fit potential students, intensive relationship building, and ongoing communication with them will result in substantial enrollment growth in the months and years ahead.



Email

