



Blackboard


Student Engagement and Blackboard Operations Center Tour

NACTC, Summer Conference
28 July 2017

Blackboard®

Engaging students
through support,
outreach and coaching

Agenda

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- 11:30am Applicant Attrition: Benchmarks & Causes
 - 11:50am Student Engagement Strategies
 - 12:00pm Operations Center Overview
 - Virtual One-Stop Support
 - Engagement Campaigns
 - Coaching for Enrollment and Retention
 - 12:30pm Depart Embassy Suites to Bb Contact Center
 - 12:45pm Contact Center Tours
 - 1:30pm Group Q&A
 - 1:45pm Depart Bb Contact Center to Embassy Suites

Today's Goals

1

Provide an orientation to Blackboard's operations center

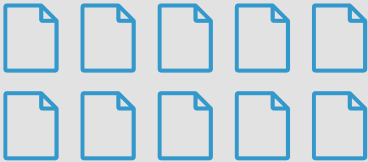
2

Contribute to best practices regarding student engagement

3

Inspire and empower your on-campus initiatives

Benchmarking Applicant Attrition



81
colleges



191,447
applications



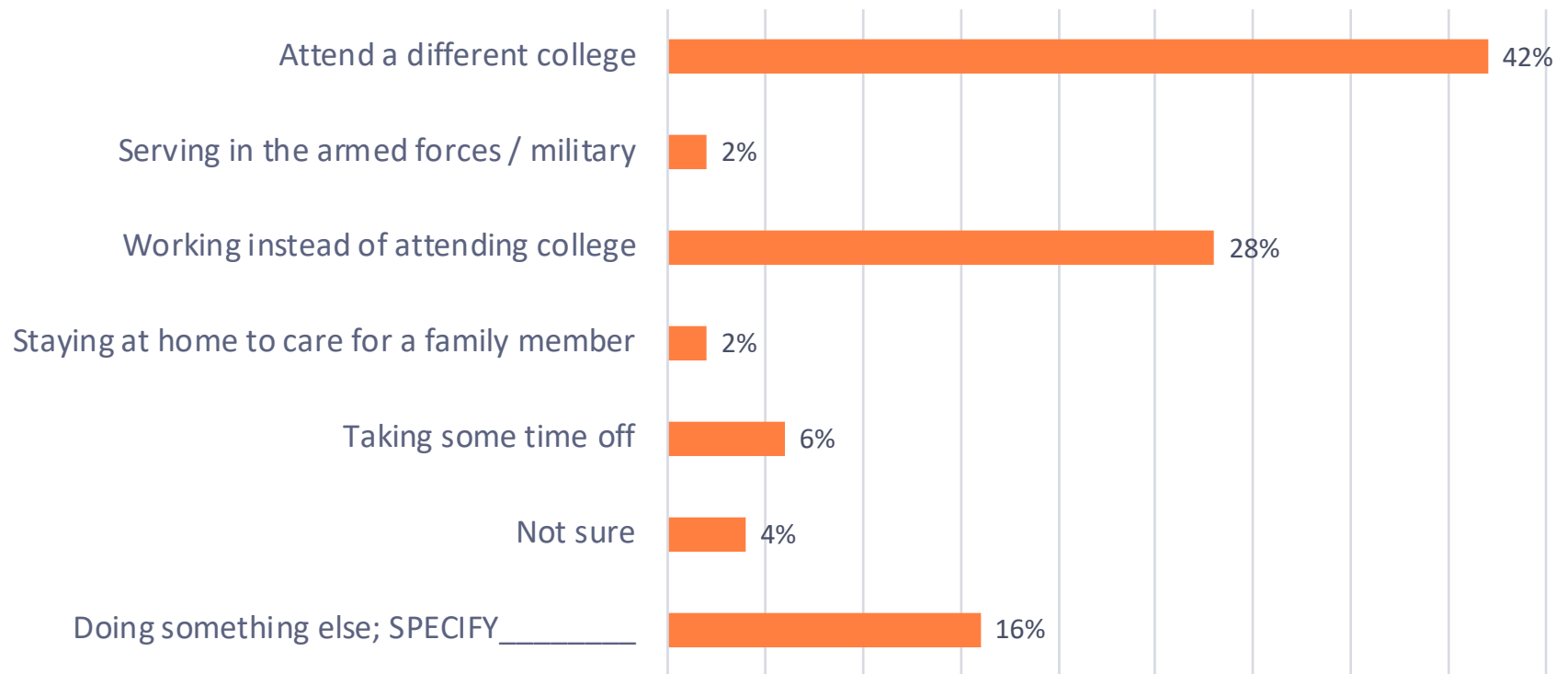
Community Colleges, Fall 2016 Applicants		Yield	Attrition
Conversion rate from application to enrollment*	25 th Percentile	41%	59%
	Median	47%	53%
	75 th Percentile	56%	44%

*Some institutions in this data set equate enrollment with registration, while others count enrollments after a census period.

Reasons for Applicant Attrition

Survey of community college applicants who did not complete the enrollment process in 2016; n= 1,183

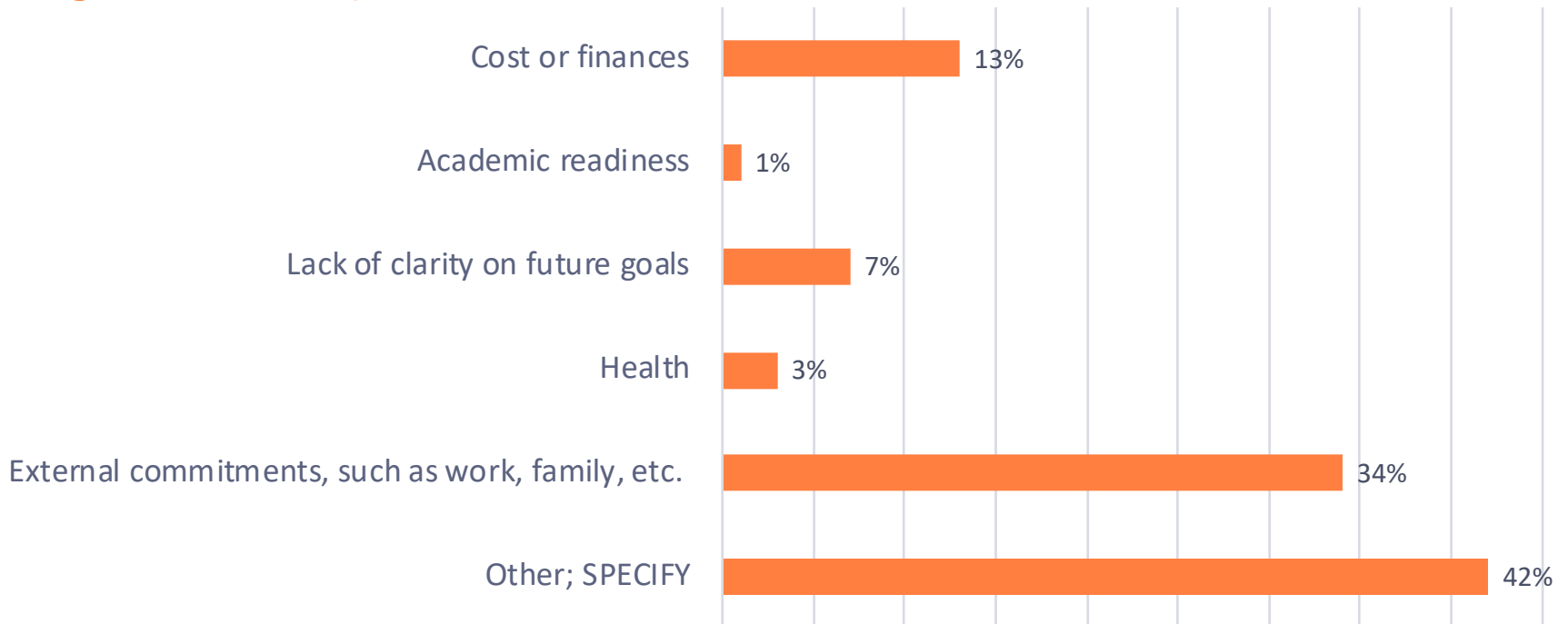
What are your plans this fall? (choose the single best answer)



Applicant Obstacles

Survey of community college applicants who did not complete the enrollment process in 2016; n= 673

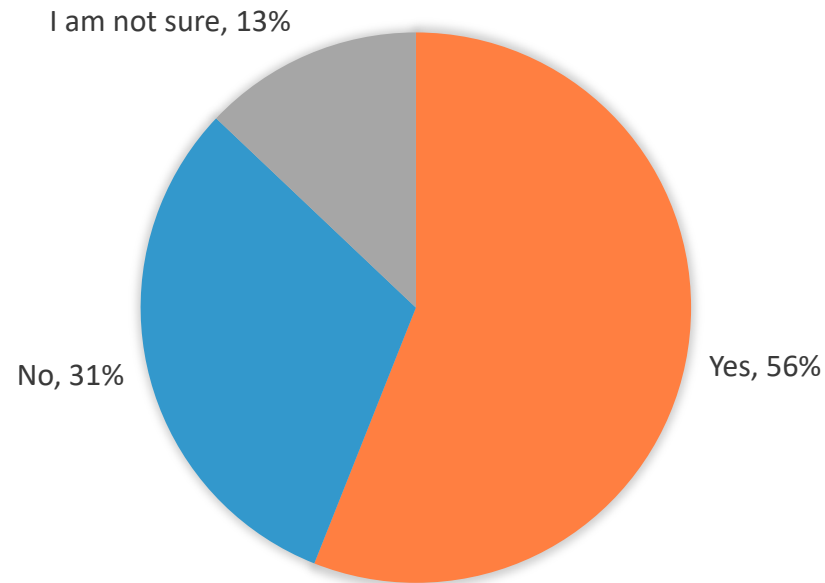
Were there any barriers that prevented you from attending college? (choose the single best answer)



Future Enrollment Plans

Survey of community college applicants who did not complete the enrollment process in 2016; n= 644

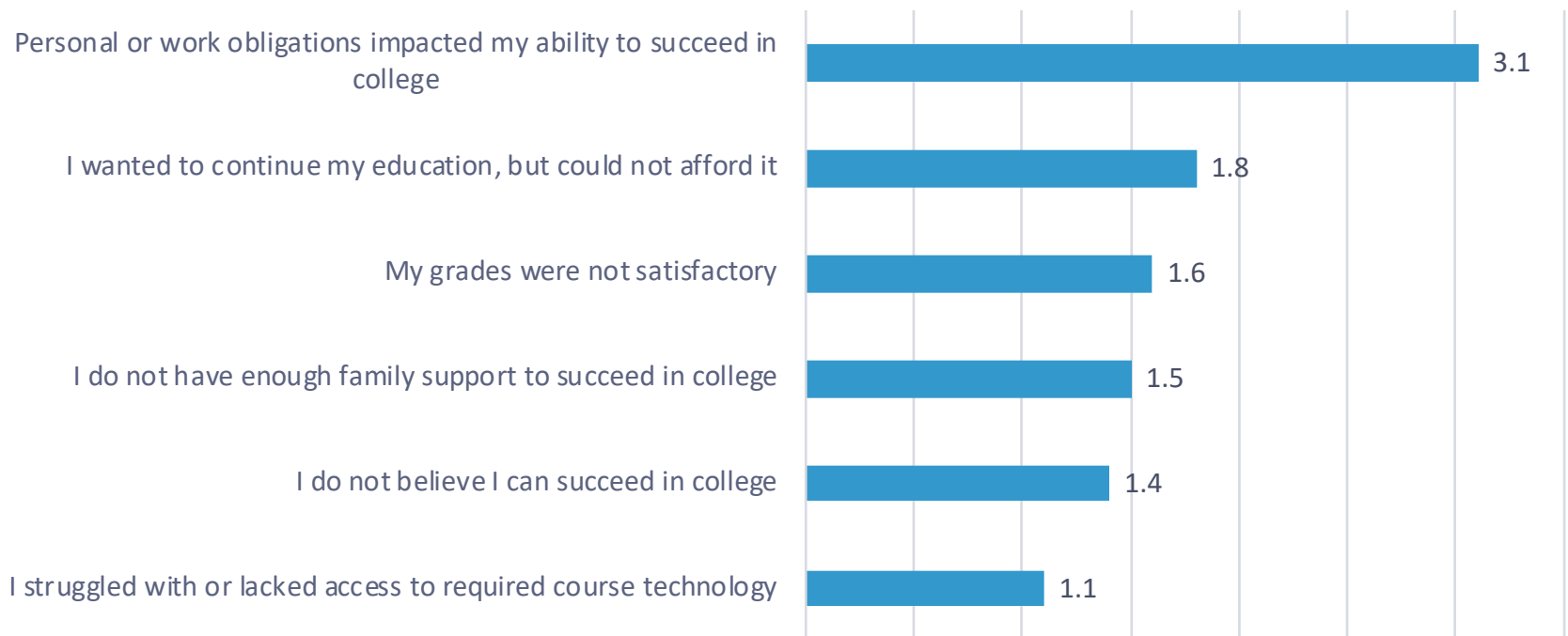
Do you plan to attend college within the next 24 months?



Student Drop Reasons

Survey of Ivy Tech Community College students who registered in Fall 2016, but chose not to re-register for Spring 2017; 4.9% response rate; n = 42

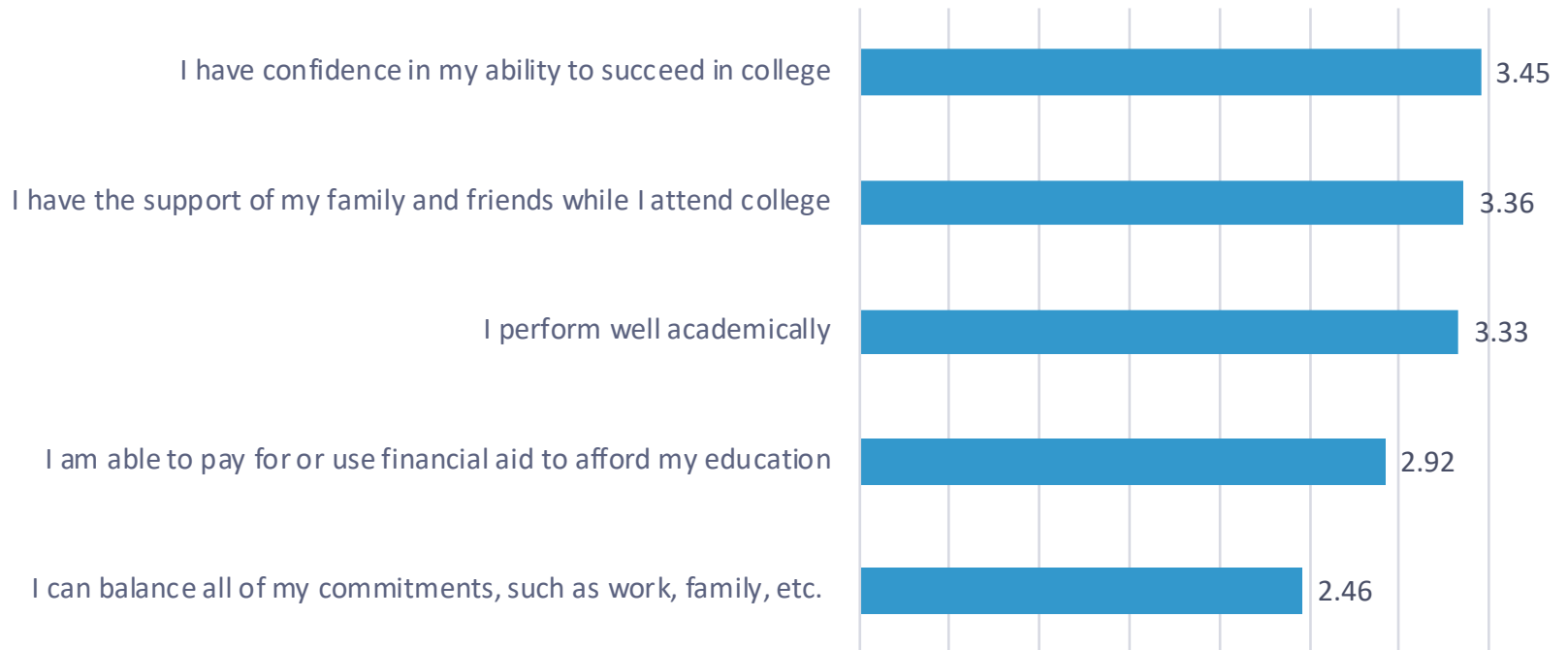
Agree or disagree with the following statements (1 = strongly disagree, 4 = strongly agree)



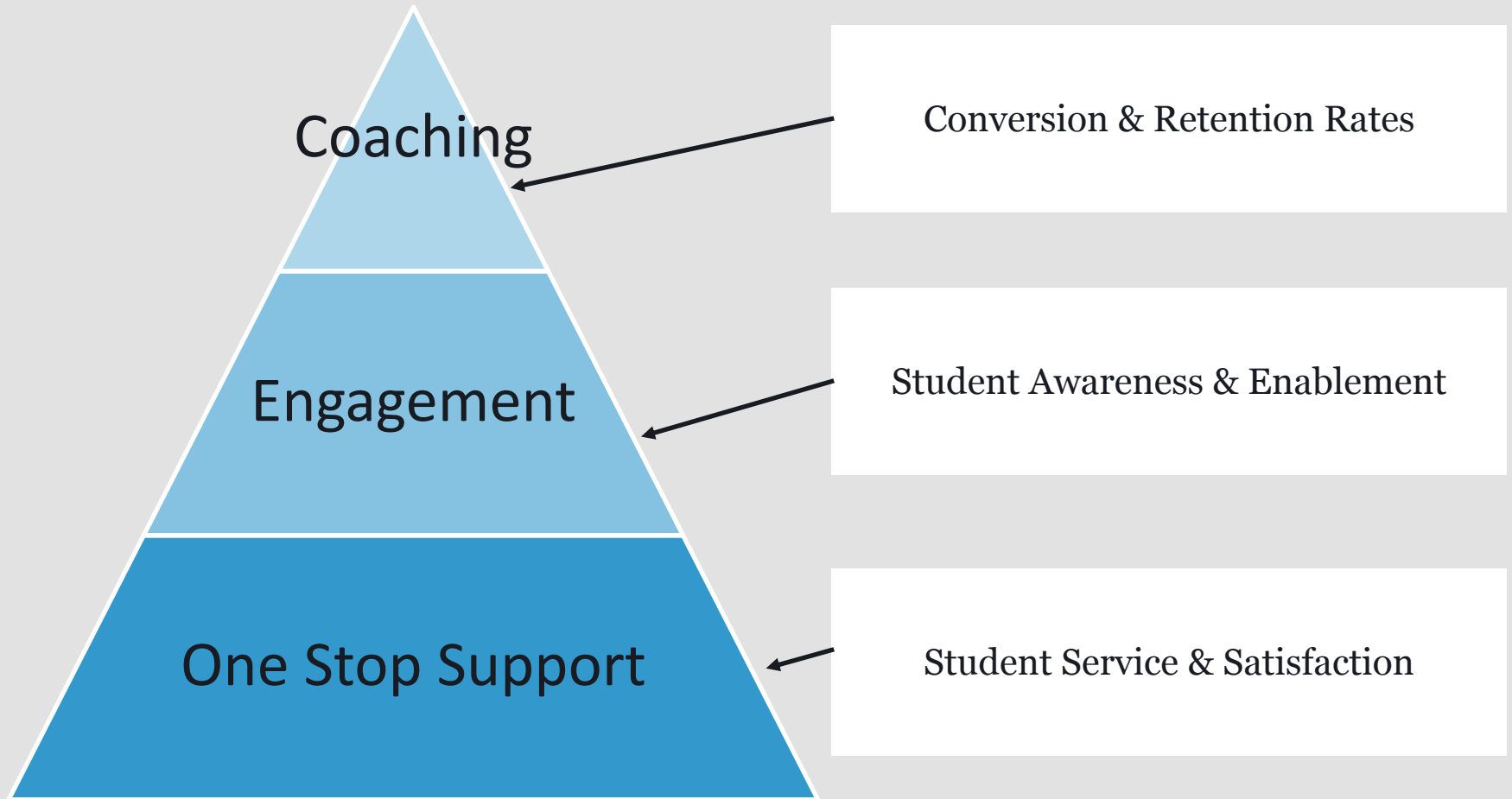
Registered Student Concerns

Survey of Ivy Tech Community College students who registered in Fall 2016, and planned to re-register for Spring 2017; 13.3% response rate; n = 146

Agree or disagree with the following statements (1 = strongly disagree, 4 = strongly agree)



Blackboard's Student Service Philosophy



Virtual “One Stop” Student Services



Real Results: Virginia Community College System



Solution

- ✓ 24x7x365 Financial Aid Support
- ✓ Multi-channel Communications
- ✓ SmartView Service Software
- ✓ Integrated Information Systems
- ✓ Student Self-Service Portal

Performance Metrics



58 second Average Speed to Answer



88% First-Call Resolution Rate



23% Increase in Financial Aid Utilization



86% Student Satisfaction Rate

“We don’t have lines on campuses anymore. We don’t have unanswered calls.”

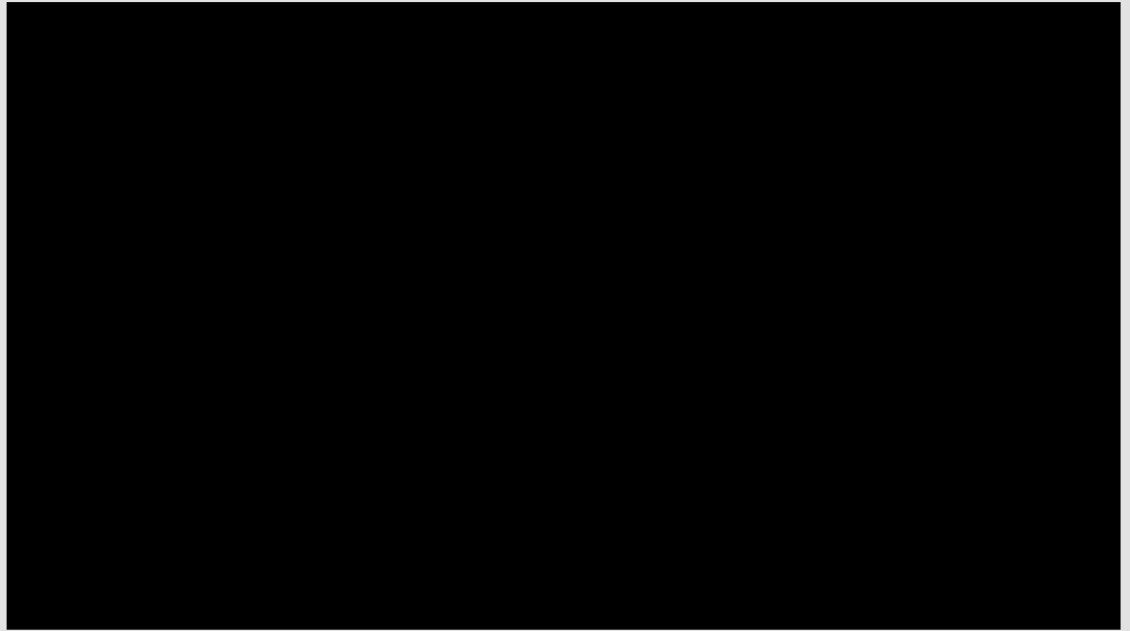
Joan Zanders, Director of Financial Aid and Support Services
Northern Virginia Community College

Customer Spotlight: NOVA



Solution

- ✓ 24x7x365 Financial Aid Support
- ✓ Multi-channel Communications
- ✓ SmartView Service Software
- ✓ Student Self-Service Portal



“We don’t have lines on campuses anymore. We don’t have unanswered calls.”

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Engagement Campaigns



Enrollment



Registration



Financial Aid



Retention



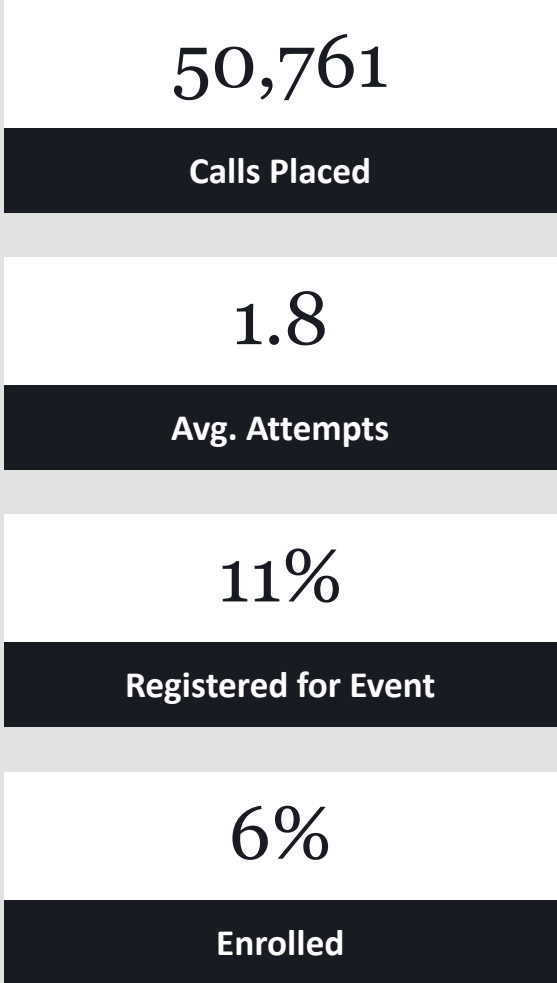
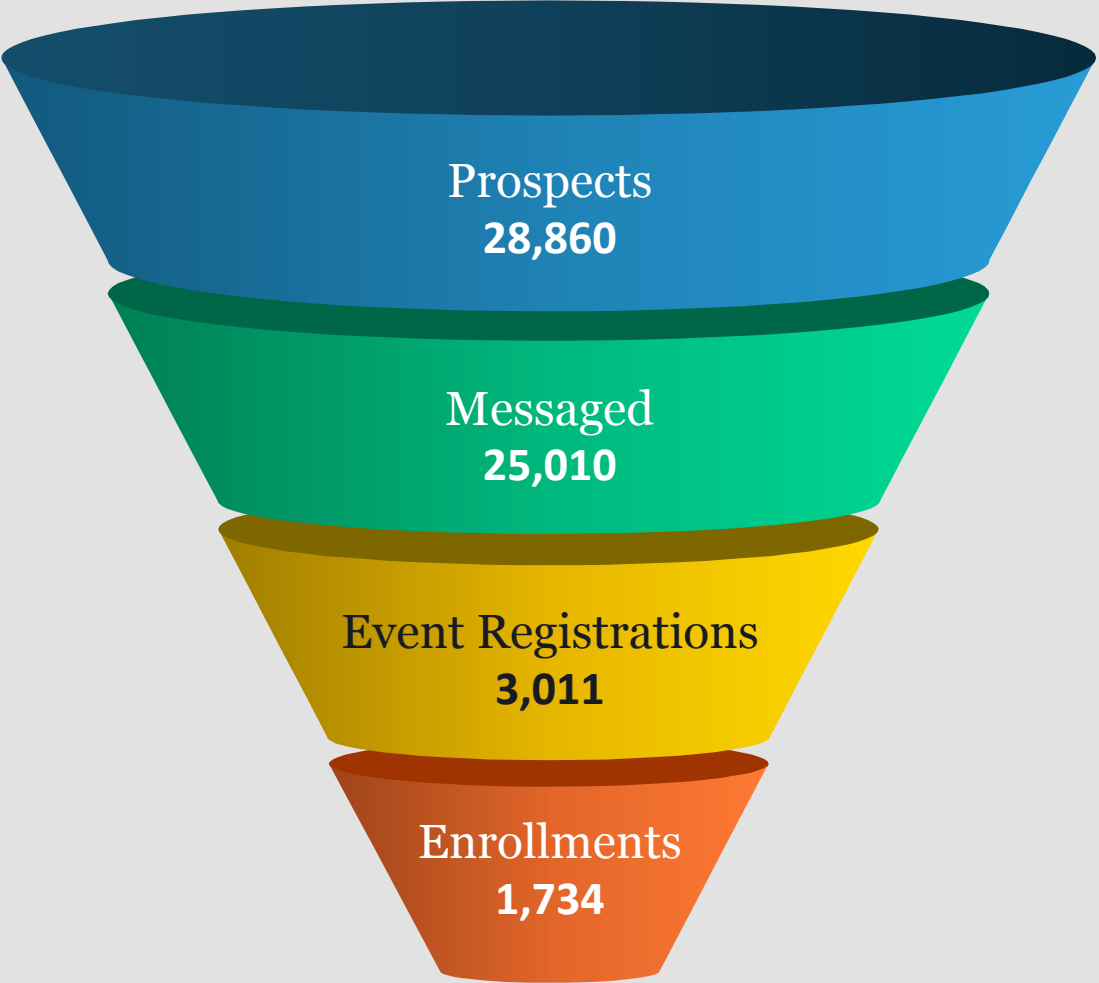
Bursar

- Proactive, multi-channel outreach to engage with students or prospects, guiding them through critical institutional processes.
- Feedback surveys that provide critical insights regarding student satisfaction, institutional reputation, and potential concerns.
- Scalability achieved by planning campaigns around non-peak periods of inbound one-stop support requests.

Real Results:

- Columbus State Community College **re-enrolled 681 students** in a campaign that targeted previous year stop outs.
- Mesa Community College **enrolled 305 new students** in a campaign that targeted incomplete applicants.
- Northern Virginia Community College **achieved 73% FAFSA completion** by targeting incomplete financial aid applications.

KCTCS Engagement Campaign – Express Enrollment Day 2016



Note: Registration Data Provided by Kayla McIntosh at KCTCS on 7.24.16

Enrollment and Retention Coaching

“Coaching is an *interactive process* that focuses on the *personal relationship* between the student and the coach. The coach *challenges the student* to think about personal and professional goals in order to relate them to educational goals.

In this *learning process*, it is important for the coach to encourage the student to become more *self aware* by understanding his or her strengths, values, interests, and passion.”

- *National Academic Advising Association (NACADA)*



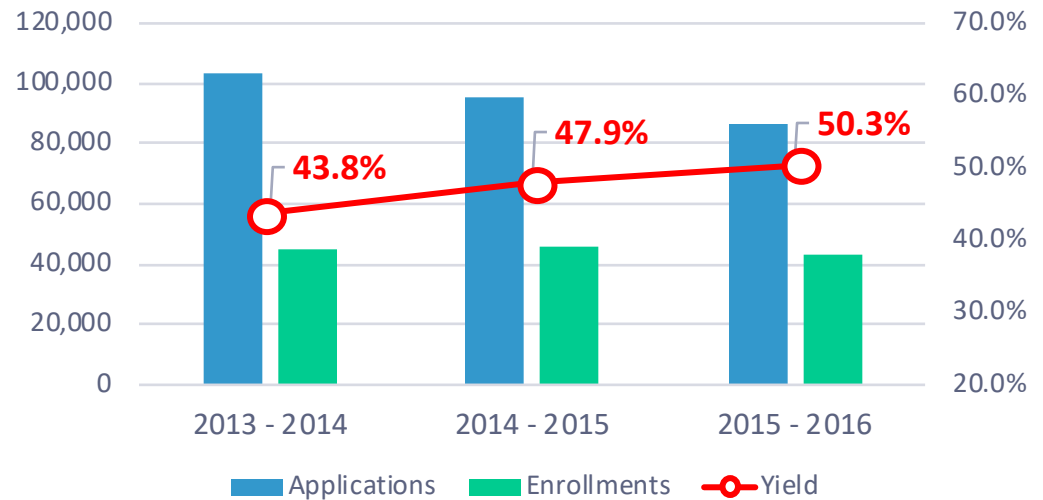
Enrollment Coaching, Ivy Tech



Enrollment Coaching Solution

- ✓ Case Management Approach
- ✓ Progressive, One-on-One Sessions
- ✓ Student Progress Tracking
- ✓ Predictive Analytics / Lead Scoring
- ✓ Marketing Automation Tools
- ✓ Proven Advising/Coach Model

Application Yield



“Our students are more prepared to succeed with a high level of support to help them complete orientation, advising, assessment and registration.”

Jeff Fanter, Senior Vice President of Marketing, Communications and Student Experience, Ivy Tech Community College

Student Empowerment Coaching Model

- Goal orientation and motivation
- Self-directed research and planning
- Critical thinking and decision skills
- Self awareness and self monitoring
- Personal accountability for success



Retention Coaching Pilot, Ivy Tech

Retention Coaching Pilot

Project Goal:

- ✓ Improve first-year retention rate for a cohort of 1,183 full-time students.

Benchmarks (2015):

- ✓ Spring retention rate: 67%
- ✓ Fall retention rate: 42%

Goals (2017):

- ✓ Spring retention rate: 70%
- ✓ Fall retention rate: 48%

Coach Status	Spring Registration	Cohort Total	Registration Rate
Not Engaged	111	227	48.9%
Engaged < 3 sessions	98	156	62.8%
Engaged \geq 3 sessions	629	800	78.6%
TOTAL	838	1183	70.8%

- Students who conducted at least three coaching sessions were significantly more likely to re-enroll.
- Cohort retention achieved 71% in spring 2017; and engagement levels reached 82% in July 2017.
- Fall retention is on track to exceed the 48% goal; pilot project results will be published in October.

Thank You.

Experience



Infrastructure



Scalability



Blackboard Contact Center Tour

