

## Engagement Campaigns

# Provide personalized student outreach with Anthology® Engagement Campaigns

Help learners achieve their goals through targeted support at key points in the student journey.



As student demographics and lifestyles continue to diversify, so do the number of potential barriers that can arise throughout the student lifecycle. Anthology Engagement Campaigns are an efficient and effective means of getting important information to students when they need it most, keeping them on track to achieve their goals and boosting overall enrollment and ROI for your institution.

## Engagement = Enrollment

Whether it is a new student who has stalled during the enrollment process, an existing student who is thinking of stopping out, or a graduated student who is weighing up returning for a post-graduate degree, providing clear, timely information is essential to maximizing your enrollment potential. By providing targeted support across the student lifecycle, Engagement Campaigns improve your capacity to recruit, retain, and re-engage students.



Active re-registration campaign engaged 2,783 unregistered students and drove 1769 (65%) to enroll, resulting in 4.4x ROI

## Tackling student barriers head on

At Anthology, we leverage data and our long history in higher education to identify exactly where students' progress has stalled, then design a contact plan which addresses these barriers. We will work with you to tailor outreach to your biggest areas of need.



Andre hasn't enrolled in classes for the new term, which starts next week.



Michelle is showing signs mid-semester that she is at risk of not completing the term.



Steve needs to verify documents in his FAFSA application.

## A tech-enabled approach for scale and efficiency

Students have come to expect their institution to embrace digital communication channels. We leverage Anthology's dialing technology platform, SMS and email automation, and chat technology to quickly engage important student populations.

We also know that quality human interaction remains essential for many students. Our highly trained coaches form a crucial part of the contact plan, providing support to students at the most pivotal moments in their journey.



Quick response, wonderful customer service, very kind, patient, and willing to listen to concerns. I appreciate the admissions staff so much! Thank you for all of your help. Kayla helped me over email and Robert helped me over phone. Both were incredibly kind and helpful!"

**Student from Bluegrass  
Community and Technical College**

## Fast, easy, effective

Working with a short timeline? No problem. Engagement Campaigns can be seamlessly implemented into your support services without delay.



**Quick implementation:** Initial campaigns can be active within two months; less for simpler initiatives and repeat campaigns.



**Resource efficiency:** Reduce the strain on your internal team, freeing their time to focus on high-touch support.



**Data transparency:** You have full visibility on all results, including, crucially, ROI, allowing for ongoing improvement.

## We are proudly improving student outcomes at a range of great institutions

Our Engagement Campaigns are designed to help higher education institutions of all types and sizes. Right across the country, we're partnering with leading institutions to help their students' progress.



- Ready to add timely, personalized outreach to your student support offering? **Get in touch today!**

