The Last Mile: Tips to Help Prevent Summer Melt

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Partnered with over 150 institutions

...reaching 4,700,000 students
Our Supporters

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What We Do

Uversity at a Glance

**THE BEST STUDENT EXPERIENCE**
Find, connect and engage students where they are right now, using our iOS and Android apps.

**ACTIONABLE DATA**
Receive real-time enrollment predictions based on behavior specific to this year’s class.

**GROW, SHAPE & MANAGE ENROLLMENT**
Create proactive outreach strategies and make data-driven decisions throughout your enrollment cycle.
Overview
What is Summer Melt and why does it matter?

Current Trends
What are the main themes for your incoming class?

Solutions for Summer Melt
Learn about successful outreach strategies from other institutions

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What Is Summer Melt?

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How Students Experience Melt

- **Apply**
  - Accepted
  - Deposit

- **Financial Aid**

- **Health insurance forms**

- **Placement tests**

- **Budget for school**

- **Housing forms**

- **Send transcripts**

- **Mandatory orientation**

- **Buy supplies**

THE LAST MILE

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Who Is Melt Impacting?

Four Year Private Colleges & Universities

Four Year Public Universities

Community Colleges

Proprietary Institutions
Melt by the Numbers

According to research by Harvard, students melt at rates between 10%-40%.

Melt rates vary dramatically.

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Source: Castleman and Page, Harvard
depending on type of student and school
Rates are highest for students from low to middle-income, minority families
and those intending to enroll at community colleges
Melt by the Numbers

1 out of 5 students

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Why Melt Matters for You

Cost to Recruit

Applicant → $451
Admit → $677
Enrolled → $2,432

Source: NACAC State of College Admissions, 2013
High school graduates earn 50% less than young adults with a college degree.
Why Melt Matters for Students

Unemployment rates double for young adults without a college degree

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Double deposit: putting down a deposit, and thus accepting admission, at more than one institution.
NACAC has found that some institutions recruit students who have made deposits at other institutions.
Educational Attainment Gap Narrows

Figure 2. Percentage of 25- to 29-year-olds who completed at least a high school diploma or its equivalent, by race/ethnicity: Selected years, 1990–2013

College Enrollment Gap Continues

College Enrollment Gap Continues

Figure 3. Percentage of high school completers who were enrolled in 2- or 4-year colleges by the October immediately following high school completion, by family income: 1990–2012

Figure 4. Percentage of high school completers who were enrolled in 2- or 4-year colleges by the October immediately following high school completion, by race/ethnicity: 1990–2012

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Solutions to Summer Melt

1. **Improve Communication**
   - Go Mobile
   - Real-time Messaging
   - Build Community Earlier

2. **Involve Your Students**
   - Peer-to-Peer Programs
   - Student Ambassador Programs
   - Transition Committees

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“Screenagers, students who prefer to deal with a machine over a human, especially in situations involving confrontation or commitment.”

-Jean Norris, universitybusiness.com
• 6% of teens exchange emails
• 39% of teens talk via mobile phones
• 63% send texts on a daily basis
Solution: Go Mobile

86%
Visited a school’s website on a mobile browser.

19%
Download an app from the school.

17%
Texted with someone from the university.

Q26. Which of the following have you done on a smartphone or tablet related to reviewing college information? (select all that apply)

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Solution: Real-time Messaging

- Students who received the text messages were 7.1% more likely to attend college than those in the control group.
- $7 per student, increased two-year enrollment by nearly 3 percentage points.

Source: “Summer Nudging: Can Personalized Text Messages and Peer Mentor Outreach Increase College Going Among Low-Income High School Graduates?”
Link your students with the new learning community early.

- Live online chats
- Blogs
- Photo contests
- Social media
- Counselor involvement
- Roommates
EMU found students who joined Schools App were 4x less likely to melt compared to non-members.

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Involve Your Students
Solution: Peer-to-Peer Programs

Peer Mentoring (Boston School District)

- College Mentor Qualifications
- Approach
- Costs

Increased four-year enrollment by 4.5 percentage points

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Peer influence increases the likeliness of enrollment by over **14 percentage points**.

http://www.ed.gov/blog/2014/06/cooling-off-summer-melt-from-high-school-graduation-to-the-first-day-on-campus/
Transition Committees

Self-actualization
Self-esteem
Belongingness
Safety and security
Basics

Work together to transition students

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Wrap Up

Reasons for Melt

• Financial reality sets in
• Waitlist releases
• Negative experiences
• Lack of campus connection
• Lack of support and knowledge about enrollment process

Melt Interventions

• Utilize technology
• Get your current students involved
• Coordinate with your entire institution
CONTACT US!

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THANK YOU!