

Results from Emails to FAFSA Applicants who Never Registered

9/01/2017

Hi Bill, Joumana, Chau and Jenny,

Remember the email we sent to people who sent us their FAFSA information but never registered for classes? I had shared the click rates were high. Now we can see how many actually registered.

Antonio Bangloy ran the data to see how many of the folks who received the email ended up coming to Mt. SAC.

- **TOTAL EMAIL RECIPIENTS**
We sent the email on July 25 to **20,551** people who sent us their FAFSA information over the last two years but didn't register for classes after the first wave of registration appointments. We used Mailchimp to throttle emails to their personal email accounts and track clicks.
- **RECIPIENTS WHO THEN REGISTERED**
Of that email group, **3,187** ended up registering for classes. That's a 15.5% success rate!
- **EMAIL CLICKS**
 - **7,467** people opened the email
 - **37%** email open rate (industry average is 14%)
 - **3.4%** click rate (industry average is 1.3%)

Needless to say we are eager to try this technique each semester!

Thanks for your support in this.
Yen

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