Call Center Impacts

Supplement to Blackboard Presentation

April 29, 2019

TARGET GROUPS

- **GROUP 1** – Missed Fall Term (Criteria 1 – Enrolled in spring 2018 or summer 2018; Criteria 2 – Missed Fall 2018 enrollment; Criteria 3 – remove if enrolled in winter 2019; Criteria 4 – No holds and no probation; Find registration date for Spring 2019.)

- **GROUP 2** – Attended in Fall, but Have Not Registered for Spring. (Criteria 1 – Attended in Fall 2018; Criteria 2 – Has not registered for Spring 2019; Criteria 3 – Registration Date has Passed; Criteria 4 – No holds and no probation; Find registration date for Spring 2019.)

- **GROUP 3** - Applied for Fall, but did not enroll. (Criteria 1 – Applied to attend in Fall 2018; Criteria 2 – Did not enroll in classes in Fall 2018)

Groups Across Campus

- Research was a critical partner and put in a lot of energy to provide the right data, pull students who had been registering as calls were being made, and analyzing data after the fact. This project would not happen without them.

- Student Services helped determine groups to call; FAQs; Script suggestions.

- Counseling helped set up a hotline. Francisco Dorame reported they were not impacted by the call center. 313 students in intervention group set up appointments. We can explore how this compares to "Uncontacted" population.

- Help Desk and Operators were prepared with orientation and Q&A, anticipating they would help by answering follow up calls. Lee Jones reported they were not impacted by the call center. IT EAS helped pull data with Research.

- Overall, it appears the project had low impact on campus staff.

Student Impacts

CALL CENTER COMPLAINTS

- One email and one phone call complaint

- No one used the opt-out phone line that Lee Jones helped set up.

ENROLLMENTS

- Estimated 197 additional students enrolled

- Data for 465 students who have some interest in attending, but did not yet register

Blackboard

Engagement
Campaign Outreach
Results

Spring 2019

Active Reregistration Campaign

Proactively Engage
Encourage up to students to re-enroll for spring 2019 and meet with advisors

Discovery Intent
*Light discovery to understand students enrollment intentions and identify any possible roadblocks*

Provide Guidance
Assist completing the registration process or connect students with concerns to Mt. SAC team for assistance

Survey
Those claiming they are no longer interested in attending to identify trends

Campaign Outreach Outcomes

Target Population
10,703

Messaged
8,333

Engaged
2,783
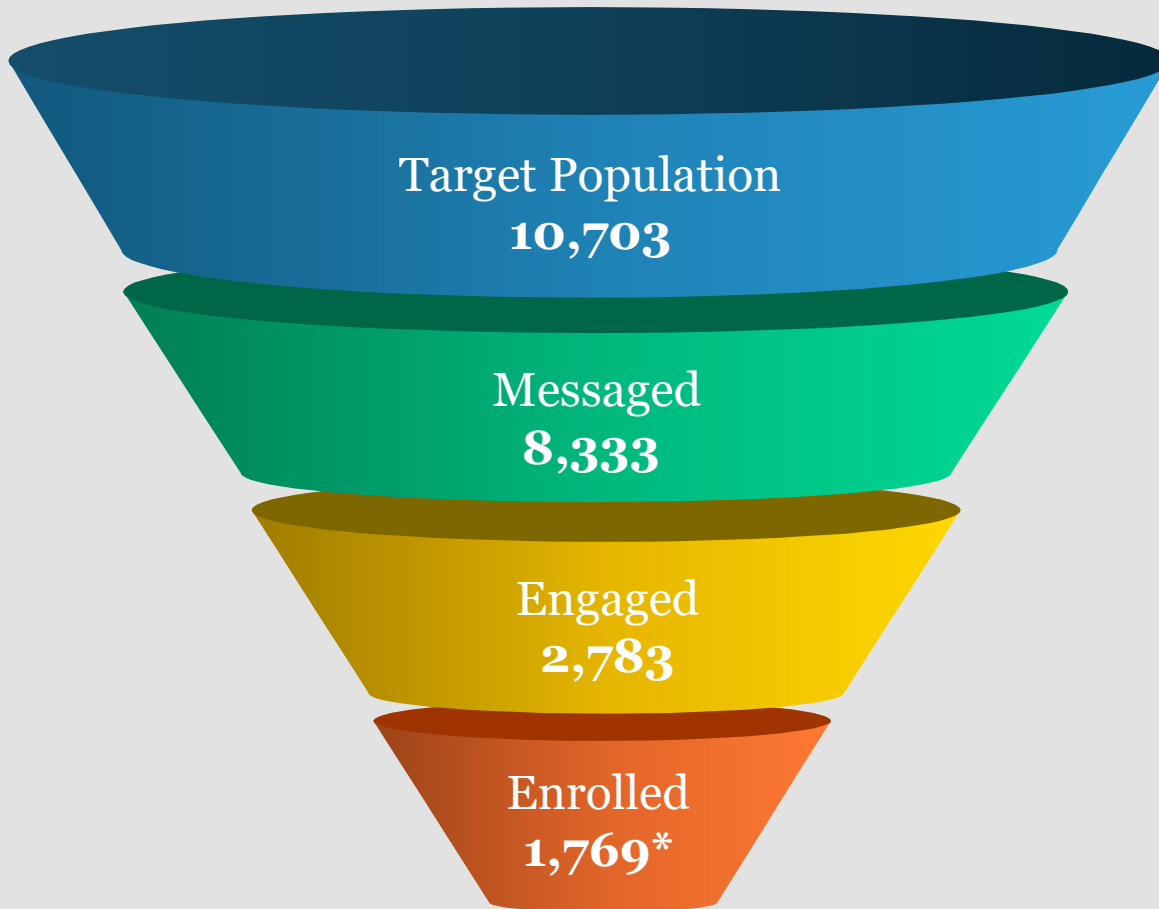
Enrolled
1,769*

| 44,033 |
| Outreach Calls |

| 78% |
| Penetration Rate |

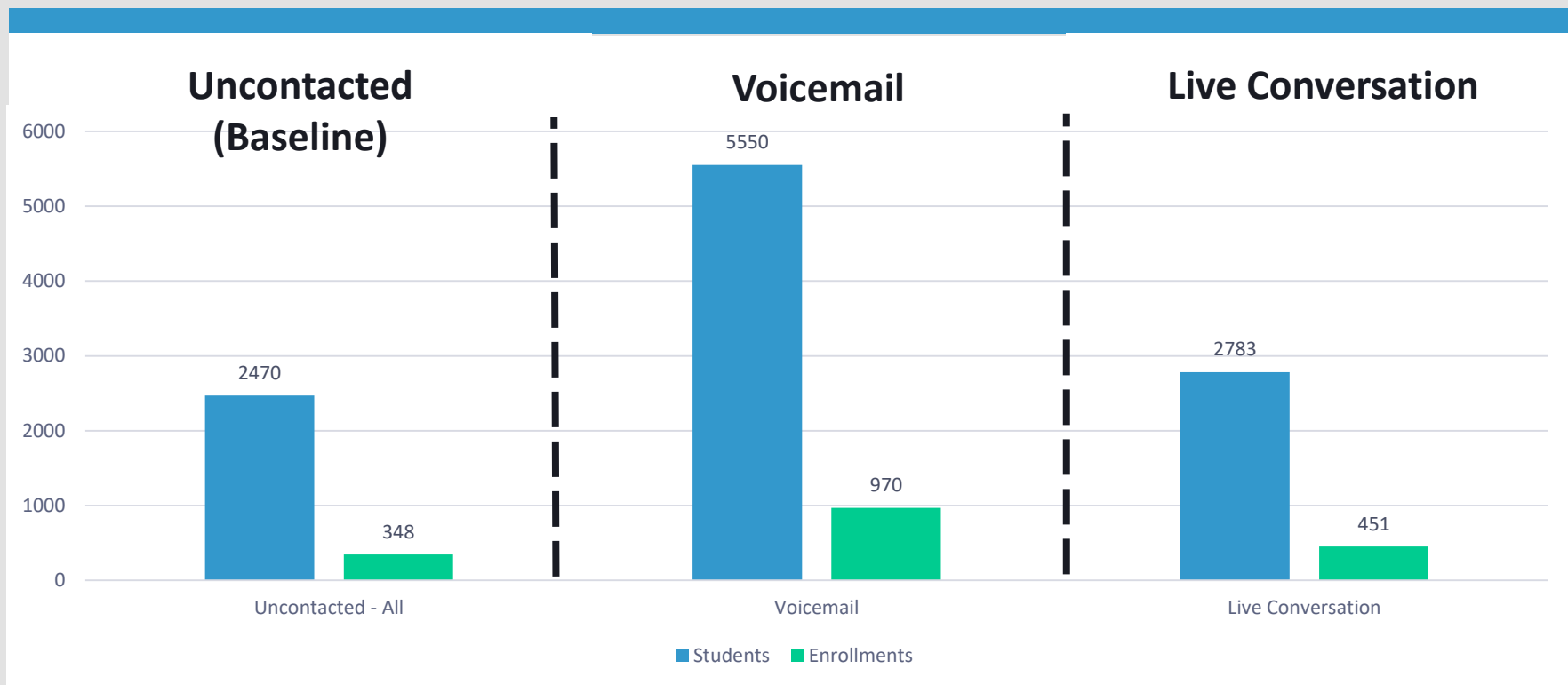| 26% |
| Engagement Rate |

| 13% |
| Campaign Yield |

| 313 |
| Appointments Made |

Includes 440 enrollments from "Re-application Required" group
2,301 students registered on their own and were removed from the campaign

Outreach Goal: Re-registration

"What was the impact of the outreach campaign?"

Enrollments by Interaction

Uncontacted (Baseline) — 2470 Students, 348 Enrollments (Uncontacted - All)

Voicemail — 5550 Students, 970 Enrollments (Voicemail)

Live Conversation — 2783 Students, 451 Enrollments (Live Conversation)

Legend: ■ Students ■ Enrollments

14.68% enrollment rate from students who were not contacted

17.47% enrollment rate from applicants who received a voicemail

16.20% enrollment rate from applicants who spoke to an advisor

-All groups only include those that passed TCPA compliance and were part of the campaign

Estimated Return on Investment

Enrollment Results	Students
Actual Enrollment Results	**1,769**
Assumed Enrollment Results *without Campaign* (14.68% x 10,703)	**1,572**
Assumed Incremental Students	**197**

Incremental Enrollments Value	Metric
Assumed FT Incremental Enrollments (25% x 197)	**49.25**
Assumed PT Incremental Enrollments (75% x 197)	**147.75**
Average Revenue Per FT Enrollment (49.25 x 3727)	**$183,555**
Average Revenue Per PT Enrollment (147.75 x 3727)	**$275,332**
Total Value of Spring Enrollments	**$458,887**
Project Investment	**$85,000**
Estimated ROI	**4.4x**

**FTE revenue data provided by Mt. SAC Research on April 18th, 2019*

Additional Campaign Insights

Blackboard

Best Time to Reach Prospects

Observations

- Blackboard had successful conversations with students on 10% of all outbound calls

- Best answer rates occurred after 4pm PST

- Highest call volume completed between 10am-12pm PST and 4pm EST

Legend: ■ Total Calls — Live Conversation %
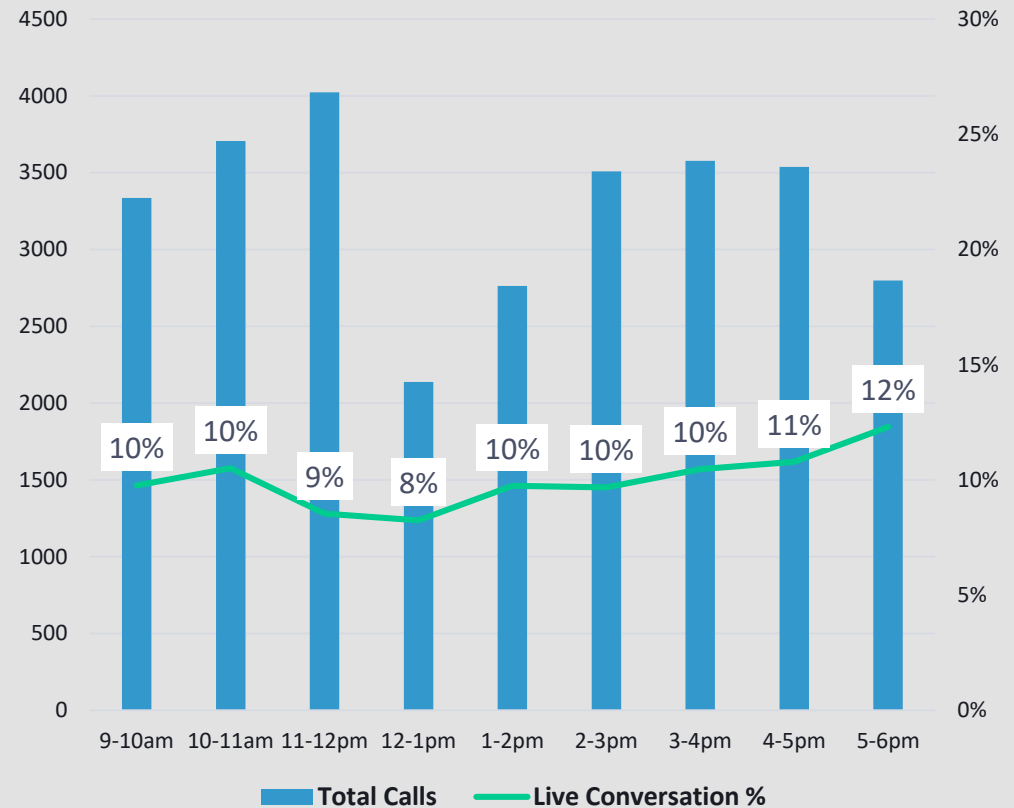
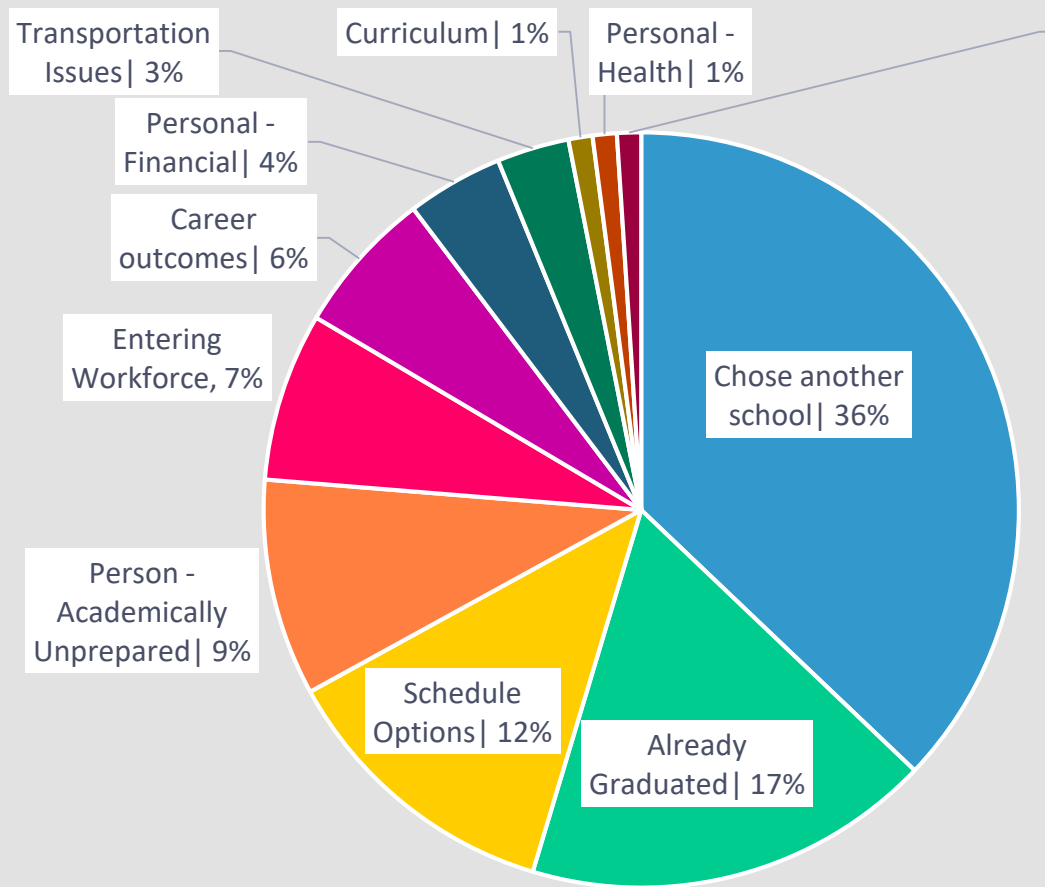*Note: Data includes outbound calls only. Times in PST*

Number of Attempts to Conversation
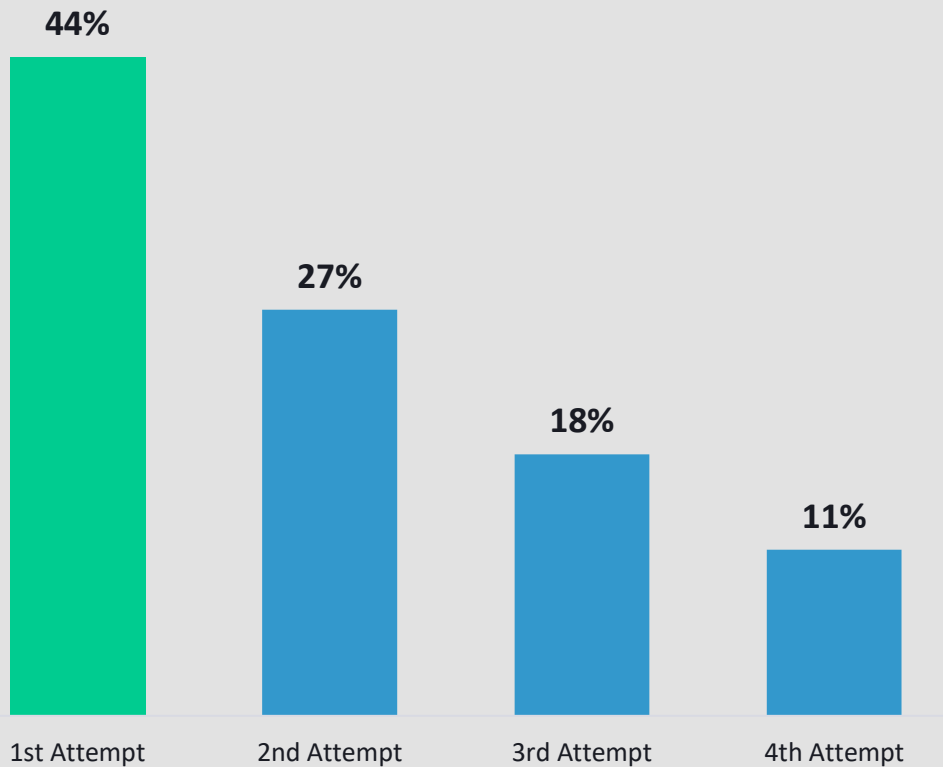
Observations

- **3,218 live interactions** were established with prospects on outbound calls

- **71%** of conversations were initiated on the first 2 attempts

- **358** conversations came on the final outbound attempt

Single Question Survey Results

REASONS	#	%
Chose another school	**517**	**36%**
Already Graduated	238	17%
Schedule Options	171	12%
Person - Academically Unprepared	134	9%
Personal - Family	95	7%
Career outcomes	89	6%
Personal - Financial	56	4%
Transportation Issues	47	3%
Curriculum	21	1%
Personal - Health	21	1%
Military Duty	10	1%
Cost-tuition not feasible	5	0%
Financial Aid Ineligible	4	0%
Major Not Available	4	0%
Poor Academic Experience	4	0%
Financial Aid Incomplete	1	0%
Reputation	1	0%
Poor Registration Experience	1	0%

Pie chart labels:
- Transportation Issues| 3%
- Curriculum| 1%
- Personal - Health| 1%
- Military Duty| 1%
- Personal - Financial| 4%
- Career outcomes| 6%
- Entering Workforce, 7%
- Person - Academically Unprepared| 9%
- Schedule Options| 12%
- Already Graduated| 17%
- Chose another school| 36%

Note: Only prospects that provided feedback are included in these metrics

10

Which Other Schools Were Chosen?

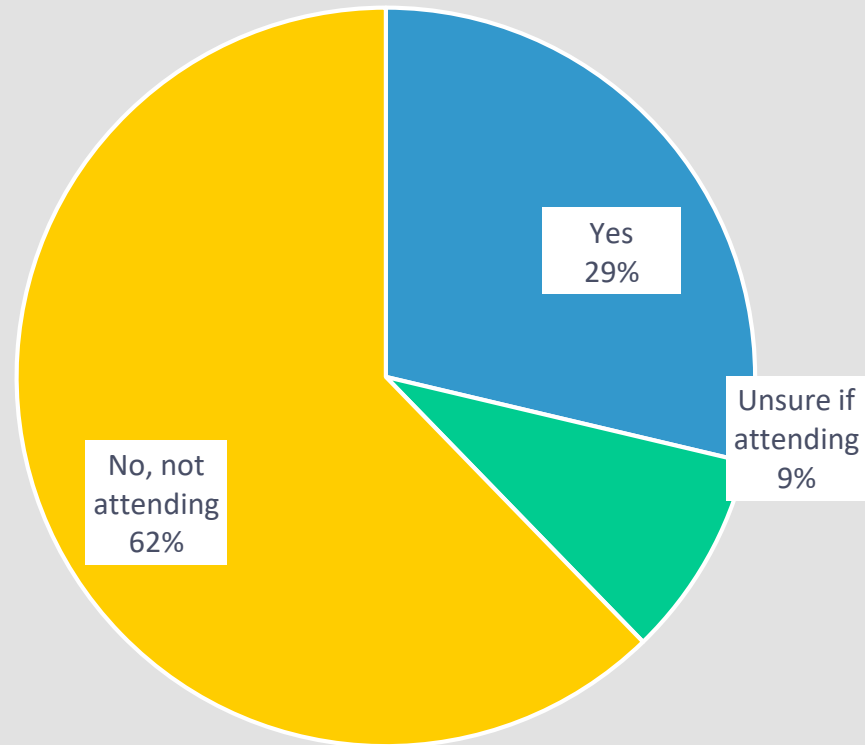| School Name	Count
Did Not Disclose	156
Other - Non-Community College	140
Cal Poly - Pomona	74
Cal State - Fullerton	41
Cal Poly - SLO	13
Other - Community College	13
UCLA	12
University of La Verne	11
UC - Riverside	11
Cal State - Long Beach	8
Cal State	6
Citrus College	6
Pasadena City College	5
UC - Irvine	4
UC - Berkeley	3
UC - San Diego	3
UC - Davis	3
UC - Santa Barbara	3
UC - Santa Cruz	2
UC - no campus listed	2
USC	2
Grand Total	**518**

Note: *Only prospects that provided feedback are included in these metrics*

Interest at Time of Conversation

Student interest level at the **time of our conversation**

- ✓ **38%** of those we spoke with expressed at least some level of interest in attending Mt. SAC

- ✓ **349 students** of students who expressed at least some level of interest ended up enrolling in spring

- ✓ **465 students** of those who expressed at least some interest in enrolling did NOT enroll for spring

Yes 29%

Unsure if attending 9%

No, not attending 62%

thank you!