



# EXPLORATORY REVIEW

## AUTOENROLLMENT FROM WAITLIST & RELATED ENROLLMENT ENHANCEMENTS

### **Student Services**

Dr. Melba Castro, Vice President, Student Services  
Dr. David Forgues, Associate Vice President, Student Services  
Dr. George Bradshaw, Dean, Enrollment Management  
Dr. James Feigert, Director, Admissions and Records

### **Information Technology**

Anthony Moore, Chief Technology Officer  
Antonio Bangloy, Director, Enterprise Application System  
Chuong Tran, Assistant Director, Enterprise Application System

## Background and Purpose

This report is presented to the Mt. San Antonio College President's Cabinet in response to a request for an exploratory review of autoenrollment from course waitlists and related enrollment enhancements. The increasing demand for course access and the need to optimize student enrollment processes have prompted this comprehensive examination of autoenrollment strategies and technologies.

## Framework

To address this charge comprehensively, the workgroup developed questions to guide our investigation. This report presents findings for each question, followed by recommendations and implementation considerations specific to Mt. San Antonio College's operational context and student needs.

### 1. Autoenrollment Practices

**What campuses currently implement autoenrollment from waitlists, and what technology platforms are they utilizing to support these processes?**

Included below is the review from the Mt. SAC IT Team.

| Campus/District                        | Technology Used                                                                  | Notes                                                                                                                                                                                                                                                                  |
|----------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Kern Community College District</b> | Applied local modification to the baseline Banner.                               | Moving away from auto-enrollment to the much preferable Add Auth model (similar to Mt.SAC's). This model enhances instructor control and mitigates fraud risk.                                                                                                         |
| <b>Imperial Valley College</b>         | Applied local modification to the baseline Banner.                               | While FTES growth has been observed, no direct correlation has been confirmed. The solution is not SaaS compatible.                                                                                                                                                    |
| <b>San Jose Evergreen CCD</b>          | A non-Banner school using Colleague that has a built-in Auto-enrollment feature. | Discontinued auto-enrollment due to bot activity. Despite improved fraud prevention, the district does not plan to reinstate auto-enrollment. Currently leans on faculty providing add auth code to students. This process works for them better than auto-enrollment. |
| <b>Allan Hancock College</b>           |                                                                                  | Exploring the idea of auto-enrollment.                                                                                                                                                                                                                                 |

## 2. Implementation Challenges

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### What challenges have other campuses identified with autoenrollment systems?

Included below are various challenges associated with the implementation of autoenrollment:

- **Multiple Waitlist Conflicts:** Students frequently place themselves on waitlists for multiple courses that meet at identical or overlapping times. Autoenrollment systems must incorporate sophisticated scheduling conflict detection to prevent students from being automatically enrolled in courses they cannot attend simultaneously. Without proper conflict resolution protocols, students could be enrolled in courses with time conflicts, creating academic and administrative complications.
- **Enrolled-Waitlist Time Conflicts:** A common scenario occurs when students are currently enrolled in one course but waitlisted for a preferred course that meets at the same time. The system must be programmed to:
  - Automatically drop the original course when enrolling from the waitlist,
  - Alert the student to make a choice within a specified timeframe, or
  - Prevent autoenrollment when conflicts exist with current enrollments.
- **Prerequisites and Eligibility Verification:** Autoenrollment systems must verify that students meet all course prerequisites, corequisites, and eligibility requirements at the time of automatic enrollment. This includes checking:
  - Completed prerequisite courses with required grades,
  - Current enrollment in required corequisite courses,
  - Academic standing and probation status,
  - Financial aid satisfactory academic progress,
  - Program-specific enrollment restrictions.
- **Auto-enrolling Bad Actors:** One weakness of the autoenrollment process is its inability to filter out bad actors. A school reported that autoenrollment led to a high percentage of bad actors occupying many of their classes. This situation created significant challenges for legitimate students trying to enroll in those classes.
- **Forgotten Waitlist:** Students who forget about being autoenrolled from multiple waitlists can face significant academic, financial, and administrative problems. The confusion can lead to over-enrollment, unnecessary fees, and negatively impact their academic standing.

## 3. Implementation Requirements

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### What resources, technology infrastructure, and operational changes would be required for Mt. San Antonio College to implement autoenrollment capabilities?

Implementing autoenrollment for waitlisted students would require both technical development and operational adjustments. Since Banner does not offer built-in functionality to support this process, a custom solution would need to be developed. This would involve a programmer to build the autoenrollment logic and a Business Analyst to collaborate with Admissions & Records (A&R) and Instruction in defining system requirements, developing test plans, and coordinating unit and system testing.

Because this would be a custom (non-baseline) process, additional time and resources would be required on an ongoing basis to maintain compatibility with future Banner upgrades. Each upgrade

could potentially impact the custom autoenrollment logic, requiring review, testing, and possible updates to ensure continued functionality.

Operationally, we would need to also revise the following:

- Notifications: The current process that sends notifications to students when a seat becomes available and instructs them to register within 72 hours would need to be deactivated.
- Information: Student-facing materials, including the online and printed Schedule of Classes, would need to be updated.
- Communications to Students: A new communication process must be designed and implemented. This would require further development work and updates to all related student communications.

To understand the costs and scope of work, we requested a quote from SIG which follows. There are three key factors to review in this proposal:

- SIG could not provide a quote for the project. At this point, they are estimating a total cost of \$19,000-\$20,000 to define the scope and design. We would potentially commence work without knowing the total cost.
  - Until the assessment is completed, we will not have a definitive timeline or cost for implementation. Once SIG delivers their findings, we will be in a much better position to evaluate the full scope, timeline, and resource commitments required.
- SIG did not recommend moving forward with large scale customization due to ongoing information about Banner to SASS transition. Banner has shared this transition, while a timeline is not set, a transition could be expected within the next 5 years.

#### 4. Student Response Parameters

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**What timeframes do other institutions provide students to accept enrollment from a waitlist before the seat is released to the next eligible student?**

The information was obtained by the Dean of Enrollment Management via a Query.

| Campus/District         | Time Period             |                            |
|-------------------------|-------------------------|----------------------------|
| CC San Francisco        | 24 hours                | Email                      |
| Citrus College          | 48 hours                | No Response                |
| College of Siskiyous    | 24 hours                | Email                      |
| College of the Canyons  | Auto - runs once a day  | Email                      |
| DeAnza College          | Auto every 4 hours      | Email                      |
| El Camino               | Auto                    | Email and Portal           |
| Fullerton College       | 48 hours                | Email and Text             |
| Marin                   | 48 hours                | Email                      |
| MiraCosta               | Auto 2:00 am daily      | Email                      |
| Mt. San Antonio College | 72 hours                |                            |
| Orange Coast College    | 24 hours                | Email                      |
| Pasadena City College   | 48 hours                | Email                      |
| San Jose/Evergreen      | 48 hours (removed auto) | No Response                |
| Santa Ana College       | Auto                    | Email and Text             |
| Skyline College         | 24 hours                | Email (text opt in option) |

## 5. Alternative Enrollment Strategies

### Are there alternative strategies that can help improve the enrollment and waitlist process?

- A. Improve the Drop for Prerequisite Process to include:
- Dropping students from the waitlist.
    - Admissions and Records will work in collaboration with IT to include students on the waitlist in the Drop for Prerequisites.
    - It will provide support by creating a report to show the waitlist separately from (or in addition to) enrolled students.
  - Run more frequently to account for Ws/EWs throughout term if report is not predicated on final grades submission.
- B. Add additional dates when the **Drop for Prerequisites** will occur.

| Timeline by Term | Timeline                               | Process                                                                                                                                                                                                                                                                                                                                                         |
|------------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Winter           | Fall: Week 5<br>September 24, 2025     | Winter Registration begins                                                                                                                                                                                                                                                                                                                                      |
|                  | Spring After Grades Roll               | <b>Status Quo Drop for Prerequisites</b> that occurs after fall grades roll.                                                                                                                                                                                                                                                                                    |
|                  | Fall:<br>Week 10<br><b>New</b>         | Run <b>Drop for Prerequisites</b> for students registered for the next level course for the winter intersession <b>and</b> <ul style="list-style-type: none"> <li>Who did not successfully complete a 1<sup>st</sup> 8-week prerequisite course in Winter <b>and</b> are not enrolled in a 2<sup>nd</sup> 8-week course that meets the prerequisite.</li> </ul> |
| Spring           | Fall Week 12<br>November 12, 2025      | Spring Registration begins                                                                                                                                                                                                                                                                                                                                      |
|                  | Winter:<br>After Grades Roll           | <b>Status Quo Drop for Prerequisites</b> occurs after winter grades roll.                                                                                                                                                                                                                                                                                       |
|                  | Winter:<br>End of Week 2<br><b>New</b> | Run <b>Drop for Prerequisites</b> for students registered for the next level course for the Spring term <b>and</b> <ul style="list-style-type: none"> <li>Are not enrolled in a prerequisite required for a course in Spring.</li> </ul>                                                                                                                        |
| Summer           | Spring: Week 5<br>March 25, 2026       | Summer Registration begins                                                                                                                                                                                                                                                                                                                                      |
|                  | Spring:<br>After Grades Roll           | <b>Status Quo Drop for Prerequisites</b> occurs after spring grades roll.                                                                                                                                                                                                                                                                                       |
|                  | Spring:<br>Week 10<br><b>New</b>       | Run <b>Drop for Prerequisites</b> for students registered for the next level course for the summer intersession <b>and</b> <ul style="list-style-type: none"> <li>Who did not successfully complete a 1<sup>st</sup> 8-week prerequisite course in spring <b>and</b> are not enrolled in a 2<sup>nd</sup> 8-week course that meets the prerequisite.</li> </ul> |
| Fall             | Spring Week 11<br>May 6, 2026          | Fall Registration begins                                                                                                                                                                                                                                                                                                                                        |
|                  | Summer After Grades Rol                | <b>Status Quo Drop for Prerequisites</b> occurs after summer grades roll.                                                                                                                                                                                                                                                                                       |
|                  | Summer:<br>End of Week 2<br><b>New</b> | Run <b>Drop for Prerequisites</b> for students registered for the next level course for the fall term <b>and</b> <ul style="list-style-type: none"> <li>Are not enrolled in a prerequisite required for a course in fall.</li> </ul>                                                                                                                            |

## Drop for Non-Payment

The Drop for Non-Payment process adds complexity to the enrollment cycle. While not included in the recommendations for this process, we have provided related data on students dropped for non-payment, as these drops directly impact waitlist movement and availability. The relevant data is included below.

| Fall 2025 Drop for Non-Payment                                                 |             |
|--------------------------------------------------------------------------------|-------------|
| Drop for Non-Payment                                                           | Totals      |
| Total Number of Students Dropped for Non-Payment                               | 3,550       |
| Total Number of Students who Enrolled Again (Remained Enrolled as of 10.27.25) | 2,146       |
| Total Amount Owed                                                              | \$2,012,277 |

## Recommendations

To ensure eligible students are accurately enrolled and waitlist movement is more efficient, we recommend the following changes:

### 1. Improve the Drop for Prerequisite Process

- Dropping students from the waitlist.
  - Admissions and Records will work in collaboration with IT to include students on the waitlist in the Drop for Prerequisites.
  - IT will provide support by creating a report to show the waitlist separately from (or in addition to) enrolled students.
- Run the Drop Process more frequently to account for Ws/EWs throughout term, if report is not predicated on final grades submission. **(Does this need a schedule of dates? Perhaps twice a term)**

### 2. Add More Prerequisite Drops

- Add additional dates when the **Drop for Prerequisites** will occur. A schedule was provided in the report.
  - These additional checkpoints will identify non-eligible students earlier, allowing waitlisted students to enroll sooner

### 3. Waitlist Time Reduction (options)

- Option A:** Reduce waitlist acceptance window to 24 hours
- Option B:** Phased Approach
  - Year 1:** Reduce waitlist acceptance window to 48 hours
  - Year 2:** Review changes and consider further reduction to 24 hours

### 4. Enhance Student Communication

- Add SMS text notifications as an additional communication channel
- Revise waitlist notification emails for clarity and timeliness

## Draft Text Message

Mt. SAC Message: A seat has opened for a course you are waitlisted for. Register NOW - You have 24 hours before your seat goes to the next student. Login to your portal to register. If you have questions, contact Admissions and Records at (909) 274-4415.

## Current Email

**From:** [StudentInfo@mtsac.edu](mailto:StudentInfo@mtsac.edu) <[StudentInfo@mtsac.edu](mailto:StudentInfo@mtsac.edu)>

**Sent:** Wednesday, October 08, 2025 11:56 AM

**To:** Su, Jean <[jsu32@mtsac.edu](mailto:jsu32@mtsac.edu)>

**Subject:** Please IGNORE. This is a TEST message from MTSAC: Wait List Courses Reminder



Date: 08 Oct 25 11:55:50

From: [StudentInfo@mtsac.edu](mailto:StudentInfo@mtsac.edu)

Subject: Please IGNORE. This is a TEST message from MTSAC: Wait List Courses Reminder

To: [mchell@student.mtsac.edu](mailto:mchell@student.mtsac.edu)

Dear Mya Phone Thet(A03327767),

This is a reminder that you have been offered a seat in the following waitlisted courses. However, you must register yourself before time expires.

| TERM   | COURSE        | Waitlist Start From    | Waitlist End By        | Days | Hrs | Mins |
|--------|---------------|------------------------|------------------------|------|-----|------|
| 202520 | 23336(AHIS 5) | 10/08/2025 10:42:20 AM | 10/11/2025 10:42:20 AM | 2    | 22  | 46   |

If you do not register within the required time period, you will be removed from the Wait List and the space will be given to the next person on the Wait List.

Please do not reply to this e-mail. This mailbox is not monitored and you will not receive a response. If you have any questions, please contact the Office of Admission and Records at (909) 274-4415 during normal business hours.

Regards,  
Admissions and Records  
Mt San Antonio College

## Draft Revised Email

Dear xxx,

### **Good news! A seat in your course is ready and waiting for you!**

You have 24 hours to register for the course below, or you will be removed from the waitlist and your spot will be offered to the next student on the waitlist.

| TERM   | COURSE        | Waitlist Start From    | Waitlist End By        | Days | Hrs | Mins |
|--------|---------------|------------------------|------------------------|------|-----|------|
| 202520 | 23336(AHIS 5) | 10/08/2025 10:42:20 AM | 10/11/2025 10:42:20 AM | 2    | 22  | 46   |

### **Steps to Secure Your Seat:**

- Log into your student portal
- Register for the course before the deadline above
- Verify that your registration is complete

### **Important:**

- If you do not register by the deadline, you will be automatically removed from the waitlist
- Make sure you meet all course prerequisites
- Ensure any holds on your account are cleared

### **Need Help?**

Contact the Office of Admissions and Records:  
Phone: (909) 274-4415

Best wishes!  
Admissions and Records  
Mt. San Antonio College

# IMPLEMENTATION PLAN

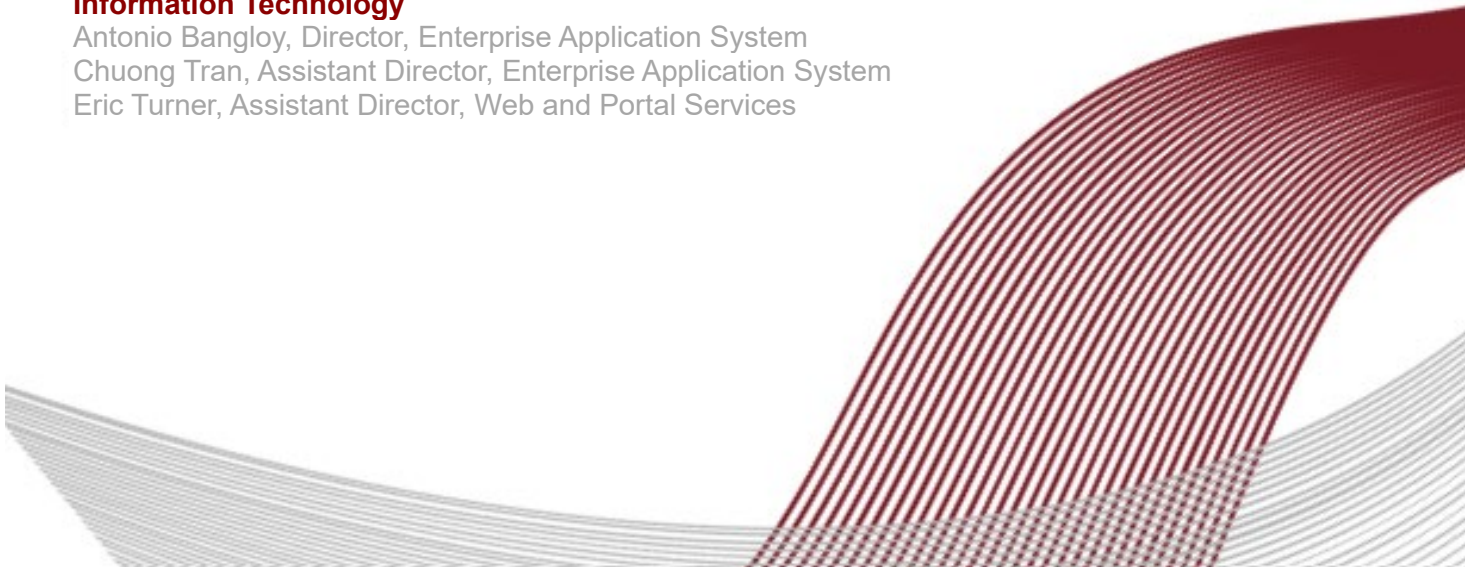
## ENHANCEMENTS TO IMPROVE ENROLLMENT FROM WAITLISTS

### **Student Services**

Dr. Melba Castro, Vice President, Student Services  
Dr. David Forgues, Associate Vice President, Student Services  
Dr. George Bradshaw, Dean, Enrollment Management  
Dr. James Feigert, Director, Admissions and Records  
Dr. Eddie Lee, Professor and Chair, Counseling

### **Information Technology**

Antonio Bangloy, Director, Enterprise Application System  
Chuong Tran, Assistant Director, Enterprise Application System  
Eric Turner, Assistant Director, Web and Portal Services



## Implementation Plan: Enhancements to Improve Enrollment from Waitlists

|    | Action Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Notes                                                                                                                                                                                                                                                                                                                                                                                                 | Status                                                                                                                   |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| 1. | <b>Improve the Drop for Prerequisite Process</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|    | <b>Dropping students from the waitlist.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|    | <ul style="list-style-type: none"> <li>a. Admissions and Records will work in collaboration with IT to include students on the waitlist in the Drop for Prerequisites. IT will provide support by creating a report to show the waitlist separately from (or in addition to) enrolled students.</li> </ul>                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>• Report is available, implemented.</li> </ul>                                                                                                                                                                                                                                                                                                                 | Completed                                                                                                                |
| 2. | <b>Add More Prerequisite Drops</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|    | <ul style="list-style-type: none"> <li>a. Add additional dates when the <b>Drop for Prerequisites</b> will occur. A draft schedule was provided in the report.                             <ul style="list-style-type: none"> <li>i. Run the Drop Process more frequently to account for Ws/EWs throughout term, if report is not predicated on final grades submission.</li> <li>ii. These additional checkpoints will identify non-eligible students earlier, allowing waitlisted students to enroll sooner</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• An updated table is included on the following page. This work commenced in winter for spring term.</li> <li>• A&amp;R and IT are currently testing a Banner-delivered process to automate the Drop for Prerequisites, API updates are required, before this feature can be implemented—the goal is to pilot this feature in summer for fall term.</li> </ul> | <p>Additional pre-requisite drops started in winter</p> <p>The goal to launch the Banner-delivered process is summer</p> |
| 3. | <b>Waitlist Time Reduction (options)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|    | <ul style="list-style-type: none"> <li>a. Option A: Reduce waitlist acceptance window to 24 hours</li> <li>b. Option B: Phased Approach                             <ul style="list-style-type: none"> <li>i. Year 1: Reduce waitlist acceptance window to 48 hours</li> <li>ii. Year 2: Review changes and consider further reduction to 24 hours</li> </ul> </li> </ul>                                                                                                                                                            | <ul style="list-style-type: none"> <li>• We are currently in an exploratory phase and working through text messaging capacity constraints. As a critical component of this launch, additional time is needed. Further details are outlined in the next section</li> </ul>                                                                                                                             | Exploratory phase                                                                                                        |
| 4. | <b>Enhance Student Communication</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |
|    | <ul style="list-style-type: none"> <li>a. Add SMS text notifications as an additional communication channel</li> <li>b. Revise waitlist notification emails for clarity and timeliness</li> </ul>                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Existing text messaging platforms requires a manual and does not deliver messages in real time. <b>Proposed solution:</b> IT is evaluating Campus Communicator and Ellucian Intelligent Processing to automate and accelerate our text communications. <b>Cost:</b> \$100,000 per year (PP included at the end).</li> </ul>                                  | Exploratory phase<br>Update to email in progress                                                                         |

| Timeline by each Term | Timeline                           | Process                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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|                       | Spring After Grades Roll           | <b><i>Status Quo Drop for Prerequisites</i></b> that occurs after fall grades roll.                                                                                                                                                                                                                                                                                                  |
|                       | Fall:<br>Week 7 and 14<br>New      | Run <b><i>Drop for Prerequisites</i></b> for students registered for the next level course for the winter intersession <b><u>and</u></b> <ul style="list-style-type: none"> <li>Who did not successfully complete a 1<sup>st</sup> 8-week prerequisite course in Winter <b><u>and</u></b> are not enrolled in a 2<sup>nd</sup> 8-week course that meets the prerequisite.</li> </ul> |
| <b>Spring</b>         | Fall Week 12<br>November 12, 2025  | Spring Registration begins                                                                                                                                                                                                                                                                                                                                                           |
|                       | Winter:<br>After Grades Roll       | <b><i>Status Quo Drop for Prerequisites</i></b> occurs after winter grades roll.                                                                                                                                                                                                                                                                                                     |
|                       | Winter:<br>End of week 4<br>New    | Run <b><i>Drop for Prerequisites</i></b> for students registered for the next level course for the Spring term <b><u>and</u></b> <ul style="list-style-type: none"> <li>Are not enrolled in a prerequisite required for a course in Spring.</li> </ul>                                                                                                                               |
| <b>Summer</b>         | Spring: Week 5<br>March 25, 2026   | Summer Registration begins                                                                                                                                                                                                                                                                                                                                                           |
|                       | Spring:<br>After Grades Roll       | <b><i>Status Quo Drop for Prerequisites</i></b> occurs after spring grades roll.                                                                                                                                                                                                                                                                                                     |
|                       | Spring:<br>7 and 14<br>New         | Run <b><i>Drop for Prerequisites</i></b> for students registered for the next level course for the summer intersession <b><u>and</u></b> <ul style="list-style-type: none"> <li>Who did not successfully complete a 1<sup>st</sup> 8-week prerequisite course in spring <b><u>and</u></b> are not enrolled in a 2<sup>nd</sup> 8-week course that meets the prerequisite.</li> </ul> |
| <b>Fall</b>           | Spring Week 11<br>May 6, 2026      | Fall Registration begins                                                                                                                                                                                                                                                                                                                                                             |
|                       | Summer After Grades Rol            | <b><i>Status Quo Drop for Prerequisites</i></b> occurs after summer grades roll.                                                                                                                                                                                                                                                                                                     |
|                       | Summer:<br>End of week 4<br>New    | Run <b><i>Drop for Prerequisites</i></b> for students registered for the next level course for the fall term <b><u>and</u></b> <ul style="list-style-type: none"> <li>Are not enrolled in a prerequisite required for a course in fall.</li> </ul>                                                                                                                                   |



# Engage with Students with the Right Message At the Right Time



Sandi Ryan, Student Success Account Executive

February 2026





## Getting Aligned

### Your Goals

- Ensure students stay on track, avoid excess units, and complete on time.
- Equity-Minded, student focus to improve student success and completion.
- Increase Ed Plan completion (currently ~33%).

### Your Challenges

- Students missing steps, deadlines, or critical information.
- Counselors overwhelmed; limited capacity for high-touch outreach.
- IT would need significant time to custom-build multi-channel messaging or waitlist notifications.

### Your Vision

- Deliver timely, clear, proactive communication at scale (email, text, push) and measure outreach effectiveness (sent, delivered, opened, acted).

# Campus Communicator Use Cases

## Improve Onboarding

- Welcome letters
- Invitations
- Registration Prompts
- Campus Involvement
- Award Letters

## Keep students on Track

- Counselor welcome messages
- Academic support resources
- Waitlist updates
- Proactive alerts for key deadlines

## Support Financial Aid Progress & Student Accounts

- SAP notifications
- Fund usage updates
- Payment Plan, Bursar Reminders

## Drive Student Success

- Academic Progress updates
- Graduation Communication
- Milestone Reminders
- Celebratory Messages

## Engage Students With the Right Message at the Right Time



### Prebuilt Templates

Kickstart your communications with pre-built templates designed to meet compliance standards and streamline your outreach process.



### Multi-Media Content

Increase open rates and student deposits with content that motivates action and guides students through next steps.



### Email and SMS Metrics

Track open rates, spot bounce backs, and optimize delivery by taking smart, timely actions across your email and SMS campaigns.

# MiraCosta College Smooths Pathways to Financial Aid

OCEANSIDE, CA | PUBLIC 4-YR INSTITUTION | 10.8K ENROLLMENT



## CHALLENGE

- MiraCosta College wanted to revamp financial aid administration as part of its Guided Pathways initiative to improve student outcomes.

## SOLUTION

- Ellucian Campus Communicator

## IMPACT

- Improved financial aid communications have helped boost student confidence.

"MiraCosta is using financial communication approaches as a model for the redesigning of the onboarding communications."

- Shannon Stubblefield  
Vice President of Institutional  
Advancement and Executive  
Director of the Foundation

# Bakersfield College Reimagines Student Communications with Campus Communicator

BAKERSFIELD, CA | PUBLIC 2-YR INSTITUTION | 7.5K ENROLLMENT



## CHALLENGE

- High student loan default rate (~32%)
- Students lacked understanding of Pell, Cal Grants, and loans
- Communications were static, complex, and ineffective

## GOAL:

To give students a better insight into how much money they were receiving and what they needed to do to maintain those funds.

## IMPACT

- Default rate dropped below 10%
- Students spend 2x the national average engaging with aid communications
- Improved student decision-making & reduced cost confusion

“Part of our job is to educate our students about what they are doing, how much they are spending and what resources they have available.”

-Jennifer Achan  
Director of Financial Aid,  
Bakersfield College



# Path To Success

Kick Off



Strategy



Coaching



Go Live

~3 -4 Months  
Campus Communicator



# Campus Communicator Examples:

**Onboarding Journey** — welcome → orientation → enrollment → first steps

[Welcome Letter-MiraCosta College](#)

**CPATH (CPOS) Message** — courses not applicable / not eligible

[CPOS-The University of Tennessee at Chattanooga](#)

**Award Letter** — clear, mobile, actionable

[Financial Aid Offer MiraCosta College](#)

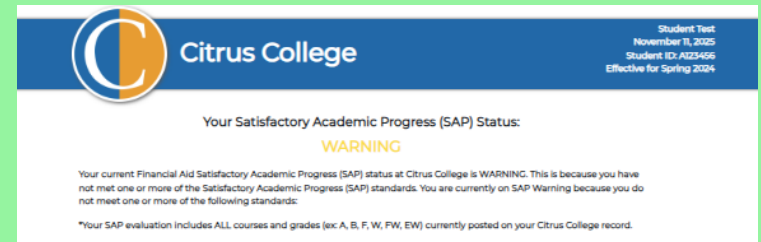
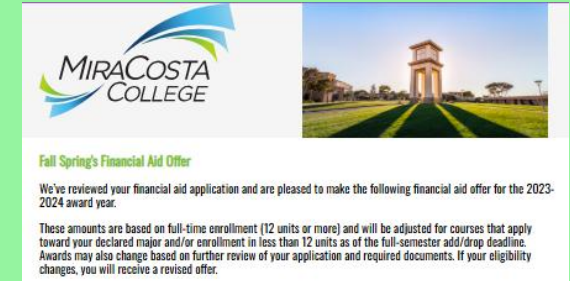
**SAP Notifications** — compliant, step-wise, understandable

[SAP Status \(Warning\) Citrus College](#)

[SAP Status \(Disqualified\)-MiraCosta College](#)

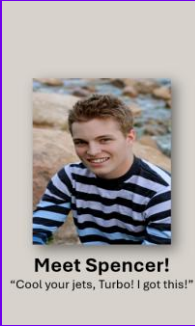
**Loan Communication / Default Prevention Nudges**

[Customized Financial Planner -Bakersfield College](#)



# Other Capabilities:

- Smart Planning
- Virtual Advisor

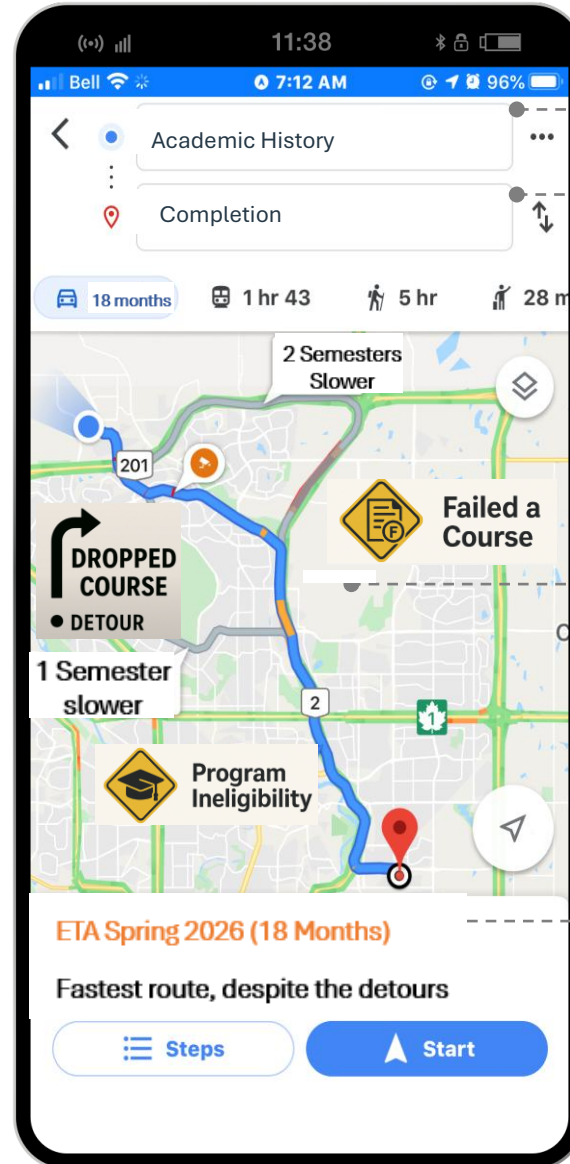


# It's like Google Maps for Academic Planning

Smart Plan creates and automates the most optimal path—term-by-term, course-by-course—from enrollment to completion.

Every student will have an Ed Plan.

Increase Ed Plan completion (currently ~33%).



## Location

Your **current location**: the courses you've taken, your grades, placement scores, exceptions, and more.

## Destination

Your **destination**: a degree, certification, or transfer.

## Route

Your **optimal route**: your requirements, prerequisites, and advising best practices.

## Estimated Time of Arrival (ETA)

Your **ETA**: a projection that automatically recalculates if you drop or fail a course or what if scenario etc.

# Virtual Advisor Use Cases

## Admissions & Records

- Instant answers on applications, holds, and petitions;
- Reduces email volume and missed notifications.

## Counseling/Student Success

- 24/7 Support
- Reduces manual outreach.

## Financial Aid/ Student Accounts

- Clear explanations of FAFSA, verification, and SAP
- Reduces walk-ins and confusion.

## Communications

Consistent, automated outreach for enrollment, financial aid, retention, and re-engagement campaigns.

## Empower Students. Unburden Your Staff.



### Always-On Support

Answer common questions instantly with AI-driven chat available on web and mobile.



### Reduce Call and Ticket Volume

Automate routine inquiries and routing so your team can focus on complex, high-impact student needs.



### Guide Students to Action

Send proactive reminders about missing forms, document deadlines, or next steps to keep students on track and compliant.