Blackboard’s Enrollment and Retention Management Solutions provide a high-touch, student-centric, and proactive approach to helping you support both prospective and matriculated students. We enable you to get prospective students into the classroom and help enrolled students finish their studies. As a result, you’ll see significant increases across the student lifecycle, including: conversion from lead to application, yield rates from application to enroll, and retention and completions rates.

Comprehensive Coaching Solutions

Blackboard’s Enrollment and Retention Coaching helps institutions enroll and retain students while empowering and serving the needs of each learner. Our coaching model goes beyond the typical approach most institutions take to admissions and retention management, combining executive coaching, technology, and data with the sole focus of motivating and preparing students to be successful in their academic life:

› Our coaching is adaptive to the type of student (traditional, adult, and distance learners), providing flexible support at any life stage.

› Our coaches work with prospective students to make sure they have the information and motivation needed to navigate the application and enrollment processes—and to be successful in their studies.

› Our approach is unique in: (1) identifying at-risk students; (2) addressing each student’s holistic needs including academic success, work/life balance, financial planning, and career plans; and (3) working with students to motivate and encourage them.

› Our coaches empower your students throughout their decision-making process and break down barriers that stand in the way of achieving their goals.

When students are able to arrive at the decision to move forward at any stage of their educational endeavors, they not only enroll at higher rates, but they are better positioned to complete their studies and be more successful. Students feel an ongoing personal connection to the institution, and through each coaching session they provide continuous feedback about the student experience. With this knowledge, institutions can make timely, data-driven decisions to change and improve processes.
Multi-modal Communications

How institutions communicate with prospective and enrolled students is critically important. An essential component to our enrollment and retention solution is a multi-modal communications plan, which includes:

› Stage-based frequencies and modalities of outreach to prospective students to optimize engagement rates and application conversion
› Proactive outreach to current students based on at-risk scoring analytics
› Reengagement campaigns of aging inquiries based on program-specific deadlines and campus activities, such as open houses
› Opportunities for process efficiency, conversion performance, and increased visibility into key performance indicators (KPIs)

The paced, trigger-based messaging and personalization is based upon program preferences and student characteristics. The plan is cross-referenced by point time, program, and student characteristics/segment. The outreach can cover multiple formats including email, phone call, and text, helping to ensure that students are contacted at designated times, according to their needs and preferences.

Data-Driven Retention

For many institutions, student retention has moved from an altruistic ideal to a priority for financial health and sustainability. By unlocking a clear picture of student data, policies, and programs, and the impact they have on student success, your institution can take the steps necessary to improve student retention.

No matter where you stand, Blackboard’s Data-Driven Student Retention approach can help you:

› Improve existing student retention practices and programs
› Collect meaningful student data unique to your institution
› Provide dashboards to monitor past and present performance
› Deploy rapid student outreach campaigns

Blackboard’s Retention Framework and Strategy helps identify institutional strengths and weaknesses, and recommends a complete approach to improve your retention rates and drive financial benefits. Our Retention Dashboard and Program Strategy delivers mobile-friendly retention reports and dashboards derived from Blackboard Analytics™ to provide insight across your student population to meet the overall goals of your school, or individual programs and course offerings.

Let’s talk

To learn more about how we can help your institution enhance its enrollment process, please contact your Blackboard Rep or visit Blackboard.com/lifecycleservices