

A young man with a backpack is looking out a window. The background shows a blurred outdoor area with a blue railing and greenery. A blue semi-transparent box is overlaid on the top right of the image.

# Retention Services

## **5 Steps to Better Retention (With a Contact Center)**

Research has shown that when a student is not only retained, but persists until graduation, the cost of recruiting that student is 4 times less costly to an institution (Cuseo, Marymount College). As you may know, it takes more money to recruit new students than it does to simply retain the ones you have. That's why it's important to focus on your retention strategy.

All colleges struggle with their retention rates, and Historically Black Colleges and Universities (HBCUs) are no different. (Richards, et al, Frederick D. Patterson Research Institute). While HBCUs have made great strides in providing educational opportunities to students of various backgrounds, there are still many hurdles that impact retention rates.

When colleges and universities need help, they turn to AnswerNet Education Services, a contact center devoted to reducing stopouts, retaining students, and saving colleges and universities money. We retain your students so you can focus on getting them the education they deserve.

**Take a look at the checklist below.** If you want to get the most out of your experience with a contact center partner, make sure you're checking some of these boxes.

[www.answer.net.com](http://www.answer.net.com)

**answerNet**  
Education Services

1

### *Assess Your Stopout Rate*

When embarking on this journey, the first thing you need to understand is exactly why many students have stopped out. Doing so better prepares you to appropriately allocate resources – especially when it comes to getting help from a third-party.

Colleges and universities track their students who have stopped out in a number of different ways. **One method that comes recommended involves categorizing your students in different pools such as program type.** This helps you better determine at what point most students leave and why.

2

### *Provide a Mechanism for Feedback*

**Helping students re-enroll is your main objective,** but along the way, you can collect valuable feedback. As enrollment coaches work to understand student motivations for stopping out, they may discover insights that can help improve your programs and reduce stopout rates in the future. Without a mechanism for saving them, these insights may go unrecognized, and the institution won't be able to address them to make a positive impact on student retention.

3

### *Personalize Student Messaging*

Whether you utilize student support coaches, a contact center partner, or a mixture of both, all parties should be well prepared to guide stopouts through the process of re-enrolling. This process is unique to certain colleges and universities, depending on the support programs available. **They have to deliver the right message at the right time.**

A contact center partner acts as a single point of contact to connect stopouts with your various on-campus resources. This includes informing students about on-campus tutoring centers and writing labs as well as setting appoints with academic advisors.



4

### ***Evaluate Student Support Systems***

**Consider all of your current efforts in student support and retention.** Are they performing as expected or do they need to be revisited? It's a good idea to get a thorough understanding of where you're at now with your support efforts and identify how they could be improved.

Take a look at all your available resources and make certain that your institution is capable of addressing issues that do arise. *Are you able to improve your efforts in financial aid, scholarships, tutoring, advising, and scheduling?*



5

### ***Develop an Action Plan***

With a better understanding of your needs, you're able to move to the most important step – developing an action plan. Firmly lay out what your next steps should be based on your current stopout population as well as your new expectations for supporting areas of your institution.

**When developing your action plan, realize you don't have to do it alone.**

Choose AnswerNet Education Services – a premier contact center partner for higher education. We'll take a look at your needs together and develop a solution perfect for your institution.

## Why AnswerNet?

When colleges and universities need help, they turn to [AnswerNet Education Services](#), a contact center devoted to reducing stopouts, retaining students, and saving colleges and universities money. Let us help you retain your students so you can focus on getting them the education they deserve.

### To schedule your free consultation:

[CLICK HERE](#) for my Calendly page and schedule a time that works best for you.

*If you'd like to speak now, please call me at:*

**(215) 870-2828.**

**[tony.askew@answernet.com](mailto:tony.askew@answernet.com)**

