



Research Brief #167

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Impact of Mass Communication on Enrollments and FTES (Fall 2017)

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At the request of the Enrollment Management Team, the Office of Institutional Research, Planning and Institutional Effectiveness conducted an analysis to determine the impact of mass emails sent on July 27, 2017 to students whose registration date had passed but had not yet enrolled in Fall 2017, including new applicants for Fall 2017. Specifically, the impact on enrollments and Full-Time Equivalent Students (FTES) were examined in this analysis.

This study aimed to answer the following questions:

1. What percentage of students receiving an email reminder enrolled within 3 days of receiving the email and what percentage enrolled in at least one class by the end of September?
2. What was the Full-Time Equivalent Students (FTES) gained from enrollment for the students who received the email (within 3 days of students receiving the email and by the end of September)?

These results are intended to assist the College in enrollment planning, including development of targeted marketing plans.

Methodology

The analysis was conducted using SPSS. Files used in the analysis included MIS 320 (Fall 2017 pulled 8.4.17 and 9.29.17) and Mass Email file from the MIS department. Instructional Service Agreement sections were excluded from the analysis.

All registration status equal to Add or New Add were selected.

Results

Question 1: What percentage of students receiving an email reminder enrolled within 3 days of receiving the email and what percentage enrolled in at least one class by the end of September?

Of the **7,947** students receiving an email reminding them to enroll for Fall 2017, **11 percent** enrolled within three days of receiving the email. This percentage increased to **29 percent** by the end of September (two months after the initial email reminder was sent).

Table 1 provides details on the enrollment and FTES gains following receipt of the email reminding students to enroll in Fall 2017.

Question 2: What was the Full-Time Equivalent Students (FTES) gained from enrollment for the students who received the email (within 3 days of students receiving the email and by the end of September)?

Of the **7,947** students receiving an email reminding them to enroll for Fall 2017, enrollment within three days of receiving the email resulted in an additional **239** FTES. This increased to a total gain of **678** FTES by the end of September (two months after the initial email reminder was sent) for this population who received the reminder email.

Table 1 Number of Students Receiving Email Reminder to Enroll and Impact on Enrollment and FTES

Number of Student Receiving Email	Enrollment-3 Days Post Email	Percentage Enrolled-3 Days Post Email	FTES-3 Days Post Email	Number of Students Enrolling Post Email Message as of 9/29/17	Percentage Enrolling	Fall 2017 FTES Gained Following Mass Emails 7/27/17 as of 9/27/17
7,947	846	10.6%	239.1	2,283	28.7%	678.4

Recommendations

Upon review of the results, the following recommendations should be taken into consideration:

- Explore the implications of these results for Enrollment Management planning.
- Ensure that the process of sending email reminders to students whose registration date has past but have not enrolled is built into the Enrollment Management Plan and department operations.
- Send reminder emails to students with less than 12 units in Spring 2018 and students who were enrolled in Fall 2017 but are still not enrolled in Spring 2018.
- Conduct follow up analysis for mass email and text communications sent for Spring 2018.

For more detailed information on this research brief, stop by the Institutional Research, Planning, and Institutional Effectiveness office located in BONH-223 or Daylene Meuschke, Dean of Institutional Research, Planning and Institutional Effectiveness at 661.362.5329.