



HLC Accreditation 2016-2017

Evidence Document

Academic Affairs

OneStop Student Services

OneStop Outreach Campaigns

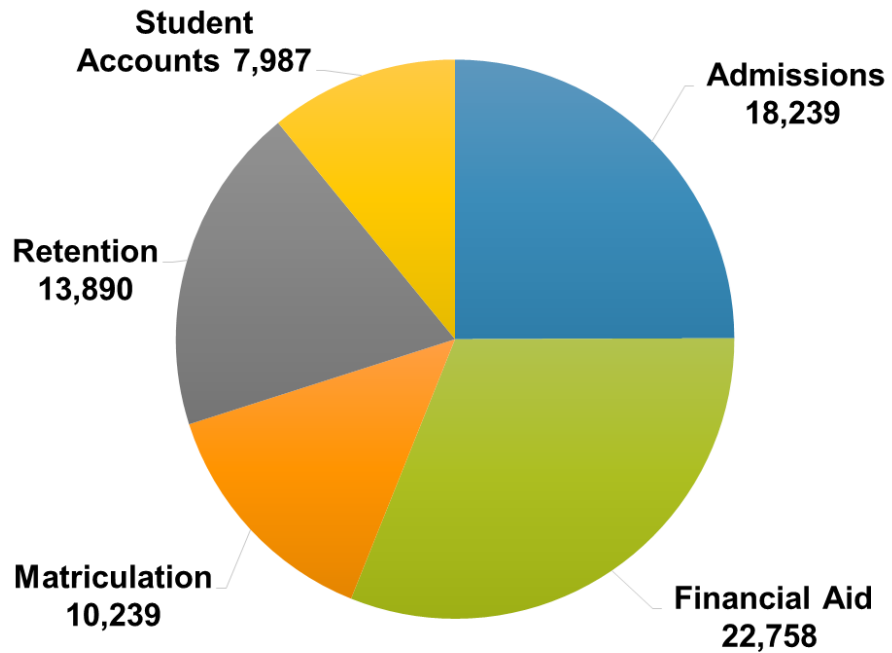
Additional information: This evidence report provides statistical data on outreach campaigns of 2014-2015 and 2015-2016 (spring and summer) academic years.

ONESTOP OUTREACH CAMPAIGNS

2014-2015

Total Number of Contacts 73,113 (pie graph figures)

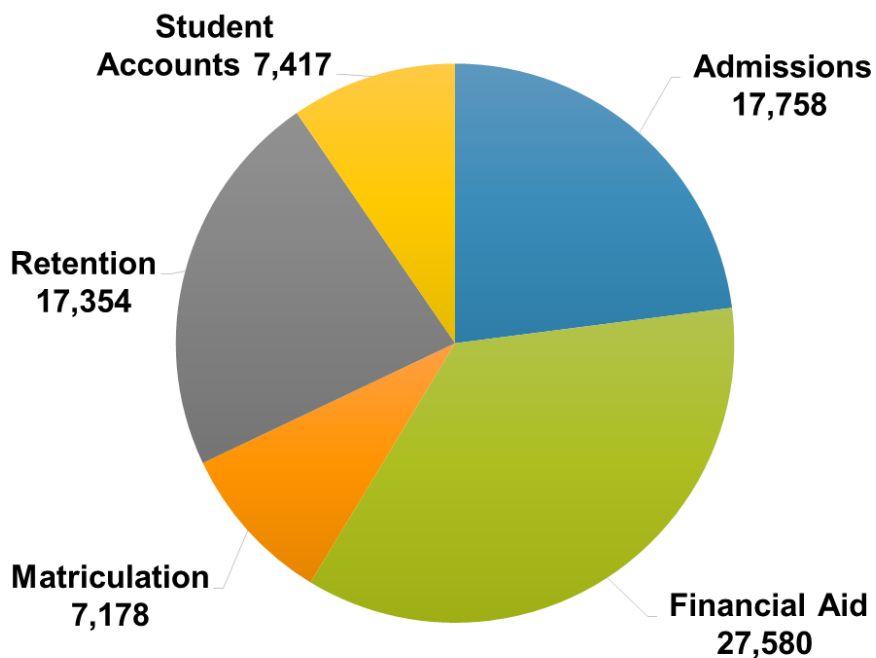
Total Number of Attempts 217,116



2015-2016

Estimated Total Number of Contacts 77,287 (pie graph figures)

Estimated Total Number of Contacts 137,003



2014 - 2015

OneStop Outreach Campaigns			Delivery Method	Start Date	Estimate # of Contacts	Actual # of Contacts	# of Attempts	Total # of Attempts
Totals					101,060	73,113		217,116
SP 14	Admissions	Outstanding admissions requirements	Live Agent	3/6/2014	1700	1566	5	7830
	Admissions	Submitted FAFSA, encourage completion of application	Live Agent	6/2/2014	2756	2986	5	14930
	Financial Aid	Remind students of FAFSA renewal procedures	Automated	5/21/2014	2521	1553	5	7765
	Matriculation	Encourage enrollment for admitted new students	Live Agent	3/19/2014	2750	3071	5	15355
SU 14	Financial Aid	Outstanding documentation required for financial aid	Live Agent	3/19/2014	5000	883	5	4415
	Financial Aid	Next steps toward completing their loan requirements	Automated	7/28/2014	2750	325	5	1625
	Retention	Encourage prior students to enroll for upcoming semester	Live Agent	6/9/2014	4500	1513	5	7565
FL 14	Admissions	Outstanding admissions requirements	Live Agent	9/8/2014	3000	3164	5	15820
	Admissions	Outstanding admissions requirements	Live Agent	10/21/2014	1500	1060	3	3180
	Admissions	Outstanding admissions requirements	Live Agent	12/9/2014	1500	1456	4	5824
	Financial Aid	Aid for transfers & reminder to cancel aid with prior schools	Automated	1/6/2015	200	1807	1	1807
	Financial Aid	Next steps toward completing loan requirements	Automated	1/8/2015	350	142	1	142
	Retention	Encourage prior students to enroll for upcoming semester	Live Agent	8/4/2014	1500	875	5	4375
	Retention	Convocation event reminder	Automated	8/24/2014	3500	3585	5	17925
	Retention	Check-in with new students regarding campus resources	Live Agent	9/4/2014	1625	2615	5	13075
	Retention	Encourage prior students to enroll for upcoming semester	Live Agent	11/19/2014	3202	3200	5	16000
	Student Accounts	Explain payment plan options	Automated	9/24/2014	2250	304	1	304
	Student Accounts	Inform of direct deposit options	Automated	10/13/2014	2500	1800	1	1800
Student Accounts	Reminder to provide the correct SSN for 1098T	Automated	12/8/2014	2000	616	1	616	
SP 15	Admissions	Notification to discuss outstanding admissions requirements	Email	2/6/2015	1500	1813	1	1813
	Admissions	Outstanding admissions requirements	Live Agent	2/10/2015	1500	1813	4	7252
	Admissions	Submitted FAFSA, encourage completion of application	Live Agent	3/20/2015	3000	1802	3	5406
	Admissions	Submitted FAFSA, encourage completion of application	Live Agent	6/2/2015	2756	2579	3	7737
	Financial Aid	Reminder of FAFSA renewal procedures	Automated	2/9/2015	9000	8643	1	8643
	Financial Aid	Encourage students to file FAFSA	Live Agent	3/10/2015	3000	2222	3	6666
	Financial Aid	Outstanding documentation required for financial aid	Live Agent	3/11/2015	3000	989	3	2967
	Financial Aid	Merit scholarship acceptance reminder for 2015-2016	Automated	4/14/2015	3000	1887	1	1887
	Financial Aid	Reminder of FAFSA renewal procedures	Automated	5/19/2015	1500	1806	1	1806
	Financial Aid	Explanation of accepting or declining award offers	Automated	5/19/2015		1469	1	1469
	Financial Aid	Outstanding documentation required for financial aid	Live Agent	6/9/2015	5000	1032	3	3096
	Matriculation	Notification of call for enrollment for admitted new students	Email	4/10/2015	3000	3579	1	3579
	Matriculation	Encourage enrollment for admitted new students	Live Agent	4/14/2015	3000	3589	3	10767
	Retention	Survey of students enrolled in Fall, but not enrolled in Spring	Live Agent	2/26/2015	2000	784	4	3136
	Student Accounts	Explain payment plan options	Email	2/13/2015	600	289	1	289
	Student Accounts	Explain payment plan options	Automated	2/16/2015	600	484	1	484
	Student Accounts	Inform of waiver available for the second late fee	Email	3/23/2015	3000	765	1	765
	Student Accounts	Inform of waiver available for the second late fee	Automated	3/30/2015	3000	765	1	765
Student Accounts	Inform of direct deposit options	Email	3/23/2015	3000	1482	1	1482	
Student Accounts	Inform of direct deposit options	Automated	3/30/2015	3000	1482	1	1482	
SU 15	Retention	Encourage current students to enroll for upcoming semester	Live Agent	6/16/2015	1500	1318	4	5272

2015 - 2016

OneStop Outreach Campaigns			Delivery Method	Start Date	Estimate # of Contacts	# of Attempts	Total # of Attempts
Totals					77,287		137,003
SU 15	Financial Aid	Satisfactory academic progress update	Live Agent	7/14/2015	1200	3	3600
	Financial Aid	Next steps toward completing loan requirements	Automated	8/6/2015	325	1	325
FL 15	Admissions	Notification to discuss outstanding admissions requirements	Email	12/1/2015	2000	1	2000
	Admissions	Outstanding admissions requirements	Live Agent	12/8/2015	2000	1	2000
	Financial Aid	Aid for transfers & reminder to cancel aid with prior schools	Automated	1/5/2016	1807	1	1807
	Financial Aid	Next steps toward completing loan requirements	Automated	1/7/2016	142	1	142
	Retention	Notification of call to encourage enrollment of current students	Email	7/28/2015	875	1	875
	Retention	Encourage current students to enroll for upcoming semester	Live Agent	8/6/2015	875	4	3500
	Retention	Convocation event reminder	Automated	8/24/2015	3585	1	3585
	Retention	Check-in with new students regarding campus resources	Live Agent	9/8/2015	2615	4	10460
	Retention	Family Weekend event reminder	Automated	9/30/2015	1500	1	1500
	Retention	Shocktoberfest event reminder	Automated	10/14/2015	1500	1	1500
	Retention	Notification of call to encourage enrollment of current students	Email	11/22/2015	3202	1	3202
	Retention	Encourage current students to enroll for upcoming semester	Live Agent	11/29/2015	3202	4	12808
	Student Accounts	Explain payment plan options	Email	9/17/2015	304	1	304
	Student Accounts	Explain payment plan options	Automated	9/23/2015	304	1	304
	Student Accounts	Inform of direct deposit options	Automated	10/15/2015	1800	1	1800
Student Accounts	Inform of payment options to avoid late fees	Email	10/20/2015	304	1	304	
Student Accounts	Inform of payment options to avoid late fees	Automated	10/27/2015	304	1	304	
Student Accounts	Reminder to provide the correct SSN for 1098T	Automated	12/7/2015	616	1	616	
SP 16	Admissions	Submitted FAFSA, encourage completion of application	Live Agent	3/19/2016	1802	3	5406
	Admissions	Encourage transfer applicants to complete application requirements	Live Agent	5/1/2016	800	3	2400
	Admissions	Notification to discuss outstanding admissions requirements	Email	5/8/2016	3000	1	3000
	Admissions	Outstanding admissions requirements	Live Agent	5/15/2015	3000	3	9000
	Admissions	Reminder to seniors to send final high school transcript	Live Agent	5/24/2016	2400	3	7200
	Admissions	Submitted FAFSA, encourage completion of application	Live Agent	6/1/2016	2756	3	8268
	Financial Aid	Reminder of FAFSA renewal procedures	Automated	2/8/2016	8643	1	8643
	Financial Aid	Encourage students to file FAFSA	Live Agent	3/9/2016	2222	3	6666
	Financial Aid	Notification to discuss outstanding financial aid documents	Email	3/3/2016	989	1	989
	Financial Aid	Outstanding documentation required for financial aid	Live Agent	3/10/2016	989	3	2967
	Financial Aid	Merit scholarship acceptance reminder for 2016-2017	Automated	4/13/2016	1887	1	1887
	Financial Aid	Reminder of FAFSA renewal procedures	Automated	5/18/2016	1500	1	1500
	Financial Aid	Notification to discuss outstanding financial aid documents	Email	6/1/2016	2500	1	2500
	Financial Aid	Outstanding documentation required for financial aid	Live Agent	6/8/2016	2500	3	7500
	Matriculation	Notification of call for enrollment for admitted new students	Email	4/9/2016	3589	1	3589
	Matriculation	Encourage enrollment for admitted new students	Live Agent	4/13/2016	3589	3	10767
	Student Accounts	Explain payment plan options	Email	2/12/2016	289	1	289
	Student Accounts	Explain payment plan options	Automated	2/15/2016	484	1	484
Student Accounts	Inform of payment options to avoid late fees	Email	3/22/2016	765	1	765	
Student Accounts	Inform of payment options to avoid late fees	Automated	3/29/2016	765	1	765	
Student Accounts	Inform of direct deposit options	Automated	3/29/2016	1482	1	1482	
SU 15	Financial Aid	Outstanding documentation required for financial aid	Live Agent	3/10/2016	989	3	2967
	Financial Aid	Merit scholarship acceptance reminder for 2016-2017	Automated	4/13/2016	1887	1	1887