

FY 2015 Startup Outreach Activities

The following table represents the startup outreach activities for FY 2015. Students who have not logged into the course by Day 3 of class are contacted via phone and email. This activity is performed by the entire eCore team. Students who have not logged into the course by 12 Noon on Day 5 (the login deadline) and who may be in jeopardy of administrative withdrawal are notified that they have missed the login deadline with an opportunity to drop by the midnight deadline. The Day 5 activity is performed by the Student Success Team (SST). This activity is also performed as part of the Short Session II startup days in the middle of a long semester.

Startup Outreach Activity (Phone calls, emails)	Summer 2014	Fall 2014	Spring 2015	Total FY 2015
Total Enrollment for the Semester	2164	5237	6788	14189
Day 3: Students who have not logged in for Full, Short I and Short II Sessions				
Percent Enrollment Not Logged In	18.76%	22.13%	19.49%	20.35%
Enrollment Not Logged In	406	1159	1323	2888
Unduplicated Students Not Logged In	335	912	1060	2307
Day 5: Students who have not logged in for Full, Short I and Short II Sessions				
Percent Enrollment Not Logged In	8.92%	4.62%	2.87%	4.44%
Enrollment Not Logged In	193*	242	195	630
Unduplicated Students Not Logged In	157*	203	157	517

* In Summer 2014, all Day 5 missing students for all affiliates were contacted. In Fall 2014 and Spring 2015, only students from affiliates that administratively withdraw were contacted at Day 5.

DID YOU KNOW?

More than 9,100 outreach phone calls were made for Outreach activities in FY 2015:

- Not-Logged-In Day 3 (2307)
- Not-Logged-In Day 5 (517)
- At-Risk SEADS (4683)
- Withdrawals (1668)
- Total (9175)

FY 2015 Preemptive Outreach Activities

Beginning two weeks before classes start, eCore will begin distribution of the Welcome and Getting Started emails. Along with this activity, preemptive calling cycles begin as a secondary communication to a subset of the student base. Students who are in a high number of eCore classes are contacted before classes begin so that registration can be confirmed, student success tips can be provided, and any questions can be answered. The preemptive cycle may also include students who are pre-identified by either the eCore affiliate or prior eCore participation. If time allows, new affiliate students with smaller enrollment are also included in the call cycle.

The purpose of the preemptive calling activities is to make a connection with a student before classes begin, in hopes of triggering early engagement that continues until the end of the semester. The Welcome and Getting Started email includes GoView login instructions as well as other startup activities, and the preemptive calls attempt to reinforce the welcome message and encourage students to begin working on the GoVIEW platform and in the eCore Connection in preparation for Day 1 of classes.

The following table represents the preemptive outreach activities for FY 2015.

Preemptive Outreach Activity (Phone calls)	Summer 2014	Fall 2014	Spring 2015	Total FY 2015
Total Enrollment for the Semester	2164	5237	6788	14189
Identified preemptive student enrollment	229	933	1545	2707
Identified preemptive students	72	513	720	1305

Saving Our Students (SOS)

FY 2015 In-Term Outreach Activities

The following table represents the in-term outreach activities for FY 2015. Faculty used SEADS (Student Engagement and Advancement Data System) to report students in need of intervention. The Student Success Team (SST) contacts the student within 2-3 business days, often within one business day, by phone call or email. The loop is closed when faculty receive follow-up from the SST. Withdrawing students complete a request and survey form, and the Student Success Team contacts each withdrawing student within 48 business hours to help the student make an informed decision. Beginning in Spring 2015, eCore students may submit the withdrawal via an eCore student portal. This provides the students with an opportunity to cancel the withdrawal on their own, within the 48 business hour window.

Another outbound activity is contacting students who have missed proctored exam scheduling and appointments. Please see the Testing Information section of this fact book for more information.

In-Term Outreach Activity (Phone calls, emails)	Summer 2014	Fall 2014	Spring 2015	Total FY 2015
Total Enrollment for the Semester	2164	5237	6788	14189
SEADS Entries (* can be multiple entries per student, across the term)	363	1930	2390	4683
Withdrawing Students	210	699	759	1668