

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.

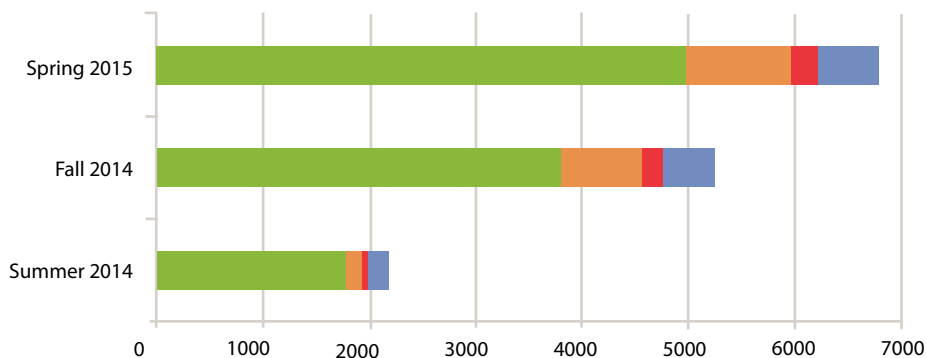
Another outbound activity is contacting students who have missed proctored exam scheduling and appointments. Please see the Testing Information section of this fact book for more information.

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

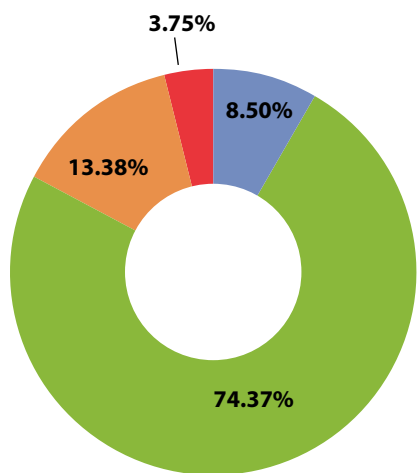
SEADS - Course Completion by Term

Fall 2014 had the largest percentage of enrollment reported in SEADS for outreach intervention (18.75%)

Summer 2014 had the lowest percentage of enrollment reported in SEADS for outreach intervention (9.47%)



	Summer 2014	Fall 2014	Spring 2015
Completed Course, not reported in SEADS (10,553)	1776	3805	4972
Completed Course, reported in SEADS (1,898)	164	744	990
Did not complete Course (Withdraw) reported in SEADS (532)	41	238	253
Did not Complete Course (Withdraw), not reported in SEADS (1,206)	183	450	573



- Completed Course, not reported in SEADS (10,553)
- Completed Course, reported in SEADS (1898)
- Did not Complete Course (Withdraw), reported in SEADS (532)
- Did not Complete Course (Withdraw), not reported in SEADS (1206)