



CASE STUDY FALL 2024

ReEngage

NORTHERN ARIZONA UNIVERSITY

Over 3,000 Students ReEngaged and Re-Enrolled

CASE STUDY

ReEngage
**NORTHERN
ARIZONA
UNIVERSITY**

FALL 2024

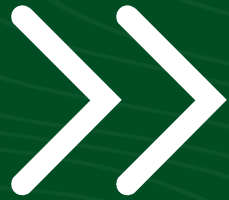
Over 3,000 Students
ReEngaged and
Re-Enrolled

Brad Johnson
Vice President of University Partnerships
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916-709-6698



NORTHERN ARIZONA UNIVERSITY

myFootpath's ReEngage NAU campaign results



THE CHALLENGES

Northern Arizona University (NAU) has a sophisticated enrollment engine that has been very successful enrolling traditional students at all degree levels. Yet, challenges face NAU in various way including:

1

Intensifying competition for non-traditional, adult students who typically attend online or at one of NAU's more than 20 statewide campus locations.

2

Accumulated hundreds of thousands of stopped-out and admitted, but not enrolled, students who track more similarly to the non-traditional student experience.

3

It has become increasingly difficult to "win-back" students who had a prior relationship with NAU.

OUR APPROACH

In December 2019, NAU launched the ReEngage NAU campaign. We worked collaboratively with NAU to identify more than 365,000 potential prospective students who had a prior relationship with the university. We then made significant investments in on-brand message development, marketing communications, and a multi-channel campaign to "rejuvenate" these relationships.

Our communications are driven by the complexity of the lives of adult students. Our student counseling includes guidance on application, enrollment, and financial aid, as well as helping returning students regain the confidence to succeed in college. We provide an additional level of support on top of NAU's excellent student and academic services.

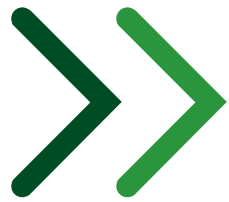
As part of our intensive communication campaign, a typical prospective student (who did not "opt out") could receive up to:



Within the first three months.

NORTHERN ARIZONA UNIVERSITY

myFootpath's ReEngage NAU campaign results



RESULTS TO DATE

Campaign Launch: **December 16, 2019**

Enrollment Terms: **Spring 2020 through Fall 2024**

ReEngage NAU has achieved outstanding results thus far. To date, 1,168 waves of targeted, focused emails, totaling over 17.9 million, have been sent to various population segments. More than 678,000 phone calls and text messages have occurred, and students have enrolled at an approximate yield rate of 70%.

Semester to semester, students retain at 75%. Of the 3,016 students enrolled, 24% were graduate students while 76% were undergraduate.



55,666

Click-Throughs to Campaign Landing Page



4,516

Applications Submitted to Date



3,016

Students Enrolled to Date

THE INSTITUTION'S SHARE OF REVENUE FOR THIS INITIAL GROUP IS EXPECTED TO EXCEED

\$32.1 MILLION

Based on NAU's historical retention and graduation rates.

GOING FORWARD

Our ongoing collaboration helps ensure that student barriers to graduation are reduced or eliminated. Our process to nurture relationships over multiple years ensures students can return when they are ready, while building a future reengagement pipeline for NAU.

NORTHERN ARIZONA UNIVERSITY

myFootpath's ReEngage NAU campaign results



SAMPLE UNDERGRADUATE CAMPAIGN LANDING PAGE

 **NORTHERN ARIZONA UNIVERSITY**

Complete Your Degree (602) 610 5094



Make an impact.

Reach out to your enrollment counselor

Name*

Email address*

Phone*

Where would you like to take classes?*

Select

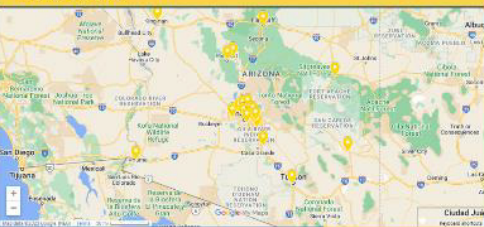
Get Started

By submitting this form you provide consent to receive telephone calls, text messages, and emails. Information on how to unsubscribe, as well as our commitment to protecting your privacy, can be found at [in.nau.edu/web/privacy](#)

Claim the future you've been working toward

With a graduate degree from NAU, you can elevate your career and transform your life. Our flexible programs are perfect for working professionals. And we'll pair you with an enrollment coach dedicated to your success, so nothing will hold you back. Let's be limitless together.

OUR LOCATIONS



OUR PROGRAMS

We offer **125** graduate programs. Elevate your career on your terms and within your budget.

 Healthcare

 Tech

 Education

 The Arts

 Business

BEST ONLINE COLLEGE IN THE SOUTHWEST
2022, [info@nau.edu](#)

TOP 5% BUSINESS SCHOOL WORLDWIDE
AACSB

#1 IN ARIZONA FOR RETURN ON INVESTMENT
2021, [1.endedu.com](#)

(602) 610-5094

[Privacy Policy](#)

 **NORTHERN ARIZONA UNIVERSITY**

Complete Your Degree (602) 610 5094



Personalized. That's NAU.

Reach out to your enrollment counselor

Name*

Email address*

Phone*

Where would you like to take classes?*

Select

Get Started

By submitting this form you provide consent to receive telephone calls, text messages, and emails. Information on how to unsubscribe, as well as our commitment to protecting your privacy, can be found at [in.nau.edu/web/privacy](#)

We're ready to work with you

If you're ready to go after your goals, now is the best time yet to get your NAU degree. You'll have access to a whole new level of support including your own enrollment coach dedicated to making you say "for success. No other school's held you back in the past, we'll help you handle it so you can focus on your future. Let's be limitless together."

OUR LOCATIONS



OUR PROGRAMS

We offer **200+** programs to elevate your career, on your terms and within your budget.

 Healthcare

 Tech

 Education

 The Arts

 Business

TOP RANKED ADULT UNDERGRAD PROGRAMS IN THE NATION
2022

BEST ONLINE COLLEGE IN THE SOUTHWEST
2022

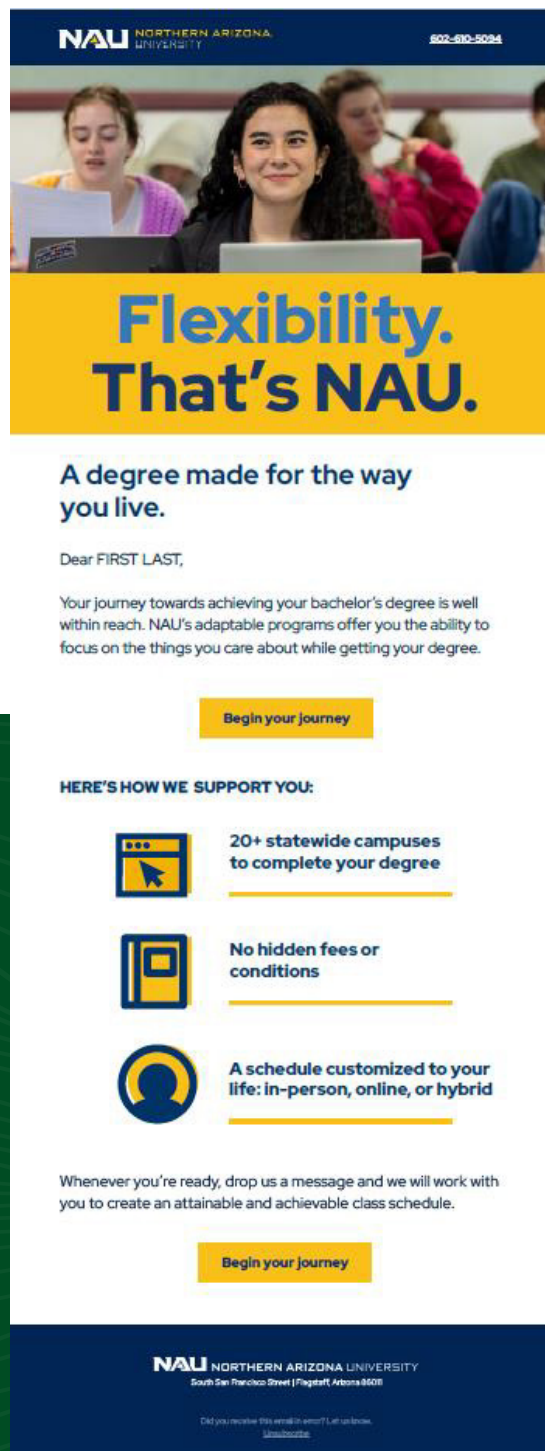
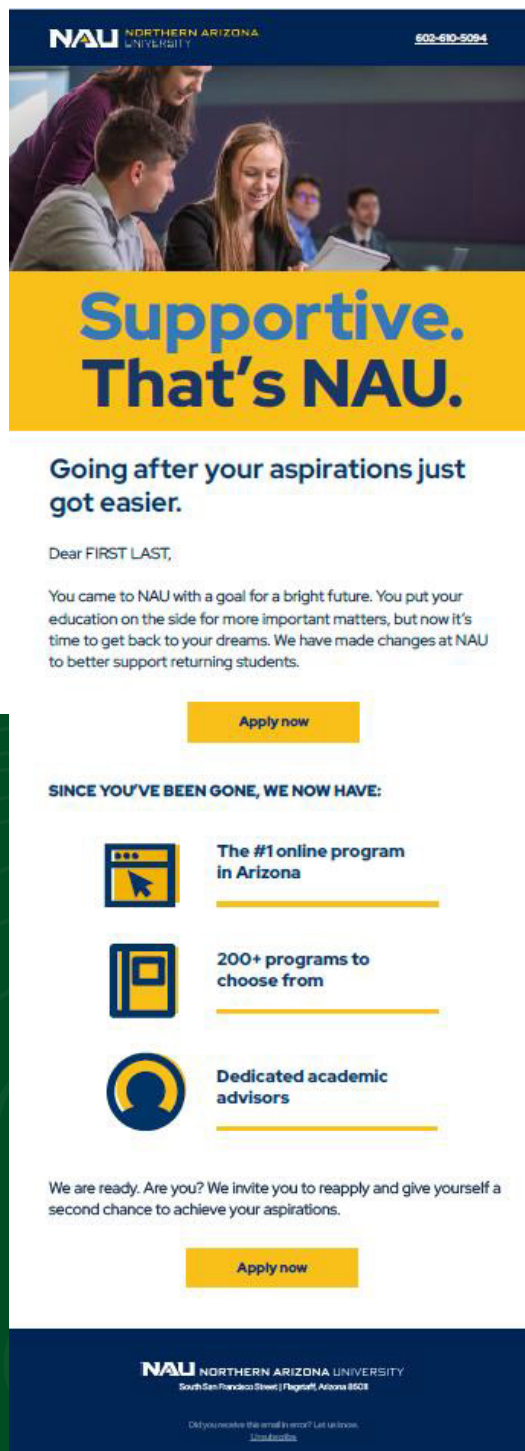
46% OF NAU STUDENTS ARE 1ST GEN
2021

(602) 610-5094

[Privacy Policy](#)



SAMPLE EMAIL TEMPLATES (MOBILE VERSIONS)



ABOUT MYFOOTPATH



ABOUT US

myFootpath provides marketing, enrollment, and retention services to college and university clients. Over the past 20 years, we have built deep expertise in recruiting adult, online students and in reducing the barriers adults face on the path to degree completion.

MISSION

Help universities transform lives by engaging and graduating nontraditional students who may have stumbled along the path to degree completion.

VISION

Shatter all barriers preventing 50 million adult students from completing college degrees.

VALUES

We rely on our core values — resourceful, transparent, and authentic — that define myFootpath's culture, how we partner with institutions, and how we serve their students.

This is where additional information about myFootpath can go. This can include stats, or quick facts about all the work myFootpath has accomplished. Icons are used as examples of what can be used.



Information
about the stat
goes here.



Years Helping
Students
Re-Enroll



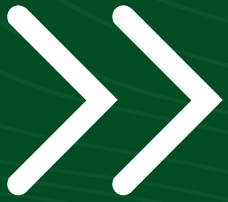
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Information
about the stat
goes here.

TITLE HERE

suptitle here



POTENTIAL
IMAGE HERE

HEADING

Insert copy here. This section can describe the university's goals, challenges, and partnership with myFootpath. Replace this text with final content once approved.

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STAT #1

Insert copy here. This section can describe a stat about the case study. Replace this text with final content once approved.

STAT #2

Insert copy here. This section can describe a stat about the case study. Replace this text with final content once approved.

STAT #3

Insert copy here. This section can describe a stat about the case study. Replace this text with final content once approved.

This is where additional information about the main topic of this page can go.. This can include stats, or quick facts . Icons are used as examples of what can be used.



Information
about the stat
goes here.



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Information
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TITLE HERE

suptitle here



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This is where a
testimonial will go.
Use this space to
share a meaningful
statement that
captures the impact
of the partnership or
student experience.
This is where a
testimonial will go.

First Name Last Name

Title of position, College/University Name

POTENTIAL
IMAGE
HERE

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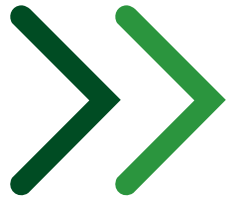
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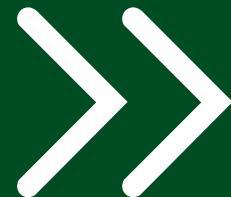


This is where a testimonial will go that includes an image. Use this space to share a meaningful statement that captures the impact of the partnership or student experience. This is where a testimonial will go that does not include an image. Use this space to share a meaningful statement that captures the impact of the partnership or student experience.



First Name Last Name

Title of position, College/University Name



“



First Name
Last Name

Title of position,
College/University Name

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