



Quick Stats

- ▶ **After completing just two targeted e-mail campaigns focusing on students not currently enrolled, UK re-enrolled 250 students and collected \$1.1 million in fees and holds from the students**
- ▶ **In the 2007 cohort, UK had a first fall to second fall retention rate of 82 percent**
- 26,913 students enrolled
- Offers more than 200 majors and degree programs in 17 academic and professional colleges
- One of only a few universities with both a full-service academic medical center as well as a College of Agriculture on a single campus
- Hobsons EMT Excellence Award Winner: 2009, Retention Success Award
- Mission: "A public, research-extensive, land grant university dedicated to improving people's lives through excellence in teaching, research, health care, cultural enrichment, and economic development."

Challenge

The University of Kentucky is recognized as a local, national, and global leader in education and research. For graduates, the value of a University of Kentucky education is truly priceless.

While the University of Kentucky has made it a priority to identify at-risk students and change their strategic focus on reducing attrition, their strategy to combat attrition ended there: they needed an easy-to-manage system to communicate with students who were at risk for dropping out and students who did not enroll for subsequent semesters. University-wide strategic goals now define success based on retention and graduation rates.

Solution

After deciding to purchase Hobsons' EMT Retain, the university began by creating a team to implement a retention timeline. The team, composed of representatives from advising, undergraduate education, enrollment management, institutional research, and student affairs, not only has been instrumental in the creation of a timeline for retention, but also has been the driving force of the success UK's retention efforts have seen thus far.

This group, in conjunction with the director of retention and student success, began a communication campaign focused on very specific groups of students who had left the university. The team felt this specific group of students were the most likely to return to UK when contacted. The e-mail campaigns focused on providing the students with new information and directing them to resources that might help them alleviate factors that caused their attrition.

Some of the reasons UK chose EMT Retain include:

- Facilitate stronger relationships with students
- Manage information through a student portal
- Provide the ability to setup custom rules to trigger alerts and communications when certain conditions are met
- Track students: their academic, financial, and social attributes that may help with early identification
- Manage communications flow
- Report and analyze performance against UK's retention goals using the goal gauge feature



The EMT Retain feature that UK considers valuable

is the targeted tracking of students by attributes that could signal problems the student may encounter and the ability to provide timely intervention. The focused communications using filters supports our criteria for providing students with the information they need at the time they need it.

- Chela Kaplan,
Director of Retention & Student Success

Results

Although the University of Kentucky has recently implemented the use of EMT Retain, they are already seeing results:

- After completing just two targeted e-mail campaigns focusing on students not currently enrolled, UK re-enrolled 250 students and collected \$1.1 million in fees and holds from the students.
- Prior to using EMT Retain, UK's first fall to second fall retention rate was 76 percent in 2006. In the 2007 cohort, UK had a first fall to second fall retention rate of 82 percent (a high for the university). UK is making a strategic effort to matriculate 90 percent of the first-year class to their second year and achieve a 72 percent graduation rate by 2020.
- The six-year degree completion for UK's 2002 cohort was a low 57.7 percent. Since getting these results, UK looked carefully at cohort retention and discovered many of the issues that are now receiving close examination and follow-up. "EMT Retain has played a big part in our examination of the graduation rates and provided us with additional options for re-recruitment campaigns," Chela Kaplan, Director of Retention & Student Success said.
- The university has had such success with its e-mail campaigns that it is currently re-recruiting 2008 cohort students who only attended fall 2008, and did not pre-register for fall 2009. E-mails and surveys have been sent through EMT Retain to those students, both in the spring and now for fall 2009.
- UK is also using EMT Retain to survey currently enrolled students on their needs/preferences for summer class offerings.

"Our campaign targeting incoming fall 2009 freshmen with low ACT/SAT scores—the Academic Readiness Program—has used EMT Retain extensively to sort the ARP candidates from the incoming population, communicate with them by letter and e-mail, provide a personal VIP page for them to register to take COMPASS placement exams, and to follow-up with them on course recommendations for fall 2009 based on their COMPASS test scores," Kaplan said.

About Hobsons

Headquartered in Cincinnati, OH, Hobsons supports education professionals in the preparation, recruitment, management, and advancement of students. With secondary school solutions, integrated marketing tools, enrollment management technology, and retention solutions, Hobsons provides innovative solutions that make it easy to help students make the best decisions throughout the entire education lifecycle.