

2017 Stop-Out Campaign Updates

The Stop-Out Campaign is an outreach initiative to re-engage and re-enroll the thousands of former Boise State students who discontinued between 1999 and early 2017 with 90+ credits and no degree—over 5,400 students. None of the students on the final list finished a bachelor's degree at another institution or are currently enrolled at another institution, but some of them may have taken other credits elsewhere between their discontinued dates and now.

Our call to action for the student is, "See how close you are to finishing." We built a landing page, a new youcanbook.me page, and a plan for connecting students to the right department or degree program with a path to graduation in-hand.

Outreach Results as of 6/28/2017

	Group 1: 2015	Group 2: 2014	Group 3: 2013	Group 4: 2012	Totals
Email Sent and Delivered	314	299	274	212	1099
Did Not Open	239	202	199	136	776
Opened	75	97	75	76	323
Clicked the Link in the Email	37	42	33	37	149

Totals for All Groups

Completed Form on the Landing Page	81
Reapplied to Boise State	12
Accepted	12
Enrolled	10

Majors	Number of Accepted Students
Multidisciplinary Studies	5
Criminal Justice	2
Communication	1
French	1
History	1
Information Technology Management	1
Political Science	1

Reasons for Not Returning	Total Responses
Work or financial issues	9
Academic, registration, or other university concerns	8
Family or relationship issues	6
Medical issues	0
Transportation issues	0
Permanent disability	0
Service in the armed forces	0
Service with a foreign aid service of the federal government	0
Service on official church mission	0

First Email to Former Students

You're close. Interested in how close?



BOISE STATE UNIVERSITY



A lot has changed since you left Boise State,
like your reasons for coming back.

Boise State offers convenient and supportive online, face-to-face, and daytime or evening classes.

Explore your interests, review the credits you have already earned, discover new options, and find the best fit for your life.

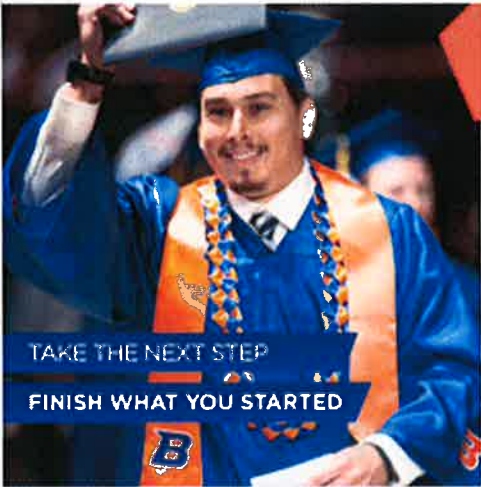
You're close to earning your degree. Let's see how close.

Click the button below to have someone on our team look at how many courses you need to finish your bachelor's degree at Boise State.

How close am I?

Landing Page

FINISH YOUR BOISE STATE DEGREE



You're close.
Interested in how close?

First Name:

Last Name:

Email:

Phone:

By providing my information and clicking the button below, I consent to be contacted by a Boise State University representative.

HOW CLOSE AM I?

TAKE THE NEXT STEP
FINISH WHAT YOU STARTED

Flexible **Convenient** **Supportive**


A lot has changed since you were at Boise State.

Boise State is committed to your success as you make the decision to come back to school. You can finish up your degree completely online, in person on the Boise State campus, or at locations throughout Idaho. Boise State is flexible so that you are able to balance your work, life, family and school.

We offer one-on-one advising as often as you need, as well as in-depth course reviews and progress tracking to help you achieve your goals. No matter if you are wanting to enter a new career, become eligible for a promotion, or just finish what you started, we can help!

WHAT CAN A BACHELOR'S DEGREE FROM BOISE STATE DO FOR YOU?

- ✓ Become 4 times more employable
- ✓ Make \$17,000 more per year
- ✓ Have 61% more job opportunities in the state of Idaho
- ✓ Join a network of over 84,847 Bronco Alumni around the world
- ✓ Secure lifetime access to Boise State career services



QUESTIONS?
We are here to help you find the right fit!
(208) 426-3721
priorlearning@boisestate.edu

MULTIDISCIPLINARY STUDIES | MDS@BOISESTATE.EDU | (208) 426-3721 | 10035 GRAFFT AVE, BOISE, ID 83725

Re-engagement to Re-enrollment

The student below stopped taking classes in 2013 and was discontinued in 2015. She was one math class (MATH 123) from completing a B.A. in Communication. The first email (Email A) is a fairly detailed description of the student's general opinion of and specific frustrations with Boise State when she initially responded to our follow-up stop-out email. The second email (Email B) is from the same student four weeks later, and it highlights the kind of shift in thinking that can occur for students when, collectively, we actively support and follow up with them.

Email A

Date: Thu, Apr 6, 2017 at 5:06 PM

Subject: Re: Finish Your Degree with Boise State University

Hi Rebecca,

I thought maybe something had changed in my favor, but it doesn't sound like it has. When I should have graduated, I had exactly one class left according to the catalog I was working from. Math. I guess one could argue that I had more based on the requirement to complete a class for zero credit when one places as poorly on the COMPASS as I did for math. This is why I was attempting to CLEP the credit instead, which I missed by three points.

I reached out a couple of times before to see about finishing, but the last time I did I was told that I had to reapply to Boise State. Again. And pay \$50 to register. Again. I fail to see how this policy encourages anyone to return to finish. And then there are the new foundational requirements which, for someone who's taken somewhere on the order of 130 credits, sound about as appealing and necessary for my particular degree as taking 10 math classes. Of course, I was also told I could write an appeal to a special committee that meets once every full solar eclipse or some such thing to see if I could get some of these redundant classes waived, but it sounded like a long shot.

Please do not take the above rant personally. This has just been extremely frustrating and disheartening for me. I realize that I am at fault for not planning well and not finishing when I should have. But the solutions I have been offered thus far all seem too convoluted to even contemplate. In addition to the above mentioned issues, I have moved to Maine, so an online option would be the only way I could salvage this, if that would even be an option for someone out of state in terms of residency and testing requirements.

If a completely online degree would be an option, I'd like to know exactly what that would entail. If not, thanks very much for your time and understanding. Once again, my frustration is not with you, but with the system.

I don't suppose anyone in charge cares, but if you think they might, please pass this on so perhaps they can understand one person's perspective on why someone might choose being one class shy of a degree over participating in a bureaucratic nightmare.

Thanks very much,

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Email B

Date: Thu, May 11, 2017 at 3:38 PM

Subject: Re: Catalog Year Update Form

All set! Thanks again, Jon! You and Rebecca have been absolutely amazing. I am truly grateful for all of the legwork both of you and your colleagues have done to help make this happen for me. I do not take it for granted and I promise I'll cross the finish line this time around. :-)

Have a great evening!

A lot happened during the five weeks between Email A and Email B: an application fee waiver, help from Admissions to fix an application processing glitch, a few phone conversations, a catalog year update, and a prerequisite override form and permission number from the Math Department. But it all came together quickly, and now Dani is one summer math class away from being able to call herself a graduate of Boise State University.

Her story is not unusual. The returning French major lives in Astoria, New York. He was two classes short of his degree when he stopped enrolling. No upper-division French classes were available online this summer, but we were able to take care of his final major requirement with an academic adjustment and enroll him in an online section of ENGR 100 to satisfy his final Area III requirement. He will graduate this summer.

One of the Criminal Justice majors actually purchased his cap and gown and walked in 2006, and although he had completed all of his major requirements, he was one upper-division credit short of completing his undergraduate degree requirements, so he never received a diploma. He likely received an email from the Registrar, but he never opened it, so for quite a few years he thought he had completed his degree but lost his diploma in the mail. So did his mother. He reapplied in 2014 (and paid the admission fee) but felt a bit lost and could not find the help he needed, so he never enrolled. He showed up in our 2014 group of discontinued students, and now, he is enrolled in a 2-credit upper-division workshop, and in two months, he will finally get his diploma from Boise State.

The other Criminal Justice major last attended in 2010, so her catalog expired last fall. All but one of her major requirements were complete before she stopped out: math. A peer advisor apparently told her to take MATH 124, but in 2010, the Criminal Justice degree required MATH 130. Both math classes had the same prerequisite (MATH 25), and two years later, Criminal Justice changed their math requirement to MATH 123 (which was then equated to MATH 124). But they also changed their science requirement from an open Area III requirement to one open DLN and one biology-specific DLN. This student had taken a GEOL course and GEOS course, so in the new catalog, because she was missing the biology DLN, she did not look core certified, again, which meant that UF 100 and UF 200 were also added as new requirements. Laura King approved an academic adjustment for the DLN requirement, Matt Recla waived the UF requirements, and the Registrar manually moved the student from PRE-CJ to CJ so that she could apply for graduation without filling out the application to take upper-division CJ courses. She will now apply to graduate this summer without enrolling in a single credit. (Her last email: "Woohooo!!!! Huge answer to prayer!!! Thanks for making my year!!!")

Another student—a history major—just completed an academic appeal to extend her 2011-2012 catalog one semester. Without the extension, she would need two full time semesters to graduate in the new catalog rather than one. We have also worked to have a couple of the older courses she transferred from the College of Idaho in 2009, which came in as 100xf courses but were clearly courses that should have satisfied one or even two of her Area requirements, reevaluated by Foundational Studies. If her extension is approved, she will graduate this fall.

All of these students received admission fee waivers. All needed an advocate, someone who could help them maximize the credits they already completed and find the most efficient path to the degree they wanted. These are not the exceptions—not for this campaign. They are the standard.

The average GPA of the 1,564 students we have tried to reach out to over the last three months is 2.8. Their average number of credits is 118. Over 30% of them (466) have holds on their accounts, and 95% of those holds are financial (financial student services, parking ticket, textbook rental, library fine, etc.).

If we continue to prioritize this student population by both validating their previous experiences at our institution and working to help them experience an administratively simpler and better supported reentry to Boise State, they will succeed, and we will inch closer to our statewide 60% CCI goal. But most importantly, we will repair broken relationships and potentially transform the lives of hundreds of former students (and maybe even their children and their children's children).

