

Student Outreach Program

Reduce student summer melt and promote returning to school through targeted, proactive communication.



Changing Environment

Nationally, 10 to 20 percent of students melt away over the summer most of which are likely low-income minority students. This year, melt is likely to be higher as reports suggest that one in ten high school students is reconsidering attending a four-year school while one in six is considering attending a school closer to home.

Students may also have looming financial concerns with many facing unemployment and not receiving stimulus checks. Experts also predict that the divide between students of different income levels is expected to grow. Many lower income students are making hard decisions between working and attending school, grappling with how to pay for school and deciding if a community college is a better fit over a four-year institution for the near term.

Help Your Students Get To and Stay In School

Connecting with prospective, current and withdrawn students during this time is critical. As a result, Inceptia is launching a new proactive outreach solution to help you connect with students and to reduce melt and student anxiety.

Extend Personalized Contact

Through a variety of methods, Inceptia student advocate counselors will reach out to your prospective and returning students to answer questions and help them progress by promoting FAFSA completion, reminding of deposit deadlines, registering for class and encouraging attendance. Our overall mission is to extend the care you give to your students and offer support as critical decisions are made regarding the fall term.

Re-engage with Withdrawn Students

Inceptia student advocate counselors will also conduct outreach to students that have recently withdrawn from your institution and do not plan to return in the fall. Counselors will help uncover the reason for the student's withdraw and provide supportive options to encourage re-enrollment with your institution.

Collect Trending Data

Inceptia counselors will collect information about the concerns expressed by your students along with the reason the student withdrew, if the student is not returning to your school. This trending data will offer insight as you make determinations as to the need for increasing student support and future recruitment and retention efforts.



Program Overview

- Prospective, current and withdrawn student lists are submitted by the school — allowing you control over who receives outreach and how many students Inceptia contacts.
- Communications include a unique 800 number for each school, which will be transferred to the school at the end of the program, ensuring continued calls are received by the school.
- Students are contacted through telephone outreach along with emails, text messages and the opportunity to chat with our counselors. Telephone messages are left after each call.
- Students are sent follow-up email communications following a right party connection recapping resources dependent on what the student has indicated.
- Comprehensive reporting highlighting trending data about your students is provided through the Client Dashboard including:
 - Outreach attempts by student, by outreach mode
 - Contact rate — Voice mails left; live contacts
 - Email open rate
 - School attendance plans by student
 - Responses and reasons for not attending school

Talk to Us

Learn more about the Student Outreach Program, contact your business development representative or call 888.529.2028.

We uncomplicate financial aid.

Inceptia is a nonprofit organization committed to innovative, effective and uncomplicated solutions for financial aid management, smart borrowing, financial education and repayment wellness.



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