Outreach Strategy for Fall 2015 Enrollment: Contacting Students
June 24, 2015

Central Messages to Communicate:
1. We noticed that you have not yet registered for fall classes, and we want to encourage you to get enrolled as soon as possible.
2. If you have problems of any kind that prevent you from registering and performing well, we are here to help.
3. Be sure that you check your eagles email daily. Important messages about financial aid, classes, registration, and other matters are sent only through that address.
4. If you have any questions after we talk, don’t hesitate to reach out (and provide contact information for someone).

Preferred method: Phone

General Template for Calls:
✓ Ask to speak to the student and leave a message if the student is out; be careful not to talk to anyone else about the student, given FERPA restrictions.

✓ When you reach the student, tell him/her that you are calling from Southern Miss about registering for fall classes.

✓ Ask them if they plan or want to take classes in fall.
  o If no -> ask why and enter reason in spreadsheet. If it’s something that is correctable, try to fix the situation (see Outreach Guide)

✓ If yes -> ask them why they haven’t yet registered. See Outreach Guide
  o The most common reason is likely that they just haven’t gotten around to it. Encourage them to enroll before more classes close or before classes get canceled due to lack of enrollment.
  o Financial reasons are also common – see attached info on the Outreach Guide about whether they need to go to Business Services or Financial Aid.
  o Academic performance issues – they need to connect with advisor(s) and/or department chair to resolve any holds.
  o Registration issues need to be handled on a case-by-case basis, as students may need to register for different classes than planned (due to availability) or talk with an advisor about scheduling possibilities.

✓ Before you hang up, ask if they have any questions or concerns, and try to address anything they bring up. Make sure they are aware of the success website (http://www.usm.edu/success), which will point them to lots of resources, from tutoring to finances. Conclude by telling them you hope to see them in fall.

✓ Make sure that you enter the information you learned in the column on the spreadsheet.

Questions? Contact Amy Chasteen Miller at amy.chasteen@usm.edu or 601-266-4463.