

How the **Student Engagement Flywheel** Increases Enrollment & Retention

Student engagement is a two-way street. Schools need a way to engage students and students need a way to engage schools.



Thinking through the “how to make that happen” yields **FOUR KEY INGREDIENTS**:

- 1 OUTREACH** - Proactive nudges and reminders using the communication channels that students actually use.
- 2 SUPPORT** - 24/7 virtual advising from any device using AI-powered chatbots, live chat, and video meetings.
- 3 EDUCATE** - Incorporate easy to understand resources (including video explainers) that empower students.
- 4 ANALYZE** - Better understand behavior to predict outcomes and drive subsequent Outreach initiatives.

The Student Engagement Flywheel can help your institution strategically implement

A 360° APPROACH TO STUDENT ENGAGEMENT

empowering your college and university to both serve and support students proactively and reactively and ensure no one falls through the cracks.