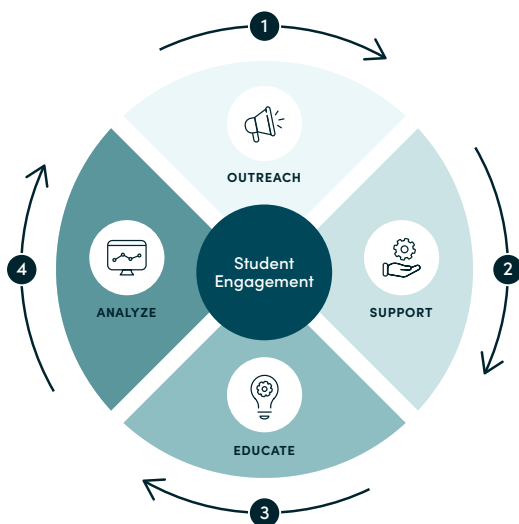


The Student Engagement Framework You Need to Increase Enrollment and Retention

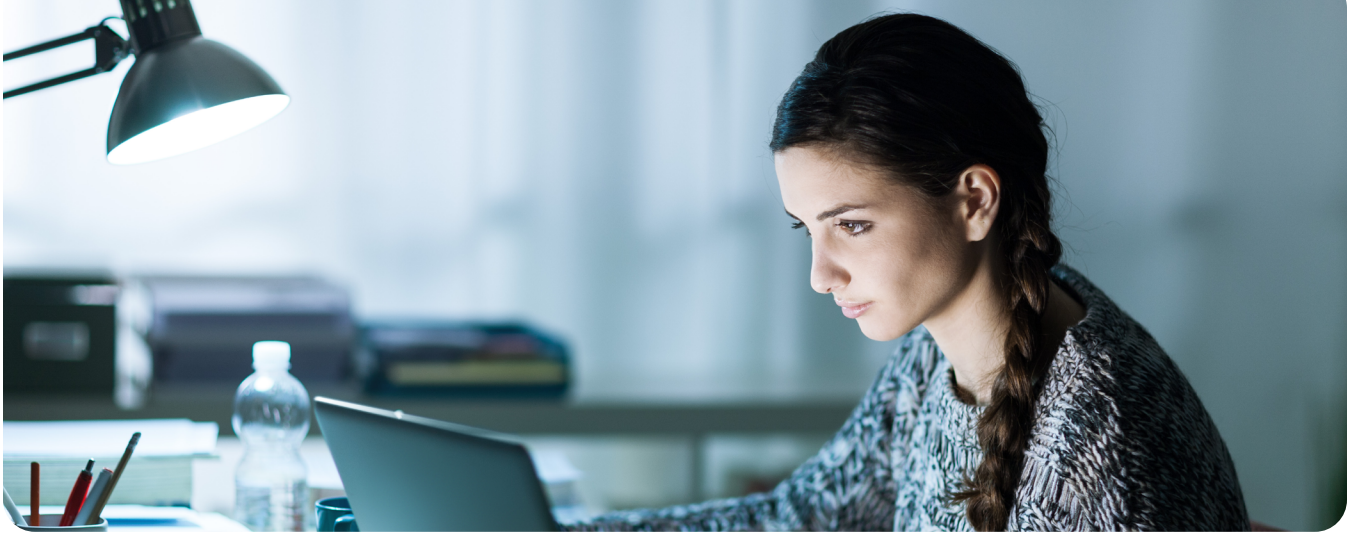
Student engagement is ultimately a two-way street. Of course, schools need a way to engage students, but at the same time, students need a way to engage with schools. Moreso, they need access to convenient channels that help them confidently get information and ask questions exactly when they need to.

Sound like a tall order? Our team at Ocelot has 70+ years of combined experience in higher education that have helped us develop cutting-edge, AI-powered student communication solutions. As we've helped colleges and universities like yours develop strategies to successfully engage with their students, we've found that four specific steps help to get them there. We call these four steps the Student Engagement Flywheel!



What Is The Student Engagement Flywheel?

The Student Engagement Flywheel is a comprehensive four-step framework designed to increase student engagement and improve retention rates. The four steps include Outreach, Support, Educate, and Analyze.



Step 1: Outreach

Your student engagement strategy starts by sending students proactive nudges and reminders through the communication channels they use the most (aka their phones). This step is essential for achieving student outcomes.

For example, when it comes to Financial Aid, institutions can send reminders about upcoming deadlines, provide personalized tips on how to complete forms effectively, and offer resources on financial literacy.

Admissions/Enrollment departments can nudge prospective students with reminders about campus tours, application status updates, or scholarship opportunities.

Similarly, Student Affairs can send reminders about important campus events, club meetings, or academic support services.

These proactive nudges can help keep students informed and connected to campus life. They also help institutions of higher education to get ahead of potential student challenges.



Step 2: Support

But what happens when students inevitably have questions or run into challenges? That's why support is the second part of the student engagement flywheel. Institutions must provide 24/7 virtual advising from any device using AI-powered chatbots, live chat, and video meetings. Virtual advising powered by AI can support students whenever and wherever they need it.

AI-powered chatbots can assist students with frequently asked questions regarding Financial Aid, Admissions/ Enrollment processes, or student support services. Live chat features can enable real-time conversations with advisors who can guide students through complex decisions or provide personalized support.

Additionally, video meetings can facilitate one-on-one advising sessions, ensuring students receive the help they need, even from a distance. These virtual advising solutions offer flexibility and access to support 24/7, empowering students to make informed decisions about their educational journey.



Step 3: Educate

Once the Outreach and Support steps are covered, institutions must incorporate easy-to-understand resources, including video explainers, in the Educate step to empower students. This step is crucial for student success.

For instance, Financial Aid offices can leverage the videos in [Ocelot's Video Library](#) that explain the various types of financial aid available, walk students through completing the FAFSA, or provide tips on budgeting and financial planning.

Admissions/Enrollment offices can create videos showcasing life on campus, presenting academic programs, or featuring inspiring alumni success stories. By utilizing these educational resources, institutions can empower students with the knowledge and information needed to navigate their educational journey effectively.



Step 4: Analyze

Finally, in the Analyze step, success metrics must be tracked alongside what and how many questions have been answered via chatbot, two-way text, and live chat to better understand student behavior and needs. This data can then be used to predict outcomes and get proactive with future outreach initiatives.

Tracking the success of outreach efforts and utilizing data to understand student behavior and needs is crucial. For example, institutions can analyze the questions answered by chatbots, two-way text conversations, and live chat interactions to gain insights into student concerns. They can then tailor their outreach initiatives to address those specific needs or gaps in communication. By using AI algorithms to predict outcomes, institutions can become proactive in targeting areas that may require additional support and further enhancing student engagement.

A Cycle of Student Success

The Student Engagement Flywheel is the perfect strategy to increase student engagement and retention rates. It can help your institution strategically implement a 360° approach to engagement, serving and supporting students both proactively and reactively. With this framework, no student falls through the cracks.

To learn how AI-powered student communication solutions like Ocelot Chatbot, Two-Way Texting, and Live Chat can help your institution best serve your students, [talk to our team today!](#)

