



Anti-Melt & Parent Engagement



ABOUT US

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Hometown: Merced, CA • **Hometown:** Los Angeles

Major: Economics • **Major :** MBE

Career: Data Analyst • **Interests :** Coffee, Data and Investments

Interests: Risk Modeling • **Goals :** Business Analyst

Goals: Buy Vending Machines



WHO ARE WE?

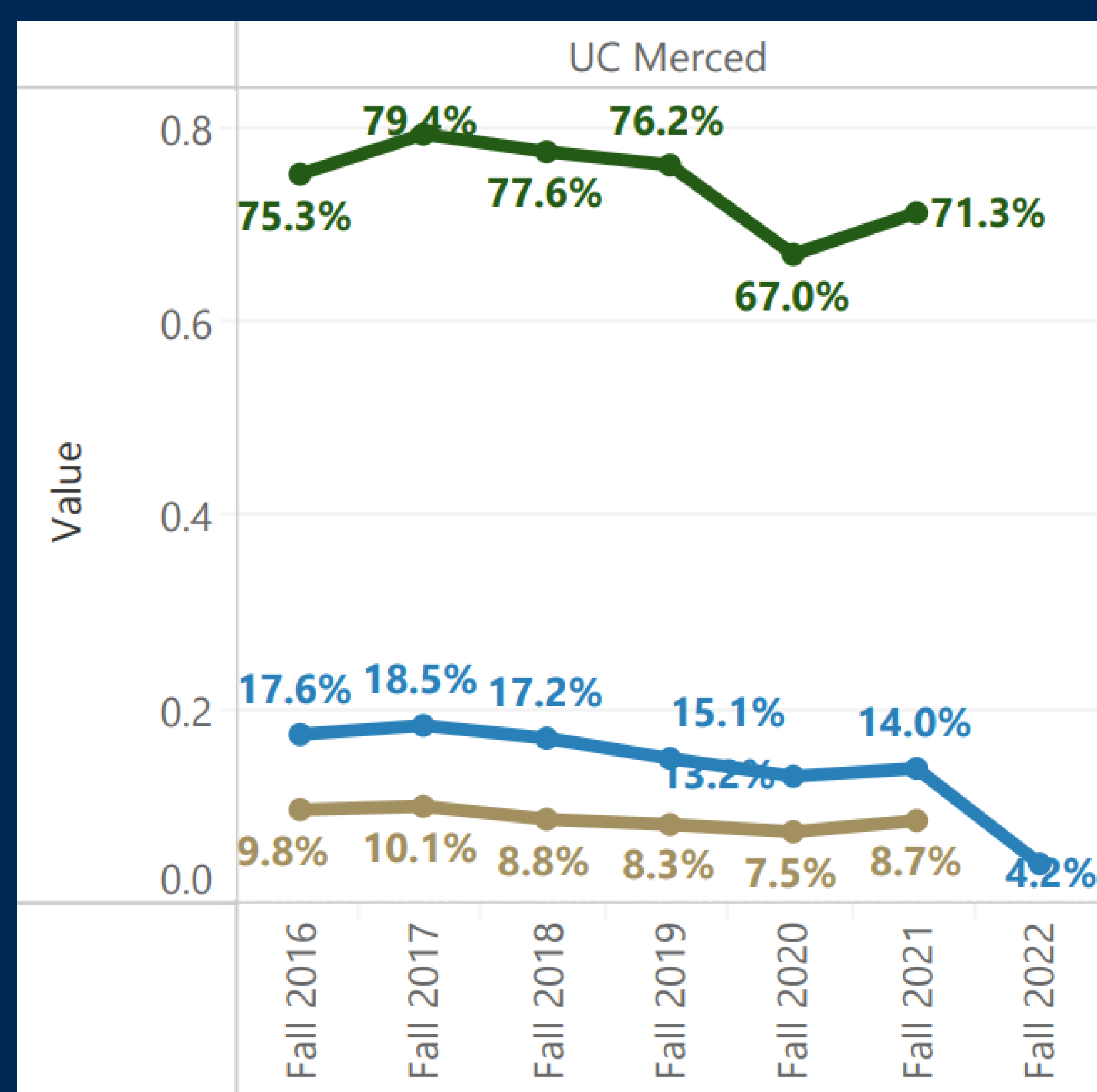
- Students First Center is a One-Stop-Shop dedicated to enrollment services
- 80/20 service model
- Financial Aid, Registration, Admissions, Billing
- Goal: Centralize student services

WHAT IS ANTI-MELT?

- Melt describes the phenomenon of students who are admitted to a university and commit but do not enroll.
- Anti-Melt is strategies focused on reducing melt.

WHY STUDENTS MELT?

- Students lose a support system during the transition to college
- The matriculation process can be confusing due to to-do lists requirements to complete their enrollment



Enrollment Yield
SIR Yield
App to Enroll Yield

OVERVIEW

Research Question:

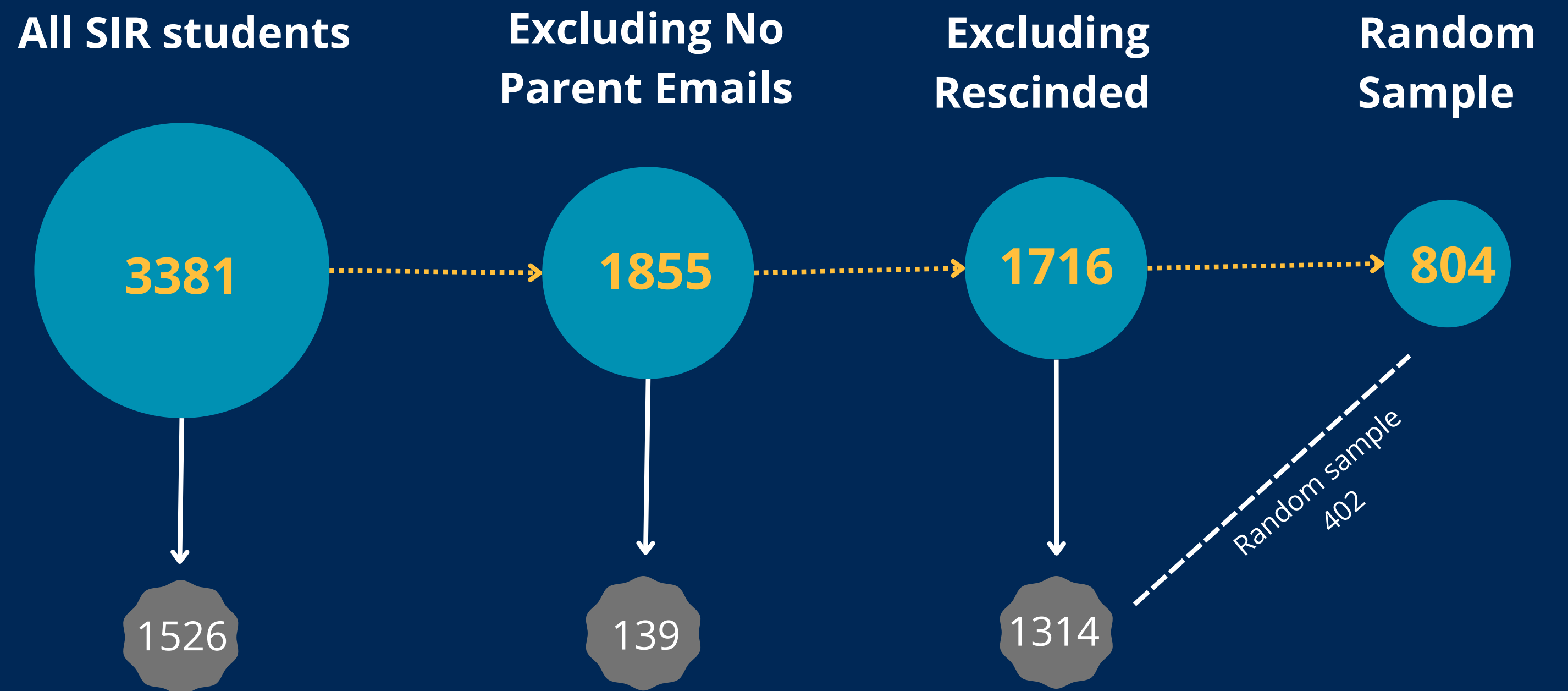
Is there a correlation between parents' participation in the matriculation process of first-year admitted students and the enrollment yield for Fall 2021?

- Recorded through Anti-Melt Campaigns and Newsletters in Salesforce (May - Sept)
- CPID attached to parent email address

Rescinded Students: Students who had an admission offer taken away.

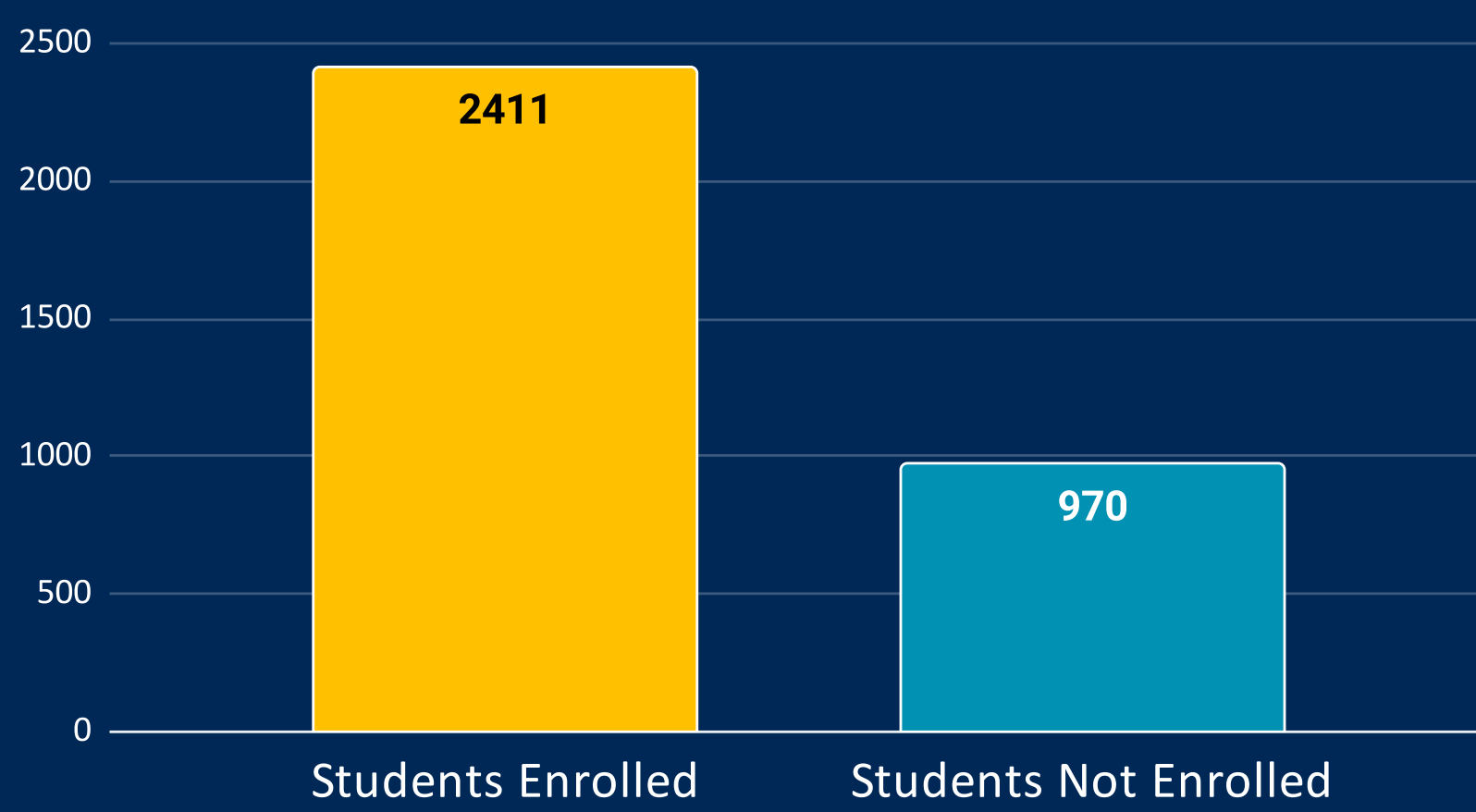
Interaction: A parent who opened/clicked on an email or newsletter

Data Selection



1 DATA INTRODUCTION

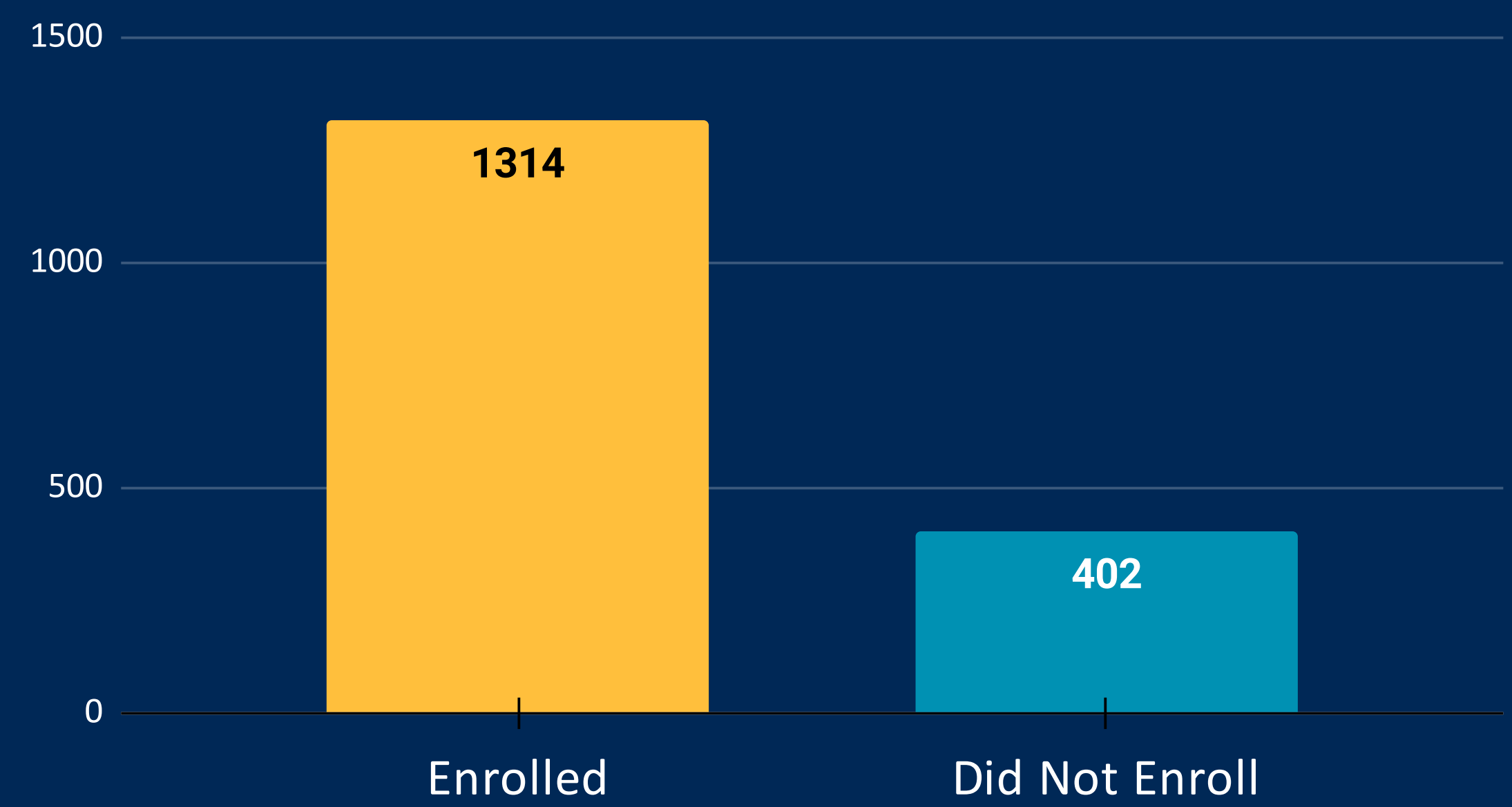
General Enrollment Rate



- 3381 students sir in the Fall of 2021
- 71.31% enrolled
- 28.69% students did not enroll
- This is our general data

2 EXCLUDING RESCINDED

Chart 1: Enrollment Rate



3 RANDOM SAMPLE

	Enrolled	Not Enrolled
Avg Engagement	7.33	2.15
Parent Engagment Rate	93.5%	46%
Total Engagement	2945	865

Engagment * census_flag Crosstabulation

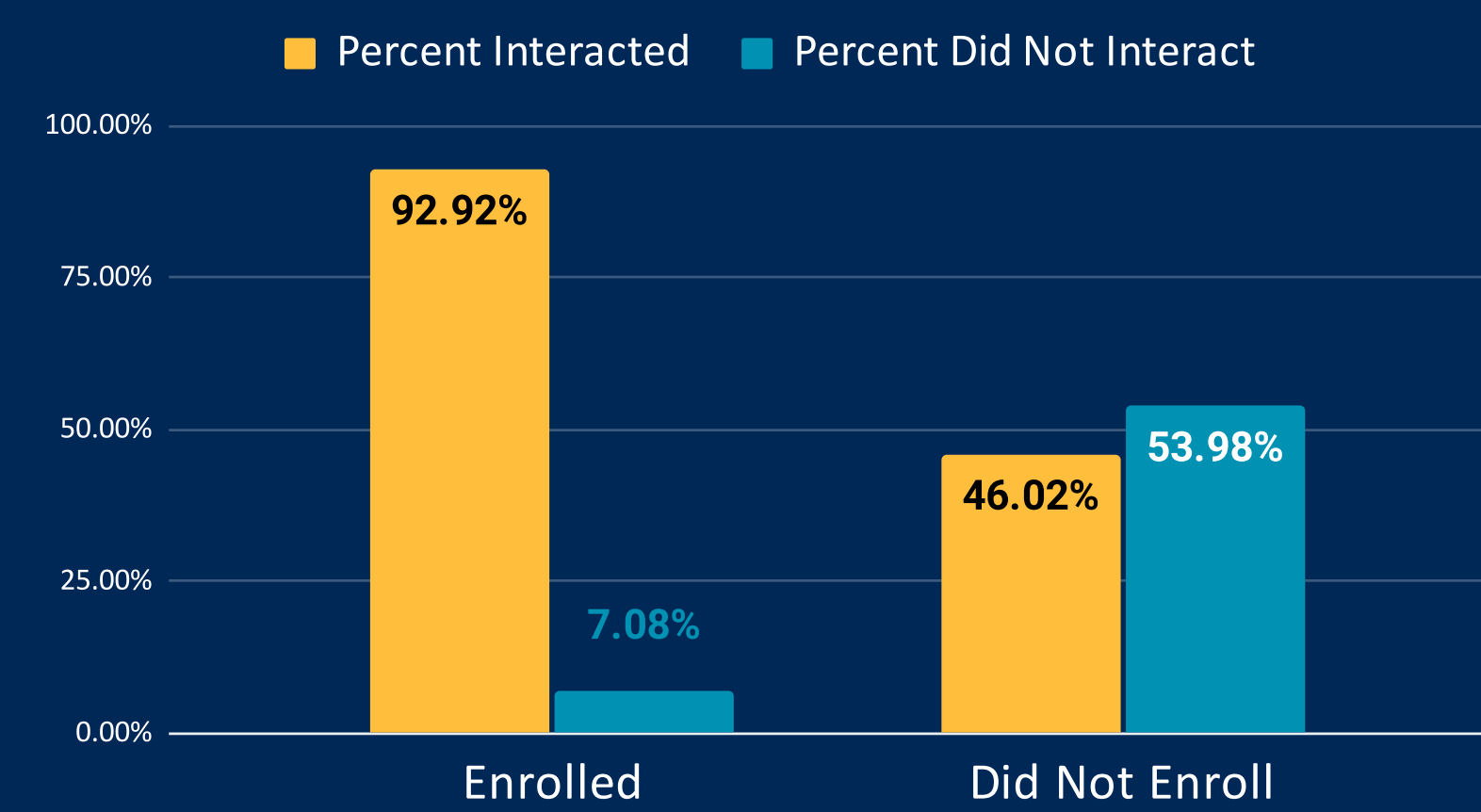
Engagment	Type	census_flag		Total
		Not Enrolled	Enrolled	
Not Engaged	Count	217	26	243
	Expected Count	121.5	121.5	243
Engaged	Count	185	376	561
	Expected Count	280.5	280.5	561
Total	Count	402	402	804
	Expected Count	402	402	804

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	215.156a	1	0.000		
Continuity Correctionb	212.909	1	0.000		
Likelihood Ratio	237.885	1	0.000		
Fisher's Exact Test				0.000	0.000
Linear-by-Linear Association	214.888	1	0.000		
N of Valid Cases	804				

INTERACTION

Chart 3: Percentage Interaction Rate



- In percentage form we can see more clearly the difference between interaction from both groups
- Only 7.08% did not interact in the group of students that enrolled
- While 52.98% did not interact in the groups of students that did not enroll
- We see a difference in enrollment rate as interaction goes from 0 to 2 parents.
- Turning point is after the interaction rate of 5
- We see that from 6 and up that student enrollment rate surpasses the group that did not enroll

Chart 4: Number of Guardians Interacted VS Enrollment Rate

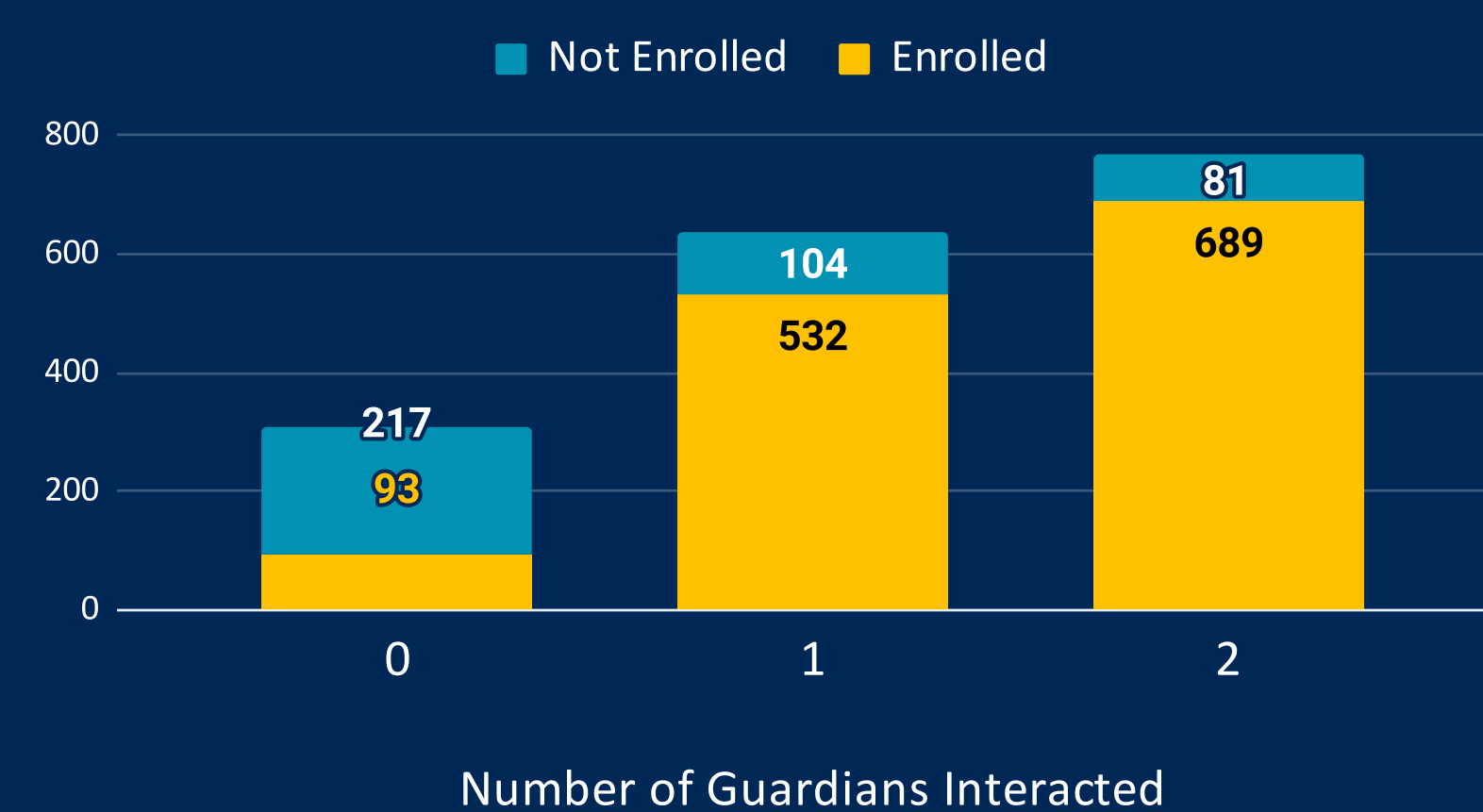
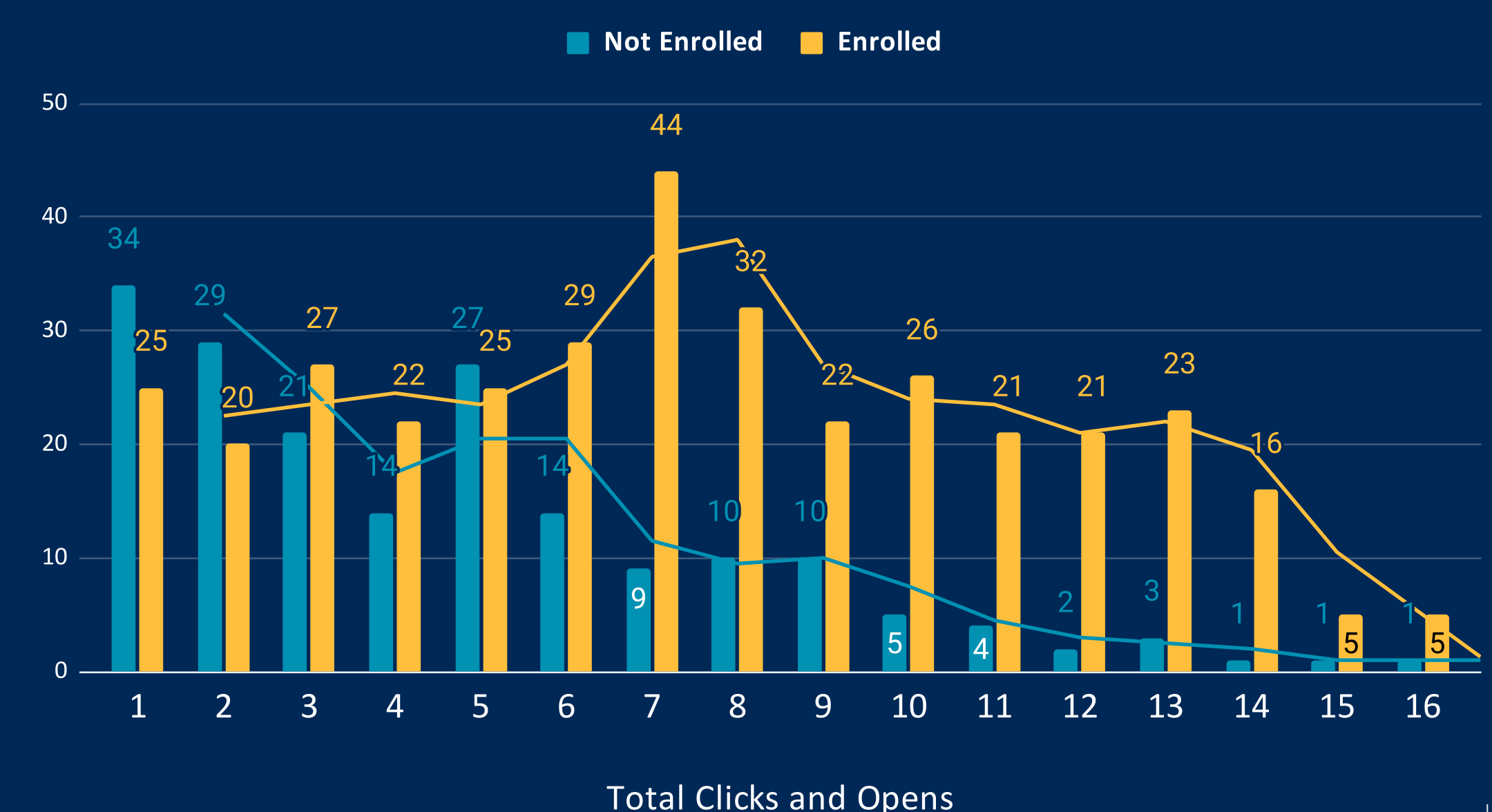


Chart 2: COUNT of Total Clicks and Opens for Enrolled VS Not Enrolled

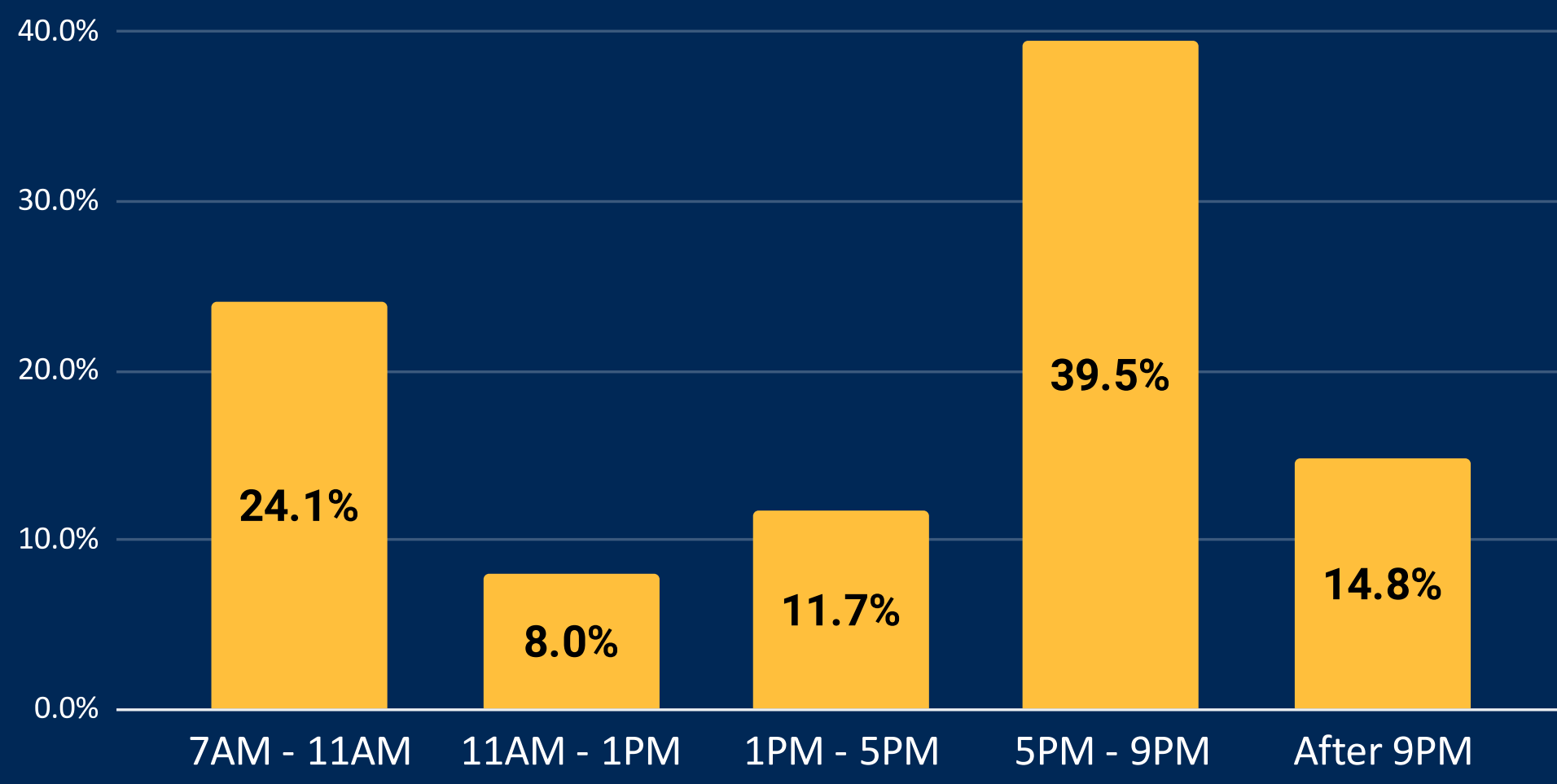


Parent Survey

- We wanted to capture Fall 2021 communication experience
- Survey opened March 22 -- April 6th
- 2311 parents
- 8 questions of Likert scale & Multiple choice
- Available in English and Spanish
- A total of 162 responses, 144 completed responses, 26 in Spanish

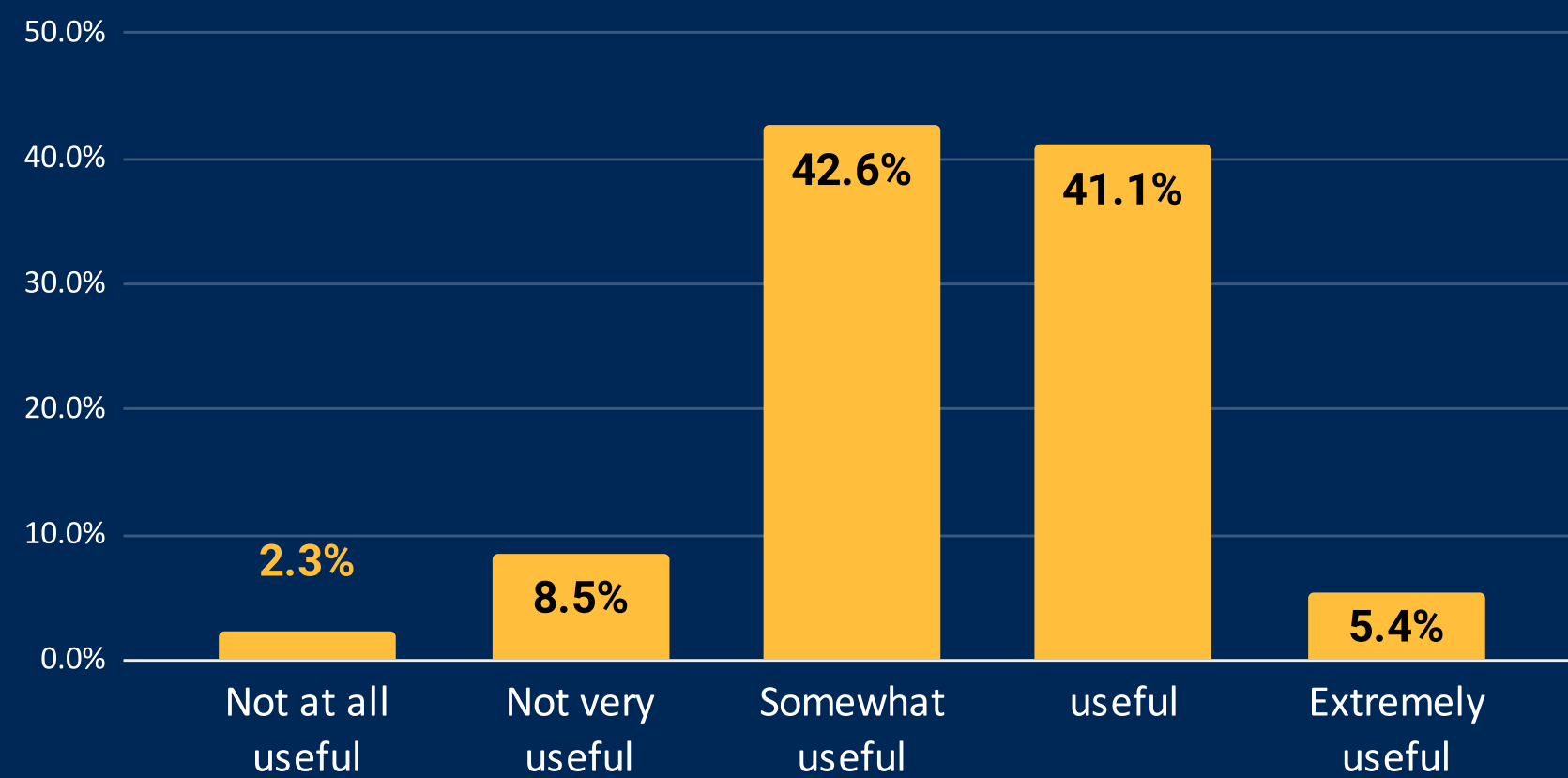
Approximately what time of day did you read UC Merced emails?

Q3: Approximately what time of day did you read UC Merced emails?



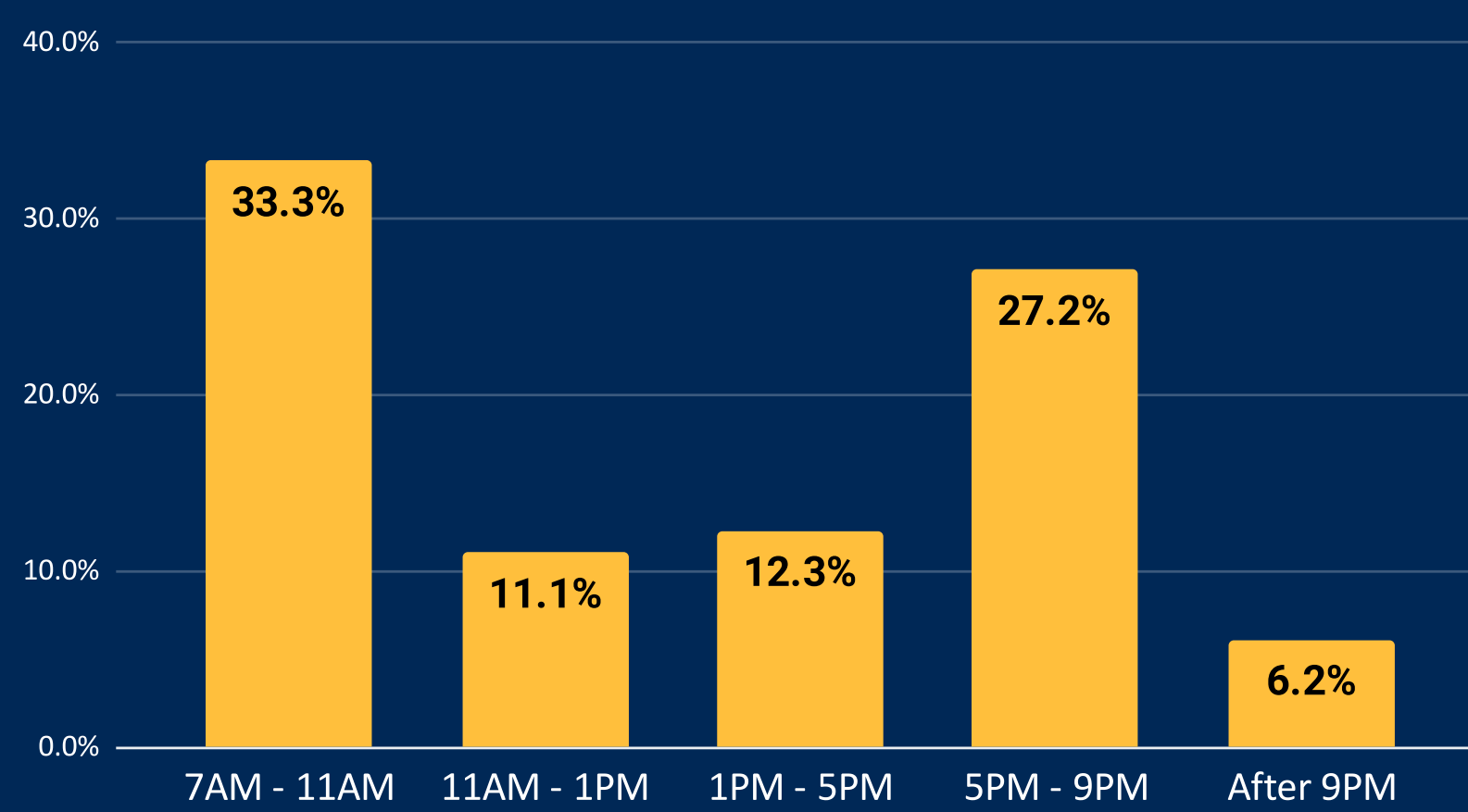
How useful did you find the information provided in the emails?

Q4: How useful did you find the information provided in the emails?



What time of day would you like to receive UC Merced emails?

Q8: What time of day would you like to receive UC Merced emails?

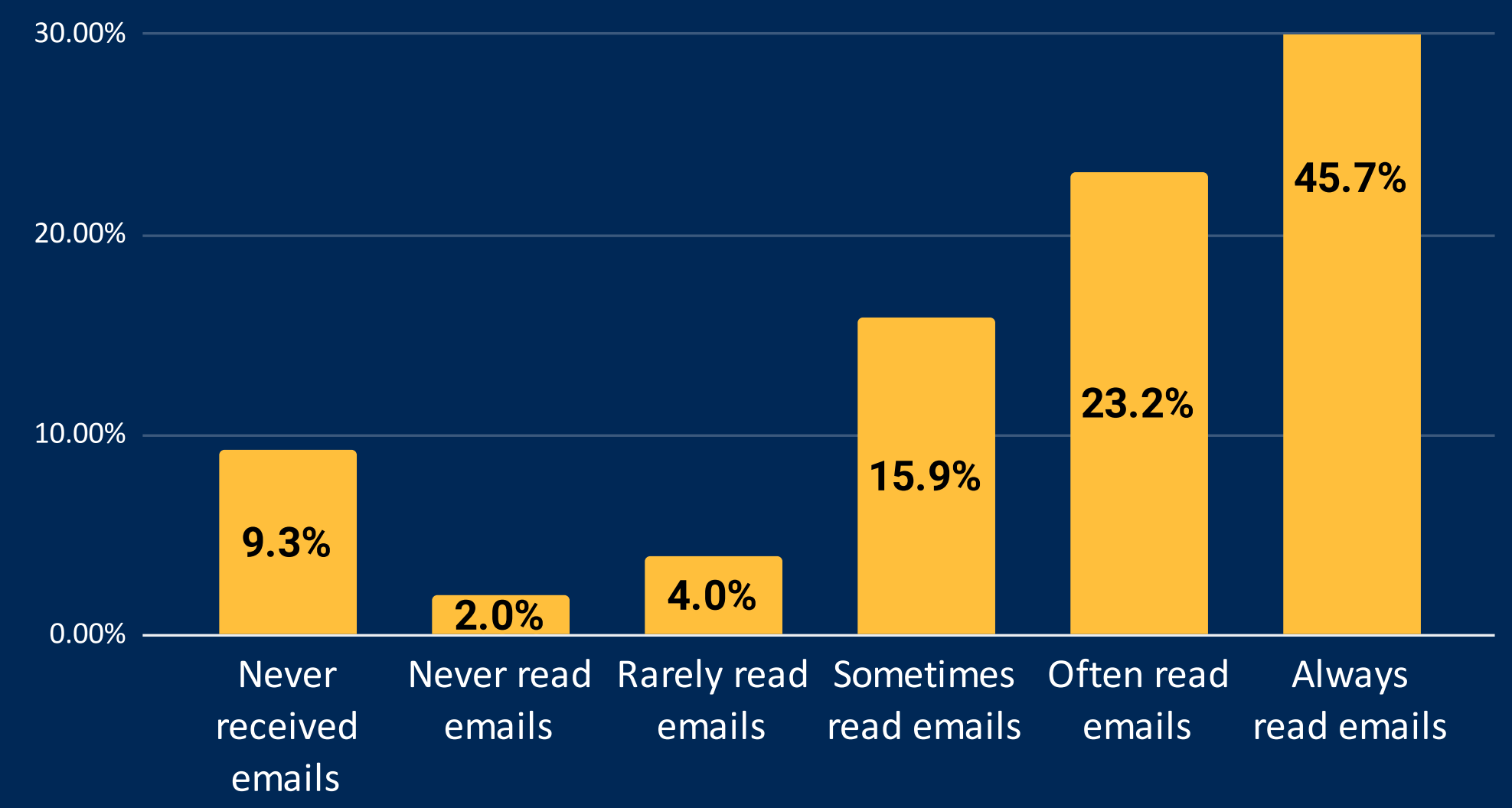


LIMITATIONS

- Parent engagement was not fair across everyone, some parents were emailed more often
- Parent engagement was only measured through one channel
- Not enough diverse data to run a correlation analysis
- 1,526 students out of 3,381 that SIR'd did not have parent emails
- Survey was open for a short period of time

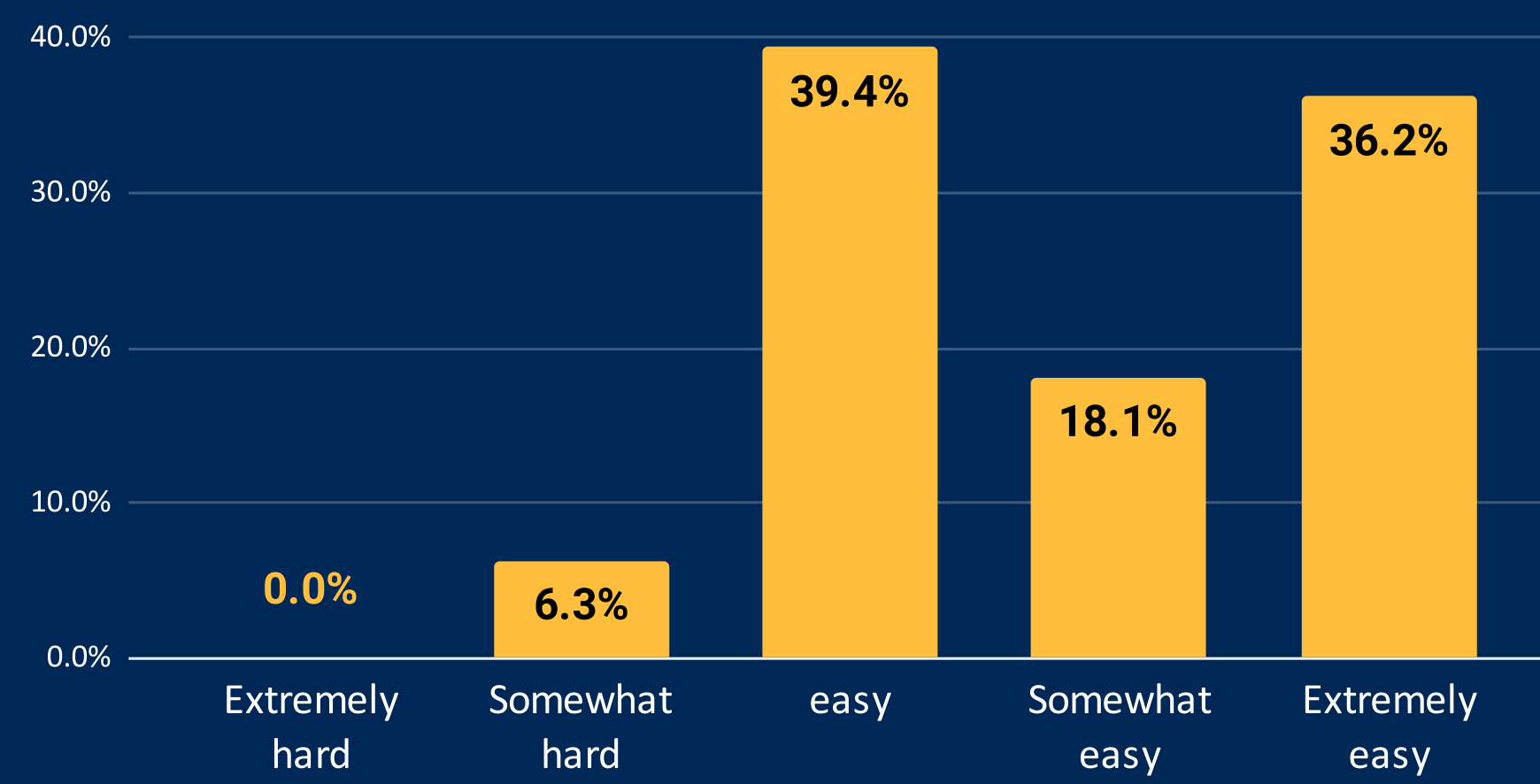
How often did you read UC Merced Emails?

Q1: How often did you read UC Merced emails?



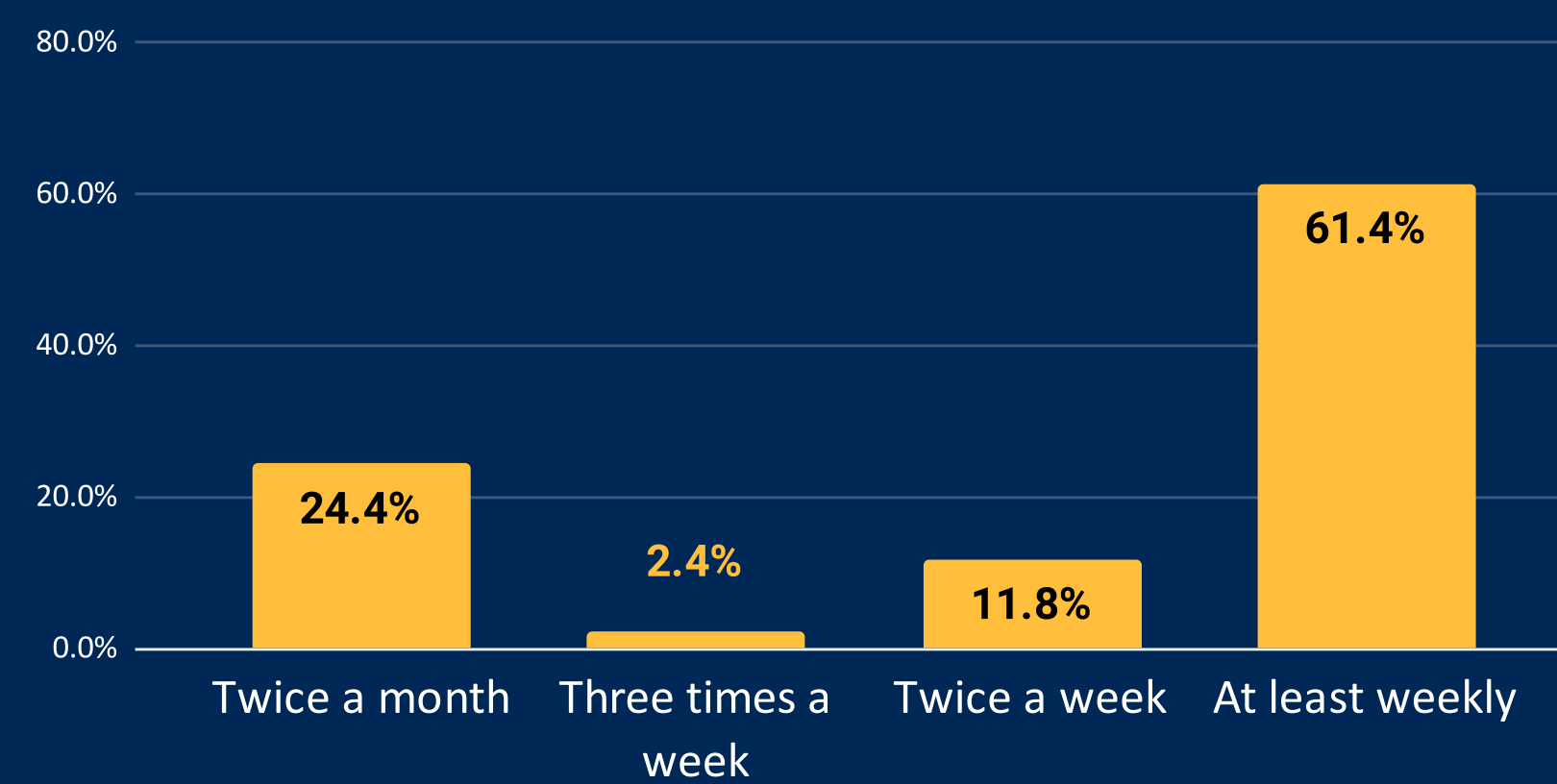
How easy was it to understand the language used in the emails?

Q5: How easy was it to understand the words/language used in the emails provided?



How often would you have preferred to receive important communications prior to the Fall semester?

Q7: How often would you have preferred to receive important communications prior to the start of the fall semester?



- 46% chose Always
- 6% Never read or Rarely Read

- 40% read 5PM - 9PM
- 24% 7AM - 11AM

- 94% found our emails easy to understand
- 6% found them somewhat hard to understand

- 89% found the emails useful!
- Efforts to inform parents is proven to be useful for many parents
- But there is a close line between somewhat useful and useful

CONCLUSION

Parent engagement is higher in enrolled students.

There is a dependence between parent engagement and enrollment.

PARENTS WANT TO ENGAGE.

FUTURE SUGGESTIONS

1. Include dropped for non-payment students
2. Send out parent survey after first day of instructions and to not enrolled
3. Make it an emphasis for students to include a guardian email
4. Measure parent engagement through other avenues
5. Create an automated method to pull parent data
6. See how parent engagement changes after a cancelled SIR
7. Create a "Melt" survey for students that did not enroll