

Fall 2021 Re-enrollment and Retention Plans

FOUR CAMPUSES UNITED
ALL FOUR: **ONE**



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

\$4 million for Re-enrollment and Retention

Direct support to students (\$3.2 million)

- Retention grants for students; and
- Funding for students to re-take courses and associated grade forgiveness programs

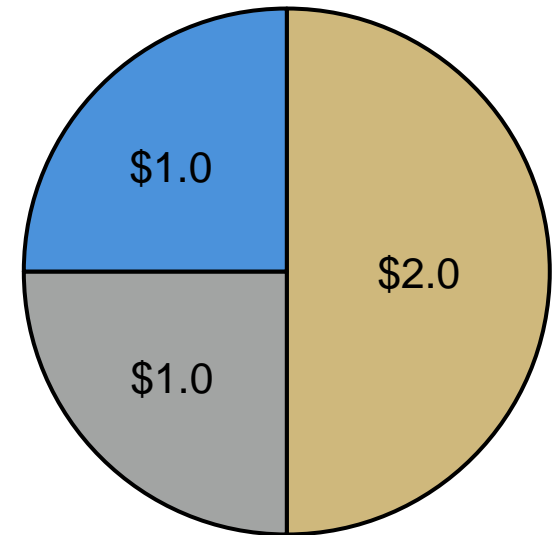
Marketing and outreach efforts (\$330,000)

Course offering to address waitlists (\$260,000)

Other investments (\$235,000)

- Temporary staffing
- Student support wrap-around services
- Student success initiatives

Re-Enrollment and Retention Funds by Campus
(In Millions)



■ CU Boulder ■ UCCS ■ CU Denver



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FOUR CAMPUSES UNITED

CU Boulder Plan, \$2 million

Over 2,300 undergraduate students who were enrolled in the Spring 2021 semester have not registered for classes for the Fall 2021 semester.

- 1. Student Profile Development:** through Office of Data Analytics
- 2. Design Outreach Plan:** through collaboration between Enrollment Management, Undergraduate Education, Strategic Relations and Communication offices
- 3. Academic support:** to students who had a drop in GPA
- 4. Retention grants:** to students who have financial need or hardship
- 5. Broaden the campaign to add additional undergraduate students:** who were not enrolled in fall 2020 and left the University when COVID-19 began.

Item	Amount
Retention Grants (\$1,000 to \$5,000/student)	\$1,900,000
Temporary Staff / Stipend	\$100,000
Total	\$2,000,000



CU Denver Plan, \$1 million

Over 2,000 credit hours of courses were taken remotely with poor academic outcomes in the prior year and the students taking these courses have not re-enrolled.

- 1. Outreach to current students who have not enrolled:** digital campaign to build awareness and convert our targeted audience of “continuing non-enrolled” to register
- 2. Students with academic barriers:** support the students’ tuition costs for repeating their D or F courses taken remotely
- 3. Wrap-around services:** programming and activities designed to help students through their second year given the unique challenges as students who began during the pandemic
- 4. Early action triage project:** rework current triage and management structure to centralize outreach to struggling students in a single location

Item	Amount
Outreach to current students who have not enrolled	\$150,000
Students with Academic Barriers	\$715,000
Wrap-around Services	\$65,000
Early Action Triage Project	\$70,000
Total	\$1,000,000

UCCS Plan, \$1 million

1,026 first time students were enrolled in Fall 2020 and have not registered for Fall 2021 classes.*

- 1. Increase academic course offerings:** by hiring additional instructors to respond to the 2,509 wait listed student credit hours
- 2. Messaging:** by broad messaging campaign to build awareness combined with targeted messaging campaign to reach identified populations of students who will respond best to outreach
- 3. Remove Barriers to Registration:** Assist students who cannot register due to financial hardship or academic barriers

Item	Amount
Increase academic course offerings	\$260,000
Messaging	\$180,000
Remove Barriers to Registration	\$560,000
Total	\$1,000,000



Timeline and Outcomes

- Late June/Early July 2021 – campuses developed plans
- August 2021 – campuses implementing plans and awarding funds
- October 2021 – results and outcomes from these investments will be known following the Fall census

