

## PROMISING PRACTICES EXCHANGE

Please send your completed forms to Joe Holliday: [jholliday@sbctc.edu](mailto:jholliday@sbctc.edu).

1. Which of the five areas of Strategic Enrollment does this practice address? (Check all that apply)

- Alignment with K-12
- Re-engaging Adult Students
- Onboarding New Students
- Retaining Students
- Responding to the COVID-19 Pandemic

2. Name of practice: Text Messaging reminders about tuition nonpayment

3. Description of practice: We send text messages in advance of tuition nonpayment drop deadlines to remind students of their options for tuition payment.

4. Results: What evidence do you have that this practice is achieving desired results?

We have shown an average increase in retention of 142 students per quarter since implementing this practice, as well as an overall decrease in the number of students we have to drop for tuition nonpayment on the deadline.

5. Based on your review of the Excellent Practices Rubric, please indicate whether you believe this practice is emerging, promising, or excellent. (Select only one)

- Emerging
- Promising
- Excellent

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Submission date: 12/16/20