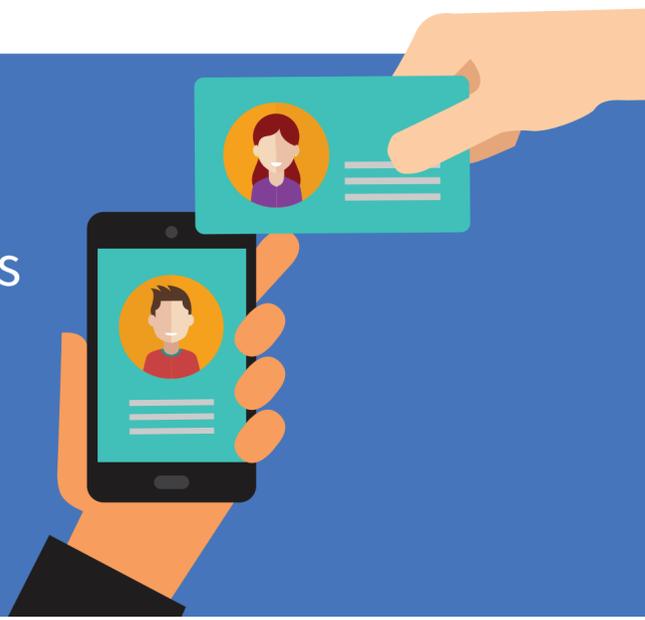




Credential Lifecycle: Recruiting, Retaining & Relating

How to Use Your Credential Program to Engage Students & Alumni Throughout Their Campus Lifecycle



Recruiting

Leverage your credential program to create a higher level of personalization during the recruiting process.

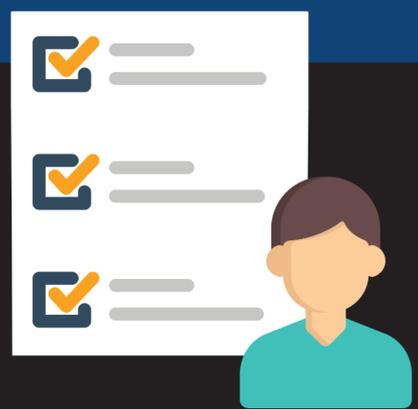


- > Add funds on the credential for them to use it to pay for parking, purchase course materials at the campus store & enjoy a drink & a snack in the dining center.
- > Create a personalized card with the student's & parent's name & photo (search the web if you need to!) & deliver it ahead of their visit.
- > Create an electronic scavenger hunt that helps them see various aspects of campus — have them tap into various buildings & activities to earn a prize at the end of their tour.

- > Track classroom attendance/absence as an early predictor of retention.
- > Identify changes in behavior patterns that might indicate risk factors.
- > Partner with local businesses to offer discounts to students using their credential to pay & build a supporting community.
- > Provide incentives to drive specific activities & behaviors associated with card usage.
- > Create personalized outreach/messaging to students based on their interests.

Retaining

Identify predictive indicators related to credential utilization to increase retention & prioritize outreach.



Relating

Continue engagement with alumni through perpetual credentials.



- > Create incentives for alumni to visit the campus & use their credentials (free parking at events, dining discounts, special alumni functions to attend).
- > Encourage the purchase of school apparel & gear via the online campus store using the credential account.
- > Communicate news & events that align to their interests while they were on campus.
- > Use credential bonuses to provide incentives for fund-raising campaigns (contribution of \$X earns funds on the credential account).
- > Remind them to use the credential for discounts at local merchants partnered with the school.