EMBRY-RIDDLE
Aeronautical University™
FLORIDA | ARIZONA | WORLDWIDE

Founded in 1926, Embry-Riddle is the world's largest, fully accredited university specializing in aviation and aerospace.

Originally a school for pilots and aircraft mechanics, the University now offers more than 40 undergraduate and graduate degrees, providing education to over 30,000 students annually through its traditional campuses in Florida and Arizona, along with its Worldwide and Online campuses.

Embry-Riddle was seeking a partner to lead a reengagement initiative focusing on reconnecting former students and applicants who:
- Previously attended, but were not currently active,
- Registered, but not enrolled in the coming term
- Began, but did not complete their application.

Embry-Riddle partnered with AnswerNet Education Services, a leader in student engagement and re-engagement to follow-up with these students to motivate, advise and reengage them in pursuit of their academic goals.

Return on Investment

AnswerNet contacted approximately 5,000 students who had stopped out, dropped out or had not completed their applications. Through a proactive outreach strategy, AnswerNet was able to successfully re-engage over 640 students who enrolled in more than 950 courses in their first term along. The additional students improved incremental tuition revenue by more than $795,000, with future estimated lifetime value projected to exceed $5.4 million.

Embry-Riddle's return on investment was over 300% based on initial tuition revenue. When expected future courses are considered, the projected return on investment exceeds 2,150%.

Learn more about how AnswerNet can assist your institution increase retention and drive student success. Our proactive, high-touch approach focuses on preparing, supporting and motivating students in a way that enables an organization to maximize student engagement.
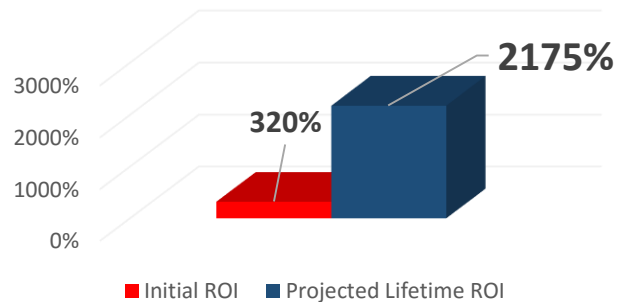
Lifetime Value of Reengaged Students as Credits are Completed
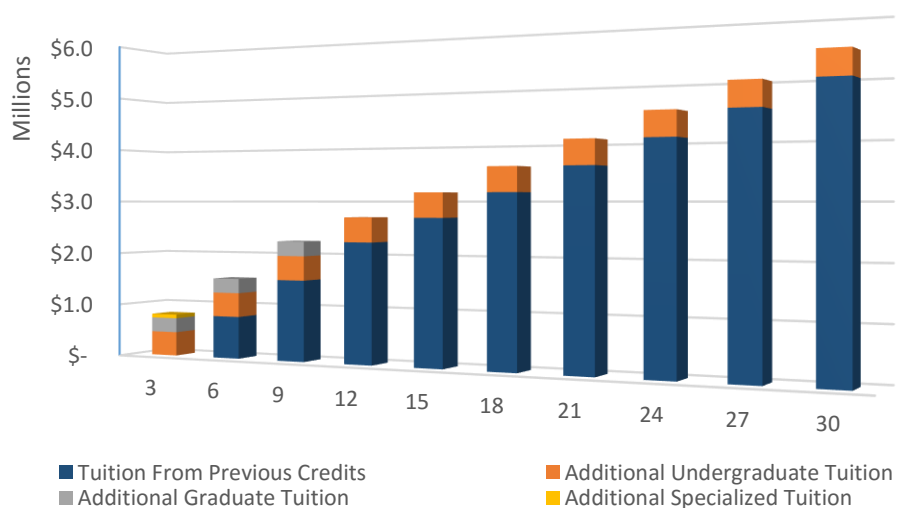
Average Credits Needed To Complete Program:
Undergraduate – 30, Graduate – 9, Specialized – 3