



Marketing

1-2 Activities a Week

Remind/ Social Groups	RE-RECRUIT-Encourage/Cajole/Remind/Facilitate	Internal Persistence	Remind Students/ Use Social Groups	Re-Recruit	Encourage Early Reg./Internal Persistence

Semester Persistence Plan

Going Out the Door	Not Thinking About You	Registered/Attending	Registered/Attending	Going Out the Door	Not Thinking About You	Registered/Attending	Registered/Attending				
May	June	July	August	September	October	November	December	January	February	March	April



Academic Student Services

1-2 Activities by Each Group each Months

Commitment	Touchstone	Internal Persistence	Commitment	Touchstone	Internal Persistence