

Best Practice Collections

Built on real results — backed by rigorous research

We know you have a lot on your plate. That's why we've created our Best Practice Collections — ready-to-use, research-backed scripts and campaign plans tailored to your exact needs and goals.

We take into account your demographics, obstacles to your success, unique objectives, and up-to-date industry insights. Then, we use that research to create impactful messages and cadence recommendations proven to drive impact.

Admissions

- Application updates and checklists
- Standardized test reminders
- FAFSA & financial aid guides
- Scholarship and acceptance resources
- Early admissions announcements
- Transcript reminders
- CSS profile support
- Open house and campus visit details
- Enrollment deadlines
- Intent-to-enroll communications
- + more!

Retention

- Course registration details
- Bill, aid disbursement, and payment plan explanations
- Return-to-campus planning
- Grant information
- Account hold reminders
- Add/drop/withdraw deadlines
- Advisor check-ins and grad reminders
- Midterm and final exam tips
- Food security and housing resources
- Academic improvement information
- FAFSA dates for continuing students
- + more!



Admissions results:

Decision check-in campaign:

4%

increase in student commitments

FAFSA script:

16.7%

increase in overall on-time FAFSA completions

Intent-to-enroll campaign:

15.4%

completion rate

Retention results:

Fall registration check-in campaign:

9.3%

increase in early registration

Academic improvement notification:

28%

increase in advisor meetings

Registration hold campaign:

21.9%

increase in hold resolution

40.2%

increase in resolved outstanding balances

MEET OUR RESEARCH PARTNERS

The spark behind Mainstay's inspiring outcomes

Mainstay partners with top researchers in education, psychology, behavioral science, and technology to ensure we make a positive impact on the lives of students every day.

We use this data to inform our Behavioral Intelligence approach by using empathy, culture, and context to enhance our messages at every milestone.

This means when you work with Mainstay, we've done the heavy lifting — so you can reap the benefits of our expertise.



NISS | National Institute of
Statistical Sciences

Education
PARTNERSHIP FOR
ADVANCEMENT

Yale Center for Emotional Intelligence

IRRATIONAL
LABS

Best practices for student communication

The best way to keep your students engaged, on-track, and motivated is with personalized messages reminding them of what they need to do next and how they can accomplish their goals.

Here's how we do it:

Consistent, targeted messages

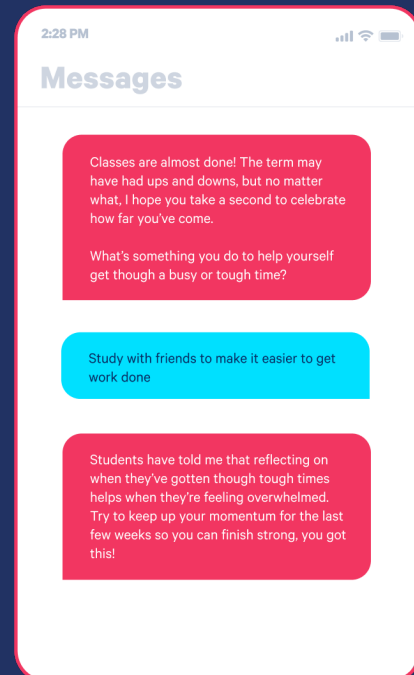
Stay in touch with students by sending them weekly messages tailored to their specific needs.

Guidance and nudges

Provide clear steps and action items to move forward — including nudges about outstanding tasks.

Support and community-building

Remind students of the many resources available to them, and how they are part of a community dedicated to their success.



Discover how Mainstay uses a proven, research-backed approach to spark more engaging conversations and deliver real results for our partners. mainstay.com/research-partners

