

Lethbridge College uses Vocantas Student Outreach to Improve Retention

Interactive student communication, Scaller™, connects students to support services

OTTAWA, ONTARIO - Sept. 24, 2015 - [Lethbridge College](#) has partnered with [Vocantas](#) to extend its student outreach strategies this fall. Improving retention and helping students succeed to graduation is a top priority at Lethbridge College. Connecting directly with students and pointing them to resources available on campus to help them succeed, the Vocantas Scaller interactive outreach is a proven successful way to improve retention. New and returning students will be contacted by phone starting Monday, Sept. 28, and asked questions relating to areas of concern they might be experiencing.

The interactive call is a “virtual hug,” giving students the support they need to succeed at Lethbridge College. Students who feel supported by and connected to their school are more likely to stay, increasing retention at the college. By reaching out to students early in the semester, the college will be able to introduce students pre-emptively to support channels that exist to help students achieve academic success.

“We look forward to the success of this interactive call campaign. This gives our students another way to connect with us and lets us know where they may be struggling so we can reach out and help ensure no student will be left behind. Our goal is to let every single student at Lethbridge College know that we are here to help,” says Lethbridge College Manager of Student Engagement & Retention, Nancy Russell. “This early indicator, even before mid-terms, will allow students to self-identify where they may require help, such as note-taking, study skills or time management, so we can intervene and get them set on a course for success.”

“We know that connecting students with campus support services not only increases retention but improves student morale. The knowledge that Lethbridge College truly cares for its students and calls students to show it, is a powerful message for students,” says Vocantas CEO Gary Hannah.

About Lethbridge College

Lethbridge College, the first publicly funded college in Canada, was founded in 1957. Now with over 50 career-training programs, applied degree and apprenticeships available, there are some 4,000 students registered in credit and apprenticeship programs. Programs include environmental sciences, trades and technologies, health services, justice studies and more. Many of our programs are recognized by national accreditation committees which means Lethbridge College diplomas are recognized across the country. As an award winning institution, Lethbridge College’s faculty and staff are continually bringing students the most up-to-date and relevant information for their career path.

About Vocantas Inc.

Vocantas develops hosted and premise-based interactive voice response solutions (IVRS) using advanced computer telephony and speech recognition technology to provide businesses and service providers with more efficient outreach capabilities. Vocantas solutions help organizations in the higher education, utilities, healthcare and customer service environments improve outreach and engagement while reducing operating costs. Visit vocantas.com for a free interactive demo of Vocantas solutions that intelligently respond to your customers.

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