

Not as delicious as it sounds

SUMMER MELT

What is summer melt?

“When seemingly college-intending students fail to enroll at all in the fall after high school graduation”

-Harvard University Center for Education Policy Research

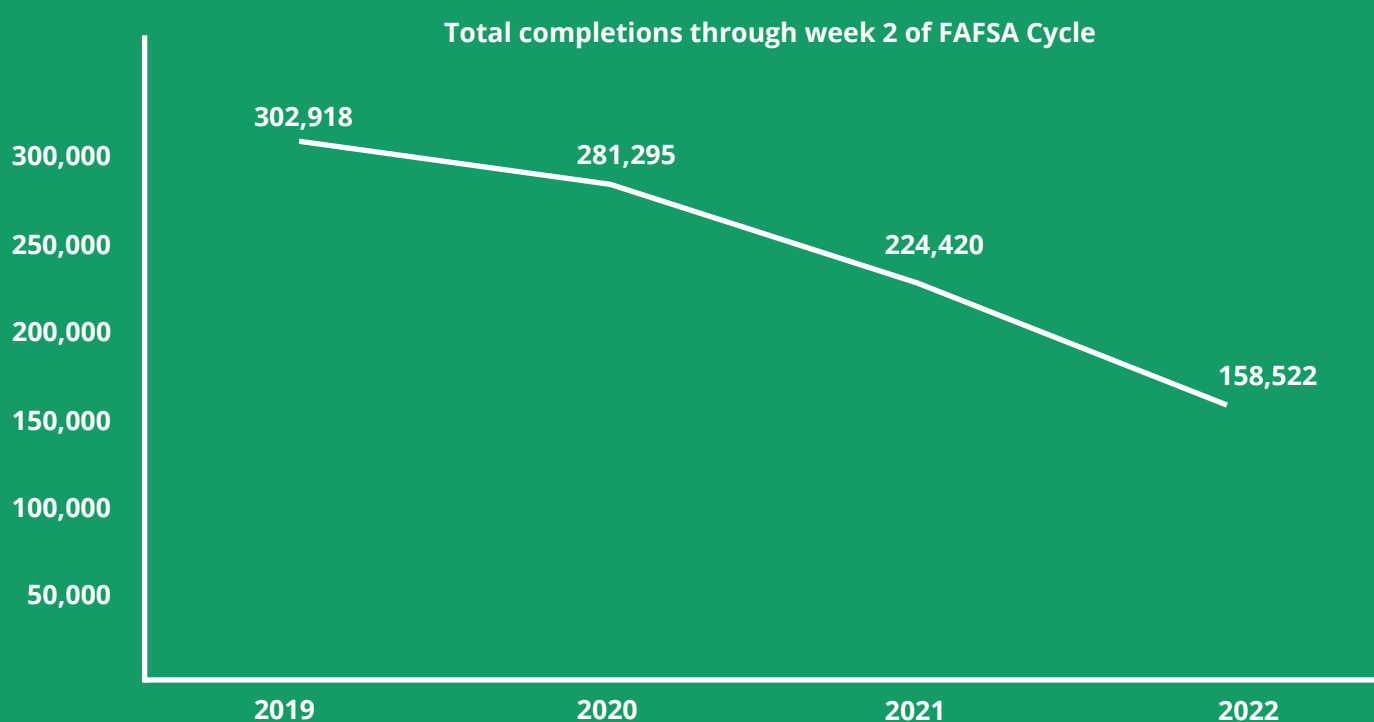
10-40%

of high school students melt.

This number is mostly made up of underrepresented students, like students from low-income families, first-generation or English as a second language students, and students of color (National College Attainment Network).

What causes *summer melt*?

1. Declining FAFSA filing rate



2. Lack of continued communication from the school

73%

of students from low-income backgrounds enrolled in the college that sent them texts.

66%

of students from low-income backgrounds who did not receive texts did not enroll.

3. Unpredictable events, such as COVID and natural disasters since the start of the pandemic...



1/6

of high school seniors no longer want to attend a 4 year university.



35%

of high school seniors are planning on taking a gap year.



7%

of high school seniors want to enroll in an associates degree.

How can you mitigate melt?

Knowing why summer melt happens is only the beginning.

Want to learn how to take action and mitigate the melt this year? Check out our ebook, "How Virtual Solutions Can Help Mitigate Summer Melt" to see three essential ways to easily get students to matriculate at your school.



Read the Ebook