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Scale Actions and Differentiate Care



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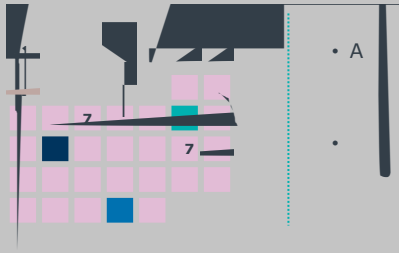


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# Coordinated Outreach Calendar



# Fundamental Components



## Primary Actions Coordinated Through the Calendar



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# Coordinated Outreach Strategy

- Pre-plan communication alongside the flow of the academic year
- Embrace proactive, just-in-time messaging to nudge students when needed
- Collaborate with corresponding units and teams to:
  - avoid repetition
  - ensure consistency of messaging
- Account for staff time and capacity while



# Key Terminology: Communication and Intervention Calendar

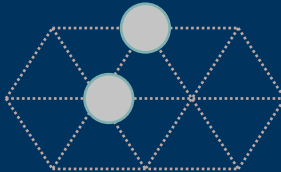


## 4 Leading Elements an Institution Should Consider When Conceptualizing Their Plan

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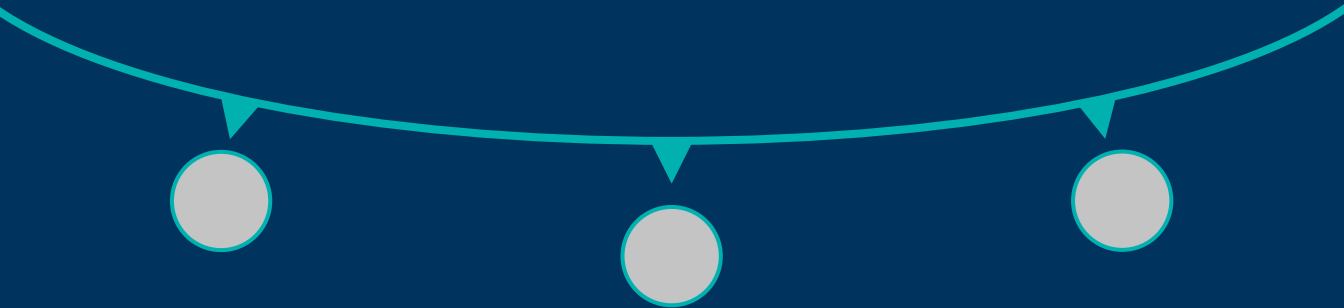
Who from across campus will lead the effort to define, build, execute, evaluate, and communicate

## But Why Does This Matter?



Defining Standard Care Allows You to Deliver on the True Meaning of

**C a Ca**

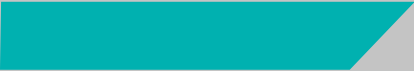
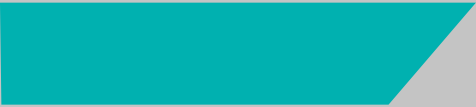




# Providing Intentional and Purposeful Support to Students



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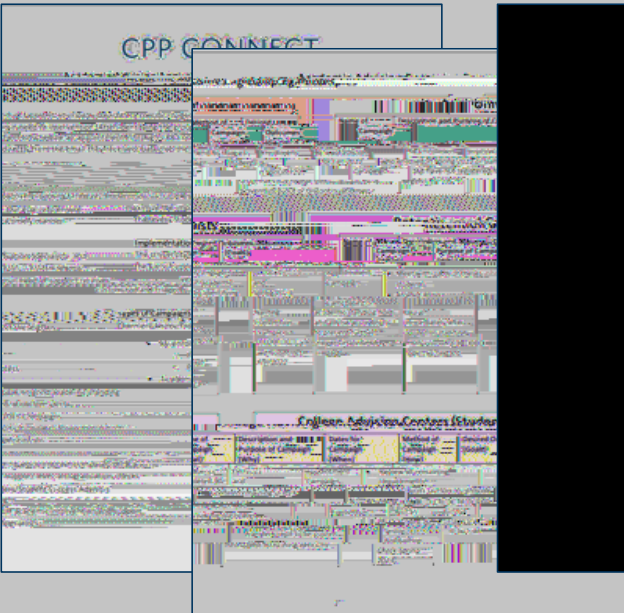




# Intentionally Organizing Your Outreach & Interventions



## Inspiration from Cal Poly Pomona



### ● Highlights

1. First page provides key terms and overview, especially helpful for new staff
2. Specific Desired Outcomes set clear metrics
3. Third page "pulls it all together"



# Campaign Types in Navigate360



Robust CRM Functionality to Align the Right Support at the Right Time

**S**      **Ca**      **a**



## Appointment Campaign

Invite students for appointments to guide advising and support service

**S**      **a**      **Ca**      **a**



## Progress Report Campaign

Mechanism to identify potential barriers to student success through instructor feedback



## Messaging Campaign

Drip campaign to share information about and nudge on key actions or dates



## Enrollment Census Campaign

Mechanism to monitor student attendance



## Enrollment Campaign

Drip campaign to encourage and nudge students to reenroll in a particular term

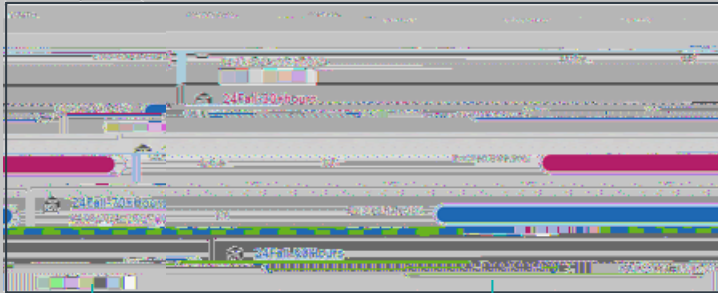


## Travel Letter Campaign

Mechanism to share with faculty students who will miss class due to university events

# Automated Enrollment Reminders

Example from Benedictine College



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Starts By Segmenting Population Based On Priority Registration

3

Impressive Outcomes Help Focus Outreach Where It's Most Meaningful



Step 1	Day Before Registration – Reminder Email • A a a a
Step 2	Registration Day – Reminder Text Message • A a a a
Step 3	Registration Day + 4 – “Did You Forget To Register?” Email • O a
Step 4	Registration Success Message • S a a a 12





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Coordinated Outreach Calendar

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## Getting Started In Mapping the Semester

### Weeks 1-5

#### Start of the Term

- First day of classes well wishes and reminders
- Add/droAddadline









# Sample Fall Outreach Calendar for Advising



Recruit Back Efforts

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New Student Early Check-In

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New Student Early Check-In

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Murky Middle Intervention

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~6 weeks pre-registration

*Launch Advising Appointment Campaigns*

4 weeks pre-registration

*Send Messaging Campaign to students with registration holds*

2 weeks pre-registration

*Create registration to do for all students*

Registration opens



*Launch Enrollment Campaign*

2 weeks post-registration



*Send Quick Poll to unregistered students (be careful not to overlap with campaign nudges)*

3 weeks post-registration



*Run Messaging and/or Appointment Campaigns to*









# Breaking Through the Student Communications Barrier

## The Communications Funnel











## Effective Messages Are Student-Centered and Student-Friendly

Student-Centered Copy



```
graph TD; A[Student-Centered Copy] --> B[ ]; B --- C[ ];
```






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