Meet Your Presenters

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Four Objectives for Our Time Together

Discuss *why* coordinating communications and interventions should be a foundational part of your student success strategy

Help you assess the status of your institutional communication and intervention coordination

Share examples for how you can get started or accelerate current planning efforts – and give time for making related decisions

Share guidance for taking what you learned today back to campus to keep progress going

Fundamental Components Included in This Document

SEPTEMBER						
mo	tu	we	th	fr	sa	su
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

- A **structured plan** outlining the standard level of care every student should receive to help students persist and graduate.

- This plan typically involves multiple stakeholders, departments, or Care Units **working together to address a particular issue or pursue a common goal**.

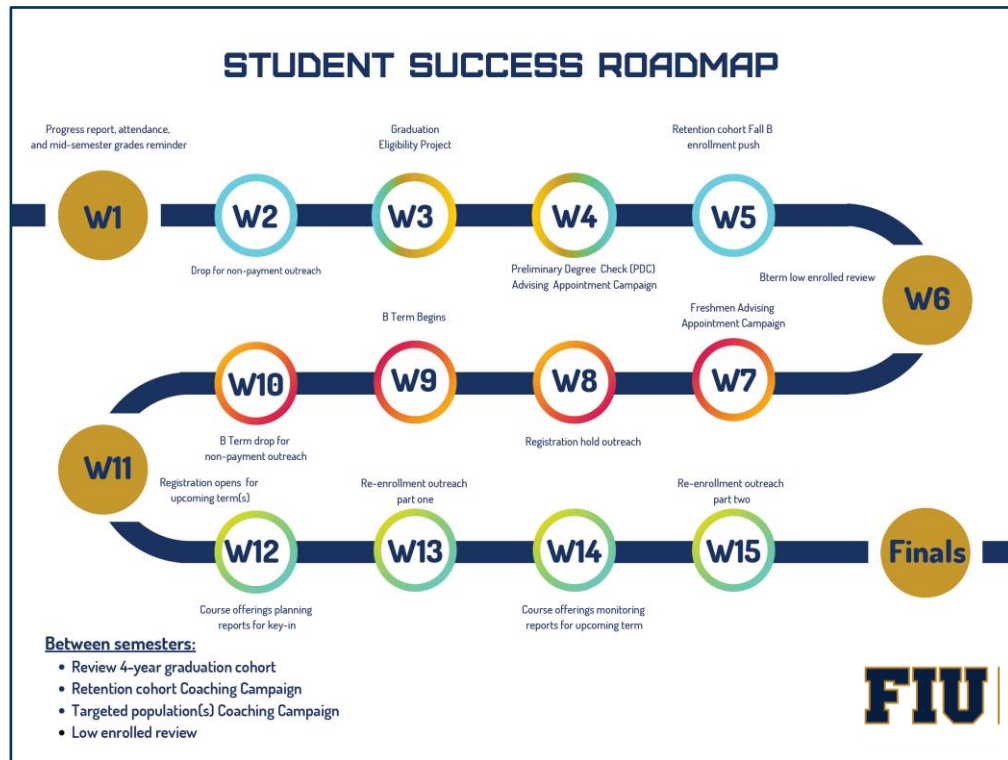## Primary Actions Coordinated Through the Calendar

Communications

A purposeful exchange of information through various channels such as email, SMS, or phone calls

Interventions

A targeted strategy or action designed to support and enhance a student's academic and personal development

STUDENT SUCCESS ROADMAP

Progress report, attendance, and mid-semester grades reminder — W1
Drop for non-payment outreach — W2
Graduation Eligibility Project — W3
Preliminary Degree Check (PDC) Advising Appointment Campaign — W4
Retention cohort Fall B enrollment push — W5
Bterm low enrolled review — W6
Freshmen Advising Appointment Campaign — W7
Registration hold outreach — W8
B Term Begins — W9
B Term drop for non-payment outreach — W10
Registration opens for upcoming term(s) — W11
Course offerings planning reports for key-in — W12
Re-enrollment outreach part one — W13
Course offerings monitoring reports for upcoming term — W14
Re-enrollment outreach part two — W15
Finals

Between semesters:
- Review 4-year graduation cohort
- Retention cohort Coaching Campaign
- Targeted population(s) Coaching Campaign
- Low enrolled review

FIU | FLORIDA INTERNATIONAL UNIVERSITY

Highlights

1. Week-by-week staff-facing structure allows for clear and progressive areas of focus across a standard academic term

2. Potential to repurpose this calendar for multiple audiences (students, parents)

Highlights

1. Clearly named Responsible Party

2. Process calls out which tools and modes of communication will be used

3. Outcome provides the "why"

Annual Advising Communication Calendar

Fall Semester Outline

Timeline (annually)	Advising Initiative	Process	Responsible Party	Outcome
September Week 1	Advisor Introduction*	Automated Action through Navigate – message/email		
September Week 3	"Required" Long-term course planning with degree-seeking Students who have less than 20 credits, not PSEO*	Appointment Campaign through Navigate, ran thro Mid-October		
October Week 2	Warning Student Outreach*	Appt or Messaging Campai all enrolled warning studen		
October Week 3	Priority Registration Week Reminder	Communication via weekly newsletter, post on D2L & Navigate, social media post & push notifications		
November Week 4	Registration/Advising Reminder	Communication via postcar Text, email campaign to all current students not regist		
November Week 4	Recruit Back Efforts for Spring*	Enrollment Campaign to students who are enrolled Fall but not registered for spring and did not graduate through Mid-December		
December Week 2	Course Planning - One semester Appointment Campaign *	Appt Campaign to students are enrolled for Fall but not registered for spring and di not graduate, ran through of December		
...ember ...ek 3	Registration Reminder Push	2nd Push notification on Navigate		
...ember ...ek 4	Notification of -January Drop-ins Only	-Communication Email sen through Kent -update advising website & Navigate		

*Has a template

Spring Semester Outline

Timeline (annually)	Advising Initiative	Process	Responsible Party	Outcome
January Week 2	Advisor Introduction*	Automated Action through Navigate – message/email	Advisors	Student is introduced to advisor with contact information
February Week 1	"Required" Long-term course planning with degree-seeking Students who have less than 20 credits *	Appointment Campaign through Navigate, ran through Mid-March	Advisors	Student and advisor creates educational plan
March Week 1/3	Warning Student Outreach*	Appt or Messaging Campaign to all enrolled warning students	Advisors	Student meets with advisor and understands what they need to get back in good standing
March Week 2	Priority Registration Week Reminder	Communication via weekly newsletter, post on D2L & Navigate, social media postings & push notifications	Guided Pathway Coordinators	Students are aware of Priority Registration and options to meet with an advisor
April Week 4	Registration/Advising Reminder & we're open summer	Communication via postcards, Text, email campaign to all current students not registered	Guided Pathway Coordinators	More students will register

Summer Semester Outline

Timeline (annually)	Advising Initiative	Process	Responsible Party	Outcome
May Week 4	Advisor Introduction*	Automated Action through Navigate – message/email	Advisors	Student is introduced to advisor with contact information
June Week 1	Recruit Back Efforts for Fall*	Enrollment Campaign to students who were enrolled for spring but are not registered for fall and did not graduate, ran through late June	Advisors	More students will register
July Week 1	Course Planning - One semester Appointment Campaign *	Appt Campaign to students who were enrolled for Spring but not registered for Fall and did not graduate, ran through Mid-July	Advisors	More students will meet with advisor and register
July Week 3	Registration Reminder Push	2nd Push notification on Navigate	Guided Pathway Coordinator – Navigate	More students will register
August Week 2	Notification of Rush - Drop-ins Only	-Communication Email sent through Kent -update advising website & in Navigate	Guided Pathway Coordinators	Student will be aware of Rush Drop In hours for Advising

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

Source: EAB interviews and analysis

Inspiration from Cal Poly Pomona

CPP CONNECT

Academic Advising Annua...

Overview
A *campaign* in CPP Connect enables advisors to ...
population in need of intervention. After identif...
communication to these specific students inviti...
these students can then schedule an appointm...
advisor's pre-set availability.

Goals
By proactively focusing on target student popula...
maximize the impact of their advising efforts to ...
that every student in need of advising support a...

Implementation Plan
The University Advising team will collaborate wi...
the Early Support team to design and implemen...
year. This multi-level campaign strategy ensures...
customized and triaged support.

Types of Campaigns
There will be multiple types of campaigns launch...

- Re-enrollment Campaigns
  - Focused on enrollment and conti...
  - Facilitated by the University Advi...
- Academic Standing Campaigns
  - Focused on retention and getting...
  - Facilitated by the Retention & Gr...
- Graduation Initiative 2025 Campaigns
  - Focused on graduation rates for ...
  - Facilitated by the Retention & Gr...
- Degree Progress Campaigns
  - Focused on persistence towards ...
    support level, and graduation che...
  - Facilitated by College Advising Ce...
- Early Support Campaigns
  - Focused on students in need of a...
  - Facilitated by Early Support Speci...

Academic Advising Campaign Exampl...

University Advising

Name of Campaign (What)	Description and Purpose of Campaign (Why)	Dates for Campaign (When)
Re-Enrollment for Fall 2022 Campaign	Improve retention by identifying students who enrolled in Spring 2022 or Summer 2022 but have not registered for the upcoming term, Fall 2022, to promote retention and prevent stop-out or discontinuation	Send By: August 2022 (Fall 2022 Add/Drop Period Begins)

Retention and Graduation Specia...

Name of Campaign (What)	Description and Purpose of Campaign (Why)	Dates for Campaign (When)	Method of Campaign (How)
Probation with Contract Campaign Naming Convention Example: *ENV Probation with Contract Fall 2022*	Proactively engage students in academic difficulty by identifying students based on academic standing hold and advise accordingly to prevent further negative academic impact	Fall 2022 and Spring 2023 Launch immediately after academic standing runs and keep open as needed	Appointment Campaign

College Advising Centers/Student Succe...

Name of Campaign (What)	Description and Purpose of Campaign (Why)	Dates for Campaign (When)	Method of Campaign (How)
Senior Grad Check (Seniors) Naming Convention Example: *EGR Senior Graduation Check Spring 2023*	Reach out to students who have completed 90 units or more to provide a graduation check, review, and confirm all degree requirements will be met.	Fall 2022 and Spring 2023	Appointment Campaign

Early Support Team

Name of Campaign (What)	Description and Purpose of Campaign (Why)	Dates for Campaign (When)	Method of Campaign (How)	Desired Outcomes (Goals)
High DFW Campaign Naming Convention Example: *OSS High DFW Fall 2022*	The Early Support Intervention Specialists will analyze final grade trends and data to identify students with 2+ DFWU grades to provide immediate intervention session	Send By: August 2022 (Fall 2022 Add/Drop Period Begins) Send By: January 2023 (Spring 2023 Add/Drop Period Begins)	CPP Connect's Appointment Campaign	• Meet with at least 50% of these students and create a plan for next term

Academic Advising Campaign Calendar and Timeline

Fall 2022

July	August	September	October	November	December
Re-Enrollment					
	Re-Enrollment				
	Staying on Track	Staying on Track			
			Pre-Grad Check	Pre-Grad Check	
Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check
				Moderate PSL	Moderate PSL
		High PSL	High PSL	Low PSL	Low PSL
Probation	Probation	Probation	Probation	Probation	Probation
PWC	PWC	PWC	PWC	PWC	PWC
	GI 2025	GI 2025	GI 2025	GI 2025	GI 2025
	High DFW	High DFW			

Spring 2023

January	February	March	April	May	June
Re-Enrollment					
Staying on Track	Staying on Track				
		Pre-Grad Check	Pre-Grad Check		
Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check	Senior Grad Check
Low PSL	Low PSL	Low PSL			
	High PSL	High PSL	High PSL		
Probation	Probation	Probation	Probation	Probation	
PWC	PWC	PWC	PWC	PWC	PWC
GI 2025	GI 2025	GI 2025	GI 2025	GI 2025	
High DFW	High DFW				

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"

CalPolyPomona

Source: EAB interviews and analysis

4 Leading Elements an Institution Should Consider When Conceptualizing Their Plan

Examples:

1 **Project Team**

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

Recommendation: No more than 5 individuals as part of the core team

- Project Manager
- Navigate360 or Starfish Functionality Expert
- Coordinator/Calendar Drafter
- Student Representative

2 **Timeline**

How long should you plan out communications and interventions?

Recommendation: Start with a shorter time frame and expand after experiencing and evaluating the process

- New Student Onboarding
- Fall/Spring Semester
- Academic Year 202X-2Y

3 **Outcome Goals and Target Population**

What do you want to achieve through coordinating efforts? What population of your students do you want to impact?

- First-Year Persistence/FTFT Students
- Overall Retention/All Undergraduate Students

4 **Metrics and Evaluation**

What do you want to measure once you've completed your calendar (A+ outcome metric) or along the way to ensure the calendar is working properly (⟳ process metric)?

- A+ First-Year Persistence/Overall Retention
- ⟳ % of Students Engaging in Interventions
- ⟳ % of Students Who Register During Priority Registration

But Why Does This Matter?

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

Improve Students' Experience on Your Campus

- Reduce the number of messages a student receives
- Improve the usage and mix of channels where information is shared
- Reduce misinformation due to siloed decision-making

Maximize Faculty and Staff's Valuable Time

- Identify redundant messages so staff are not sending identical messages
- Find opportunities to automate communications or interventions

Set Yourself Up to Easily Understand Impact

- Define and execute clear intervention and communication processes to allow yourself to also plan for evaluation

"We do such wonderful and rich work….but it's in pockets. Often, that leads us to duplicate efforts and potentially miscommunicate to students, **hurting their [student] experience and our credibility**. Slowing down before we move fast, and intentionally, will only help!"

VP for Strategy & Special Initiatives
Regional Public University

Section 1: Assessing Your Current Status

CONNECTED 24

Creating a Communication and Intervention Calendar

Section 1: Assessing Your Current Status

#	Focus Area	Score		
1	As an institution, we don't have any concerns about siloed communication, either because it does not exist or because we have done substantial work to address its occurrence.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
2	Executive leaders at my institution understand how important the act of coordinating communications and interventions is, and thus they dedicate energy and resources to improving our status, knowing we can always improve.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
3	We have a known, visible, and dedicated team (or person) on our campus who works to reduce silos and coordinate support for students *across*, not just within, primary student support offices.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
4	Primary student support offices *regularly* work with a centralized team (or person) to convey their student support priorities and do so with the full student experience in mind.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
5	Whatever the duration may be, we have a defined time frame with which our calendar is coordinated, and everyone is working together to advance student outcomes.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
6	Our plan's goals and metrics are oriented around top-line student success priorities, which are established and well known by institutional leadership.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
7	Our plan effectively scales student success practitioner time and expertise, opting for broad communications or group engagement over 1:1 interactions, where appropriate.	☐ (0) Disagree	☐ (3) Somewhat Agree	☐ (5) Strongly Agree
	TOTAL			

① Score: 0-9 — Beginner
Getting started is the hardest but most rewarding part. Consider where you want to go with this work and what will be the most productive first step.

② Score: 10-20 — Novice
You have some pieces of the puzzle in place! How can you take what exists and grow from there?

③ Score: 21-30 — Experienced
Not a bad spot to be! Where do you see any deficits in your strategy, and how can you intentionally correct those to improve overall?

④ Score: 31+ — Expert!
Teach us your ways! How do you routinely measure and assure your work is having the impact you want, and how are you sharing that across campus?

🏛 EAB

1 Take the next **2-3 minutes** to fill out the 7-question diagnostic, calculating your total "score" out of 35 once completed.

2 Identify whether you fall into bucket 1, 2, 3 or 4 … **we will ask for a few volunteers to share their immediate reactions with the room!**

Delivering on the promise of Coordinated Care

Broad-Based Strategies

Establishing a **standard level of care** ensures the delivery of need-to-haves

Emphasis on **at-scale communication and intervention** mitigates student inundation

Targeted Strategies

Development of **differentiated care** programming must incorporate or effectively replace standard care

Transparency re: **priority-population initiatives** enhances the overall student experience

Bethune-Cookman Among Navigate360 Leaders Re: Appointment Engagement

Prioritizing pivotal moments

• Reached 95%+ of total student population at B-CU during *each* term of the 2022-2023 academic year

Standard Care Via Incentivized Student Adoption

• Navigate Student app download campaigns
• Promo banner during "WildCat First Days"
• Microsite developed for self-service FAQs

WildCat Connect App

What is Wildcat Connect?

Why Use Wildcat Connect?

Meeting Students Where They Are

• Staff mandate implemented by VPEM&SS *[drives participation]*
• B-CU's "Advising On The Go" supports appointments via Navigate in the yard, dorms, cafeteria, etc.

Campus-wide

SUMMER & FALL
REGISTRATION DRIVE
Thursday, April 27th, 2023

Meet with your Student Success Coach or Faculty Advisor

Freshman Phase Courtyard
11:00am - 1:00pm

Have you completed your 2023-2024 FAFSA?

DONT WAIT!
BE PROACTIVE

For more information contact: bcuacademicadvising@cookman.edu

Elizabeth City State Among Navigate360 Leaders Re: Progress Reports

Proactive & timely feedback

- Achieved 100% of total ECSU student population coverage via progress reports during Fall 2022

Process + Practice Makes Perfect

- Campaigns run for *all* students – at both week 4 and 8
- Provost & AVCAA require participation & set expectations

Teams Supporting Alerts Triage

A Coordinated Approach

Academic Probation & Warning Specialist

Athletics Department

Band Department

Retention Coordinator

Transfer Coordinator

Mt. San Antonio College

- *Enrollment Campaigns focused on graduation completion*
- *Appointment Campaigns for workshops, student events, career opportunities, and more*

University of Idaho

- *Success Plans developed through To-Dos*
- *Analytics audit to identify student in need of differentiated care, i.e. falling GPAs*

Governors State University

- *Attendance tracking in-platform by faculty*
- *Call Campaigns to engage and get back on track students with low or no attendance*

Source: EAB interviews and analysis

Strategically Expanding Reach To Holistically Support Students

**Least Collaborative/
Most Siloed**

**Most Collaborative/
Least Siloed**

Single Care Unit

3-5 Care Units

All Care Units
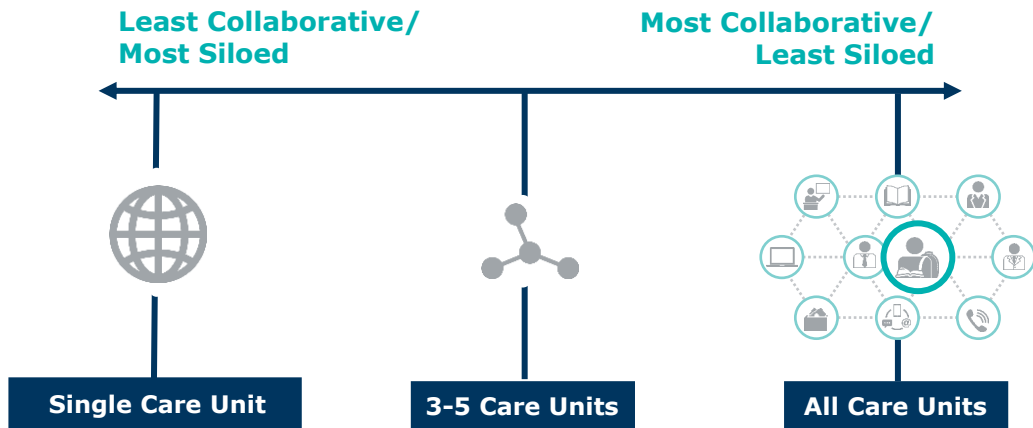
Advising

Tutoring

Financial Aid

Career Services

Athletics

Faculty Office Hours

Student Life

Care Unit / Office	Intervention/Outreach	General Timing	Owner(s)	Student Population	Navigate/Other Tool Used	Successful Outcome?
Athletics	Compliance Forms	Week -3	Athletics	All Student Athletes	Text Message	TBD
Residence Life	Move-In Instructions	Week -3	Residence Life	Residential Students	THD	TBD
CSS/Admissions	Handoff to Student Success	Week -3	Admissions	All first-year/transfer	iContact	100% Open Rate
Athletics	Fall Outreach Success Appts	Week -1/-2	Success Advisors	Fall Athletes	Appointment Campaign	TBD
Aspire	Student Employment	Week -1	TBD	All Students	Email Campaign	Increase applications
CSS	New Student Welcome	Week 0	Student Success Advisors	First Year/Transfers	Email Campaign	100% Open Rate
Aspire	Welcome Back for Returners	Week 0	Career Specialists	Returning Students	Email Campaign	100% Open Rate
Equity	IDI Outreach	Week 0	Equity Coaches	All First Year Students	Email Campaign	100% Open Rate
Testing Center	Intro To Testing Center	Week 1	Diane S.	Testing Center Population	Email Campaign	100% Open Rate; 80%
Aspire	Introductions to Undeclared	Week 1	Anna	Undeclared Students	Appointment Campaign	
Equity	Welcome Back	Week 1	Michele Hancock	BIPOC Students	Email Campaign	100% Open Rate
Registrar	Important Dates About The Term	Week 1	Brandon Porter	All Students	Email Campaign	100% Open Rate
Student Involvement	Engagement Opportunities -	Week 1	Liz S.	First Year Students	Email Campaign	Increase in engagement in
CSS	Returner Welcome back	Week 1	Success Advisors	Returning Students	Email Campaign	100% Open Rate
CSS	Good Luck On Start Of Term	Week 1	Success Advisors	First Year/Transfers	Text Message	
Aspire	Orientation Follow Up	Week 1	Career Specialists	First Year Students	Text Message	
Student Life	Orientation Follow Up/Link to	Week 1	Liz S./Nick W.	First Year Students	Email	
Peer Tutoring	Meet Your Tutor	Week 2	Individual Tutors	Rosters of the Classes Tutors	Email Campaign	
Writing Center	Intro to Writing Center	Week 2	Writing Center	All Students	Email Campaign	
Equity	Intro to EIC	Week 2	Endia Robbins	All Students	Email Campaign	
CSS	Strategy/Goal Setting	Week 2	Success Advisors	High Priority Students	Appointment Campaign	
SFS	Add/Drop Eval Notification	Week 2	SFS	Students with Balances Over	Email Campaign	
Registrar	Add/Drop Reminder	Week 2	Brandon Porter	All Students	Email Campaign	
Aspire	Signature Events for September	Week 2	Aspire	All Students	Text Message	
Aspire	Spark Program	Week 2	Aspire	Work Study Students	Text message	
Residence Life	1:1 Conversations	Week 2	RA Staff	Residential Students with		
CSS	Appointments Available with	Week 2	Success Advisors	Low/Mid Priority Level	Email Campaign	

CARTHAGE COLLEGE

Source: EAB interviews and analysis

CARTHAGE COLLEGE

Carthage's calendar was **created as an organizational tool** for mapping cross-campus communication to large student audiences.

The calendar has **evolved into a comprehensive communication plan shared with faculty, staff, and administrators** across the college.

The calendar **challenges Carthage leaders to think more critically and strategically** about student communication.

This communication plan will **continue to evolve** as Carthage responds to student feedback and works to continuously improve its cross-campus holistic care model.

A Helpful Analogy

Why focus on just one aquarium when you could be serving the whole ocean?

- **The university is like an ocean**, with so many students making up the diverse ecosystem

- Casting the right nets requires a full crew, **multiple teams working together**

- WCU's **goal is to cast their nets and connect with their students**, helping them persist to degree completion, while also fulfilling their dreams on campus and beyond

EAB's Student Success Annual Calendar and Campaign Ideas

Pro Tip: Leverage These Resources to Jump-Start Your Campus Brainstorming

Available for Download Here 🔧

Attached to this session in the CONNECTED app 🔧

Section 2: Defining Your Overall Goal and Stakeholders

1 Take the next **3-4 minutes** to fill out the guiding questions and Care Unit checklist to get a sense for what you're hoping to achieve and who should be involved now and next

2 Reflect on why you chose "include early" … **we will ask for a few volunteers to share their strategy with the group!**

1. What Is a Communication and Intervention Calendar?
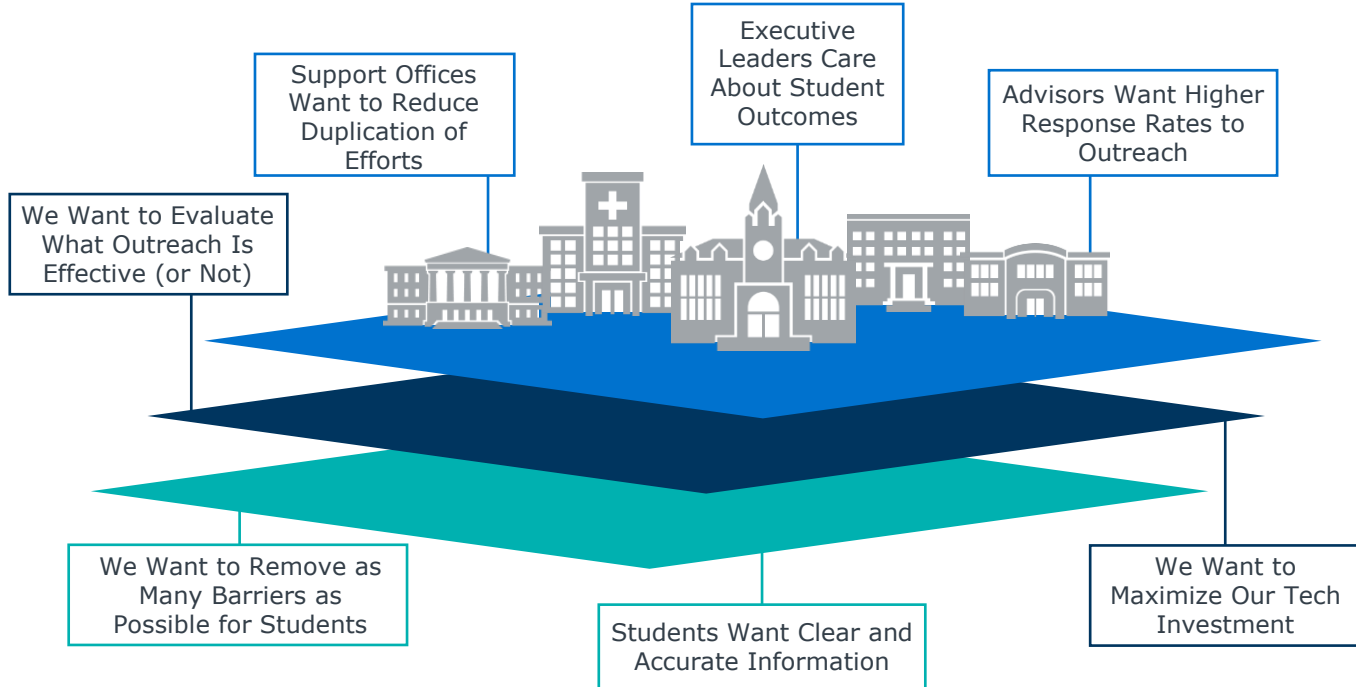
2. Setting a Standard Level of Care

3. **Putting Pieces Together: Operationalizing the Calendar Build Process on Your Campus**
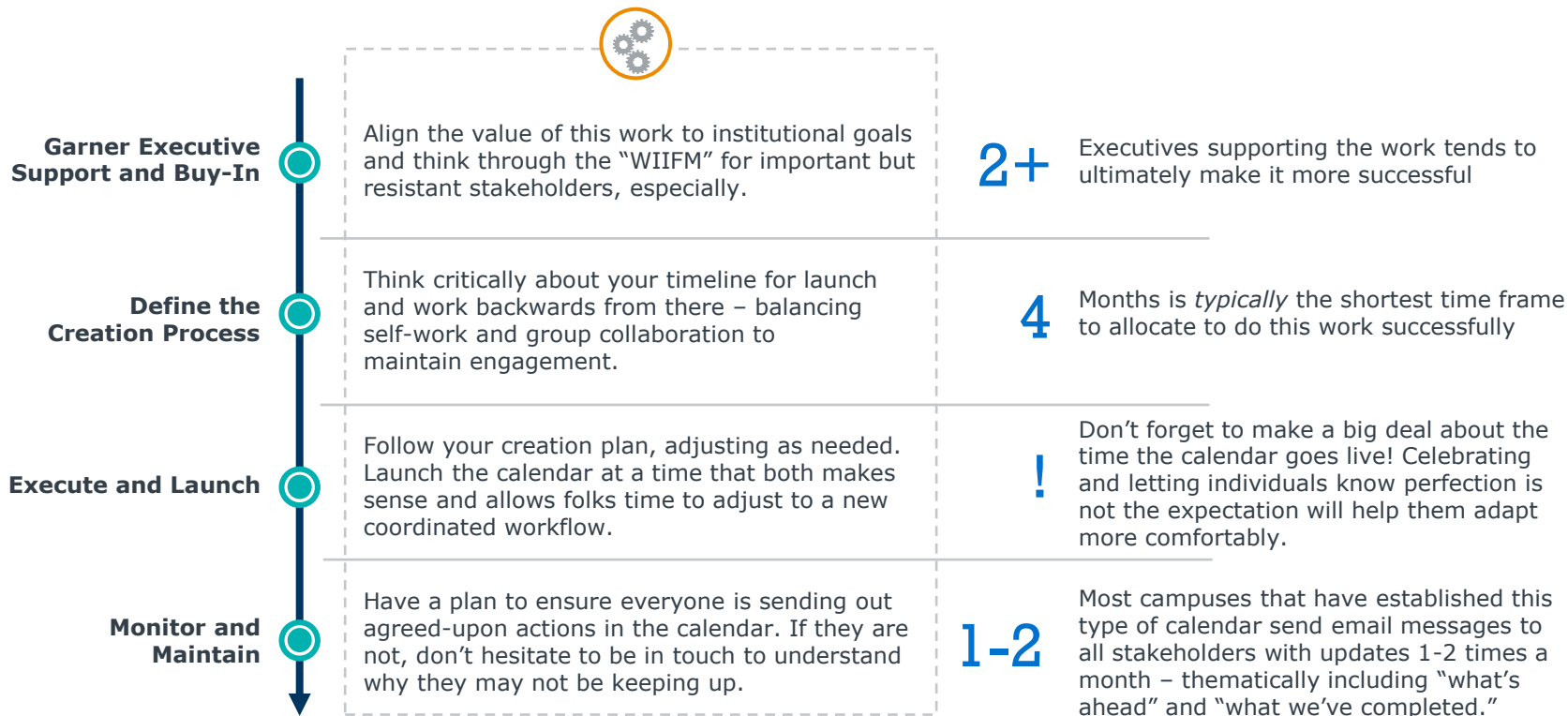
4. Questions and Next Steps

"What's in It for Me"

Support Offices Want to Reduce Duplication of Efforts

Executive Leaders Care About Student Outcomes

Advisors Want Higher Response Rates to Outreach

We Want to Evaluate What Outreach Is Effective (or Not)

We Want to Remove as Many Barriers as Possible for Students

Students Want Clear and Accurate Information

We Want to Maximize Our Tech Investment

Garner Executive Support and Buy-In

Align the value of this work to institutional goals and think through the "WIIFM" for important but resistant stakeholders, especially.

2+ Executives supporting the work tends to ultimately make it more successful

Define the Creation Process

Think critically about your timeline for launch and work backwards from there – balancing self-work and group collaboration to maintain engagement.

4 Months is *typically* the shortest time frame to allocate to do this work successfully

Execute and Launch

Follow your creation plan, adjusting as needed. Launch the calendar at a time that both makes sense and allows folks time to adjust to a new coordinated workflow.

! Don't forget to make a big deal about the time the calendar goes live! Celebrating and letting individuals know perfection is not the expectation will help them adapt more comfortably.

Monitor and Maintain

Have a plan to ensure everyone is sending out agreed-upon actions in the calendar. If they are not, don't hesitate to be in touch to understand why they may not be keeping up.

1-2 Most campuses that have established this type of calendar send email messages to all stakeholders with updates 1-2 times a month – thematically including "what's ahead" and "what we've completed."

Section 3: Defining Your Overall Goal and Stakeholders

Take the next **3-4 minutes** to fill out the guiding questions.

Once complete, we will come back together for overall questions and next steps.

1

① What Is a Communication and Intervention Calendar?

② Setting a Standard Level of Care

③ Putting Pieces Together: Operationalizing the Calendar Build Process on Your Campus

④ **Questions and Next Steps**

Questions?

Next Steps: We encourage you all to take your worksheet activity and what you've learned today to launch something on your campus in time for the fall '24 term!

Eab.com Resources

Student Success Annual Calendar

Blog: Our Partners Implemented Strategic Advising Campaigns at 40 schools in 27 states. Here's what we learned.

Campaign Ideas (see resources attached to this session in the CONNECTED app) – coming soon to EAB.com

Other CONNECTED Sessions

Improve Term-to-Term Reenrollment
Monday (1/22) at 2:30 p.m.

The Role of Technology in Compassionate Leadership and Belongingness
Monday (1/22) at 2:30 p.m.

Scaling Actions and Differentiating Care: Strengthen Your Outreach Strategy for Outsized Impact
Tuesday (1/23) at 11:00 a.m.

EAB Experiences