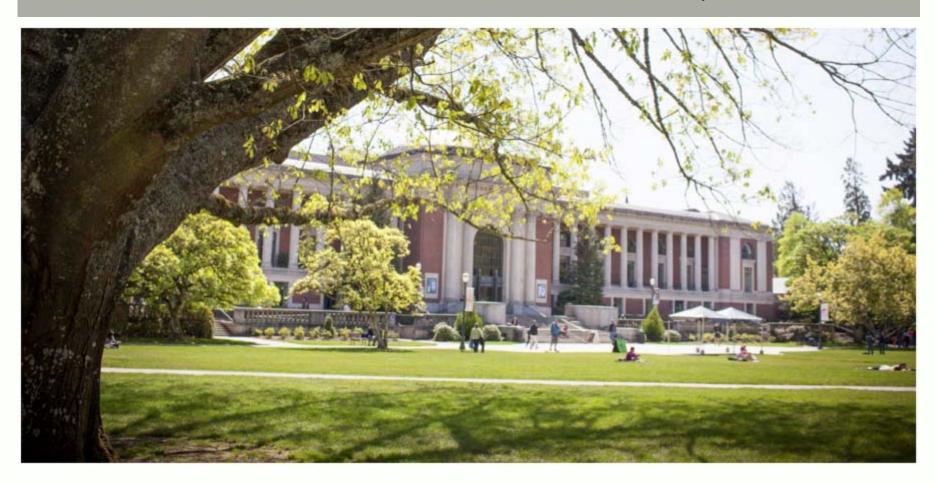


Building "College Knowledge" through a First-Year Advising Communication Plan

Susie Brubaker-Cole, Jeff Malone and Tristen Shay



Learning Outcomes

- How to inventory current communication to students
- How to evaluate that communication
- How to leverage current communication practices and to create new ones for student success



"What Does This Even Mean?"

- How many emails DO students receive?
- What messages are sent and how many overlap or contradict?
- What assumed knowledge do we place on first year students?



Starting the Inventory

- Started with communication around Academic Standing
- Sub-Committee requested templates of communication from all major offices
 - Academic advising at the "College" level
 - ROTC, Housing, Athletics, TRIO style programs, etc.



Inventory Results

- Over 80 pages of templates collected with different terminology used in almost every template
- Up to 7 different points of contact per student, per term.





Applying the Results

- Sub-Committee issued 13 observations, suggestions for best practices
- Things we considered:
 - Suggestions on terminology changes
 - "Voice" in emails
 - Consistency in referring to academic policies
 - Streamlining who communicates with students and how
- Full process completed in a month with only 4-5 meetings



Creating a Communication Plan

- Are there conspicuous gaps or absences in your messaging?
- Are we, as university agents, speaking a language that students understand?
- Is our communication timely and pro-active?
- Are we giving them tools to succeed, or early signs that we want them out?



Activity

- What do students at your institution not know that they need to know?
- What information gaps should a FY Advising Communication Plan cover?



FY Advising Communication Plan

- Messaging should serve as a success "protective factor" that helps keep students in good academic standing by giving them the tools to succeed:
 - Key deadlines and milestones that a student needs to know to be successful
 - Key habits and practices of successful students



Overview of FY Advising Communication Plan

• 2012-13:

- Setup and Process

• 2013-14:

- Adjustments to Automation
- UHDS (University Housing and Dining Services) Posting



Distribution and Implementation

Distribution:

- Email
- Twitter
- Facebook
- Web sites

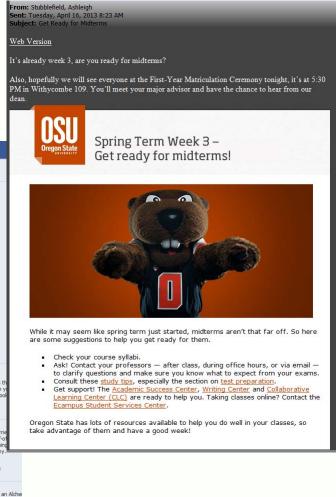
Implemented by:

- Designated Academic Advisors
- Student Affairs staff and support offices (Academic Success Center, Educational Opportunities Program, etc.)



Facebook and Email







Project Assessment Year One

Year One:

- Student Focus Group (attempted)
- Academic Advisor Feedback
- Bitly (<u>https://bitly.com</u>)
 - How was it used
 - What does it tell us



Example of Bitly Tracking

w1 Released Jan 7, 2013/Build Date 12/5/12	
Link	clicks via your shortlink
Google Calendar	35 (as of 1/11/13)
Microsoft Outlook	15 (as of 1/11/13)
Apple iCal	31 (as of 1/11/13)
Google Docs	10 (as of 1/11/13)
Microsoft SkyDrive	9 (as of 1/11/13)
Apple iCloud	10 (as of 1/11/13)
FYE website (academic resources)*	39 (as of 1/11/13) out of 39
w2 Released Jan 10, 2013/Build Date 12/13/12	
Link	clicks via your shortlink
FYE website (main page)*	14 (as of 1/16/13) out of 14
FYE website (advising page)*	8 (as of 1/16/13) out of 8
MyOSU Portal*	11 (as of 1/16/13) out of 11
Registrar's Office Adding Courses*	6 (as of 1/16/13) out of 6
Registrar's Office Dropping Courses*	1 (as of 1/16/13) out of 1
Registrar's Office (main page)	4 (as of 1/16/13) out of 4
Registrar's Office (registration info page)	6 (as of 1/16/13) out of 6
FYE website (academic resources)*	3 (as of 1/16/13) out of 3
w3 Released Jan 16, 2013/Build Date 12/13/12	
Link	clicks via your shortlink
FYE website (advising page)*	13 (as of 1/22/13) out of 13
Registrar's Office Adding Courses*	8 (as of 1/22/13) out of 8
Registrar's Office Dropping Courses*	3 (as of 1/22/13) out of 3
Center for Civic Engagement*	9 (as of 1/22/13) out of 9
Study Abroad First Steps*	12 (as of 1/22/13) out of 12
Study Abroad International (main page)*	2 (as of 1/22/13) out of 2
Undergraduate Research*	6 (as of 1/22/13) out of 6
FYE website (main page)*	23 (as of 1/22/13) out of 23
w4 Released Jan 22, 2013/Build Date 1/8/13	



Assessment Year Two

Ongoing:

- Analytics
- Student Focus Groups
- On-going Feedback



Outcomes

- Greater integration and coherence of messaging
- Creation of a unified institutional voice about what it means to be a successful student
- Ubiquity of messaging across complex R-1 university structure
- Ultimately: creation of FYE Task Force and emphasis on integration and coherence.



University First-Year Messaging Inventory

University Housing and Dining Services

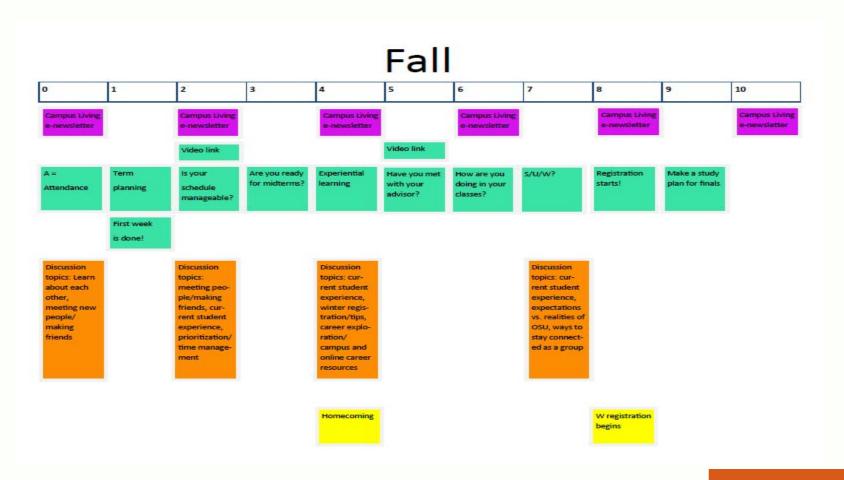
First-year advising communication

CONNECT Crew pilot program

Other noteworthy events/occurrences



University First-Year Messaging Inventory





Learn More About our FY Communication Efforts

Join Jeff and Kerry Thomas at 9:15am on Wednesday for:

"Building a Cross-Campus, Collaborative Academic Success Intervention for First year Students"

To learn more about the "STAR" program supporting academic success at OSU.



Questions?

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