

Enrollment Communication Plan

Project Personnel

Total Award Amount \$ 100,000

Project Director

Name: Kathleen Street
Title: Associate Vice President
Department: Enrollment Services

Co-Project Director

Name:
Title:
Department:

Co-Project Director

Name:
Title:
Department:

Project Description

Enrollment Alerts:

Research has shown that students with the following behaviors reduce their chances of degree completion:

- Completion of fewer than a set number of units in first year
- Withdrawal from a substantial share of courses
- Part-time attendance or stop-out
- Late registration
- Declining GPA
- Incompletes and/or course repeats above set number

On-time, intrusive communication with students at these key points will communicate that their academic success is important to the university and include expectations, potential consequences of these actions and options/suggestions and campus resources. This information will be shared with faculty and staff advisors or mentors who may choose to do additional follow up or discuss in their advising sessions.

The form of communication may be by email, phone call, post card or letter depending on the volume and audience. Because email is becoming less effective with students, mail may be the primary mode of communication initially. Other communication modes will be reviewed for consideration.

Student Websites: The new ADVISING website and Future Students websites will require ongoing updates and enhancements and the existing Current Student website needs a complete overall and redesign. These ongoing enhancements will ensure that students have easy access to all the information they need to navigate the system and obtain needed resources to support their education.

Friends & Family Newsletter: While this quarterly parent/family online newsletter was very successful with parents of entering students, we did not have the staffing to maintain its production. Parent and family support has been identified nationally as a key factor in student success and this is even more important with parents and families of first generation students.