

# Reaching the Right Students with the Right Message

## Hashtag

#civnextsteps

## Resources & Collab Notes

[bit.ly/civsummit2017](https://bit.ly/civsummit2017)

password: civsummit2017

**Liz Hannabas**

*The University of Texas  
at Arlington*



**Stephanie Sutton**

*Lorain County Community College*



**Travis Thompson**

*The University of South Florida*



- 
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- **Student-Centric Goals to Drive Innovation**
  - **Institutional Shift to Meet Students Where They Are**
  - **Empowering Frontlines to Reach the Right Students**
  - **Reaching Students with the Right Message**
  - **Scaling Support**

[#civnextsteps](#)

## STUDENT-CENTRICS SUCCESS GOALS

Create a culture of *value and belonging*  
with institutional support for new  
processes and change.

## STUDENT-CENTRICS SUCCESS GOALS

Shift focus *from access to student success*.

Increase graduation rate by **130%**—with no negative impact on enrollment and increasing capacity of current staff.

THE UNIVERSITY OF SOUTH FLORIDA

## STUDENT-CENTRICS SUCCESS GOALS

*Precise, personalized student support*

to increase retention to **90%** and  
unlock performance-based funding

THE UNIVERSITY OF TEXAS AT ARLINGTON

## INSTITUTIONAL SHIFTS TO MEET STUDENTS WHERE THEY ARE

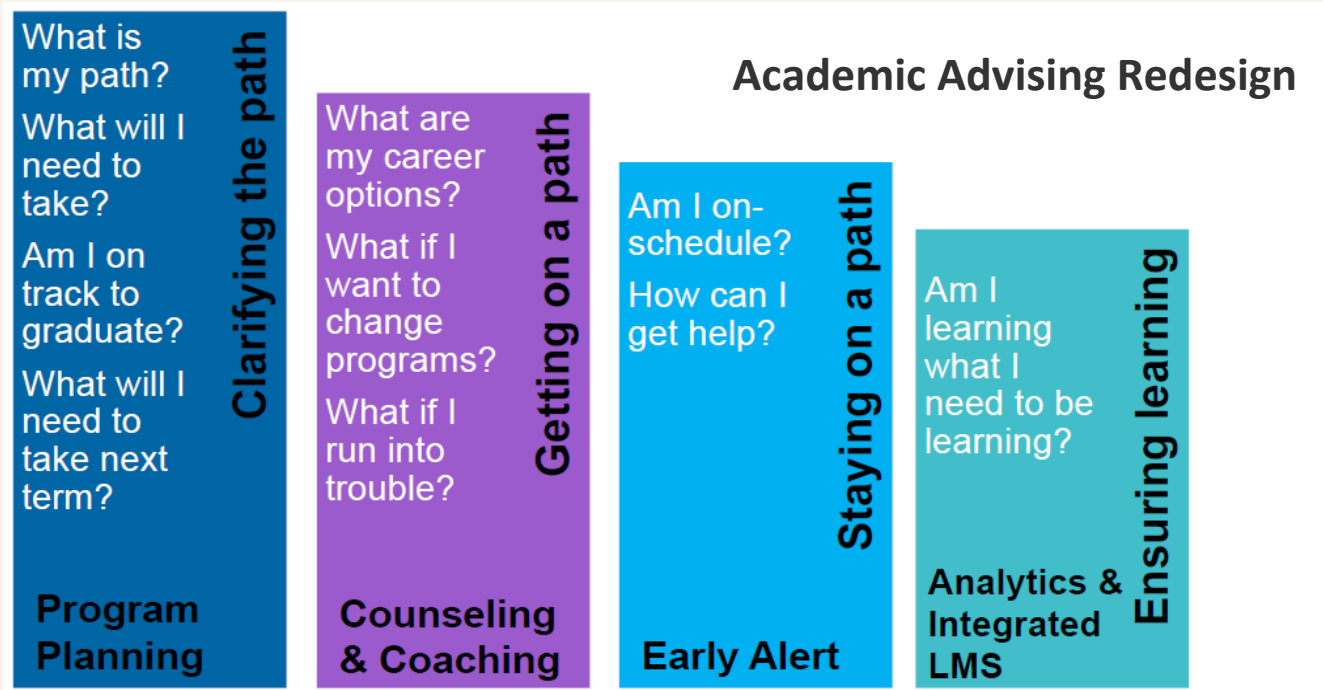


University College  
model implemented to  
advise **ALL** students, no  
matter what major.



# LORAIN COUNTY COMMUNITY COLLEGE

## INSTITUTIONAL SHIFTS TO MEET STUDENTS WHERE THEY ARE



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### Persistence Committee Enabled with Students Lists

- Uses *SIS and LMS data* to uncover insights about at-risk students in the active term.
- *“Care Team”* with 10 Academic Advocates connect with students immediately.
- *Network of support personnel* across campus make a difference students’ lives.







#civnextsteps

MOBILIZE SUPPORT  
ACROSS CAMPUS.

**WHAT UNITS CAN YOU COLLABORATE  
WITH TO ADDRESS STUDENT NEEDS?**

# THE UNIVERSITY OF TEXAS AT ARLINGTON

## EMPOWERING FRONTLINES TO REACH THE RIGHT STUDENTS

inspire™ ADVISOR

Student Search

Welcome, Michelle

DASHBOARD RE-ENROLLMENT REPORT

Last Updated: Today at 06:20am

### Dashboard

Persistence Probability

☒ VERY LOW (6) ☒ LOW (2) ☒ MODERATE (2) ☒ HIGH (6) ☒ VERY HIGH (6) [Clear All](#)

Student Performance Metrics

No Active Filters

Student Details

No Active Filters

Assigned To

All Advisors

☐ Assign to Advisor ☐ Email Selected Students

NAME	PERSISTENCE PROBABILITY	CHANGE	GPA	ADVISOR	LAST OUTREACH
<input type="checkbox"/> Scarlett Jones		11/15/2016 ↓	2.5	Douglas Smith <a href="#">More</a>	11/15/2016
<input type="checkbox"/> Jazmine Powell-Terrell		11/04/2016 ↓	1.8	Michelle Rodriguez <a href="#">More</a>	11/13/2016
<input type="checkbox"/> Jennifer Beron		11/08/2016 ↓	1.9	Douglas Smith <a href="#">More</a>	11/11/2016

OUTREACH INITIATOR  
Advisor Initiated

RECOMMENDATION OR REFERRAL MADE  
Other

TOPIC DISCUSSED  
Other

[View Email Content](#)

COMMENTS  
University College reinstating Constituency Council - email to invoke interest

OUTREACH RESULT  
Email sent



#civnextsteps

USE DATA WITH EMPATHY.

WHEN IS A DATA POINT A  
SIGNAL OF SOMETHING ELSE  
GOING ON IN A STUDENT'S LIFE?

# LORAIN COUNTY COMMUNITY COLLEGE

## EMPOWERING FRONTLINES TO REACH THE RIGHT STUDENTS

Welcome, Mark

Inspire for Advisors: Students will filter on persistence, which is a drop down to show state's in-probability of success column heading to sort the list.

Filter by Persistence

☐ VERY LOW 100 ☐ LOW 1097 ☐ MODERATE 2612 ☐ HIGH 5920 ☐ VERY HIGH 1806

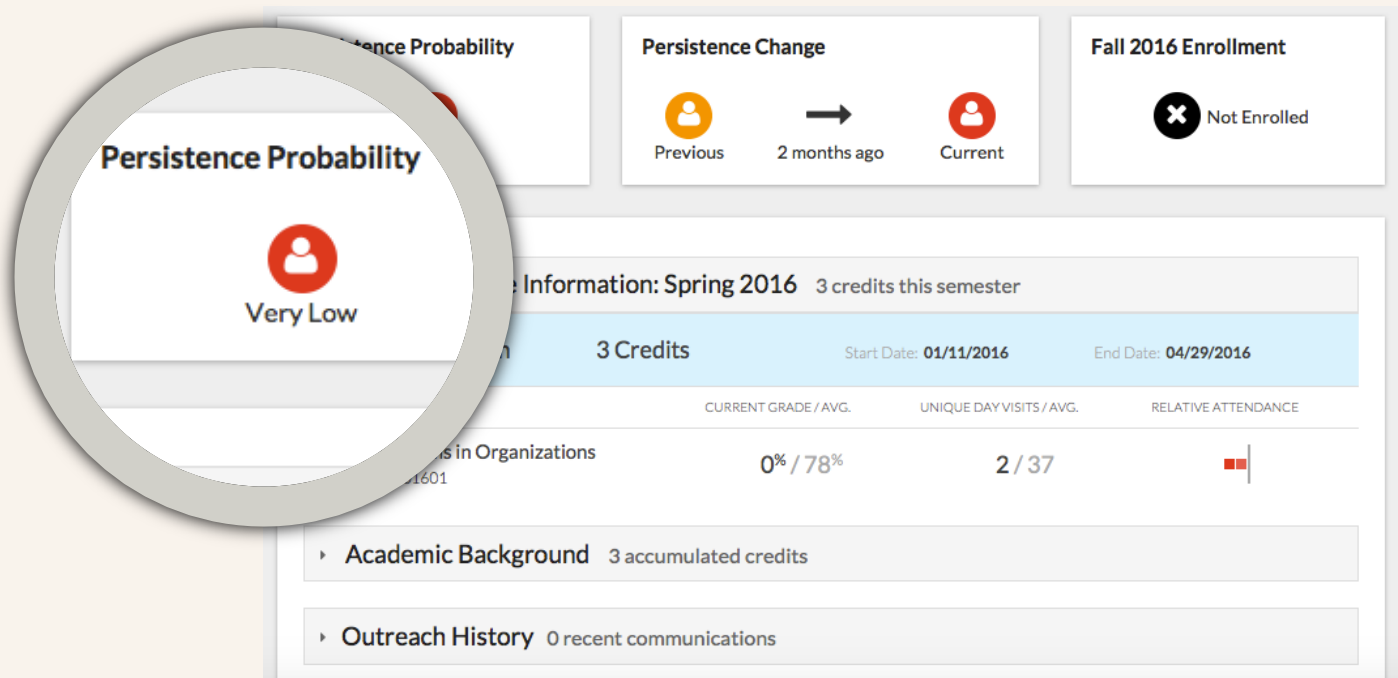
+ Advanced Filters Apply Filters Reset

	NAME	PERSISTENCE	ADVISOR	ADVISOR	ADVISOR
<input type="checkbox"/>	Ali, Breale	09/14/2016	0.00	-	-
<input type="checkbox"/>	Baker, Jessica	09/14/2016	0.00	-	-
<input type="checkbox"/>	Barreiro, Daniel	09/14/2016	0.00	-	-
<input type="checkbox"/>	Beall, Neshia	08/21/2016	-	-	-

*"We are giving advisors the tools they need to be more intentional and personalized by using persistence predictions and unique student characteristics that go beyond demographics and descriptive traits. This work is improving their efficiency and giving them space to work with their students differently."*

# THE UNIVERSITY OF SOUTH FLORIDA

## EMPOWERING FRONTLINES TO REACH THE RIGHT STUDENTS



## REACHING STUDENTS WITH THE RIGHT MESSAGE

- Focus on the positive.
- Move away from “milestone messaging” and into *intentional* messaging that is positive, personal and action-oriented

▼ Inspiration & Intervention Factors ?

These are personal factors that could make this student's likelihood to persist higher or lower than average for continuing, graduate students like them who currently take mixed/online courses at Civitas University.

★ Inspiration

Enrolled in all sections before current term began

Passed all sections last term

Enrolled in sections an average of 69 days before section start this term

⚠ Intervention

Calculated cumulative GPA is 1.50

Has withdrawn 4.50 credits at this institution

## THE UNIVERSITY OF TEXAS AT ARLINGTON

# REACHING STUDENTS WITH THE RIGHT MESSAGE

Dear Racquel,

Any student who is in University College is invited to be a part of the University College Constituency Council (UCCC).

The primary purpose of UCCC is to work with the University College (UC) administration and the students within the College to address any student issues that exist and to help the administration of UC communicate about these issues to the students. Other duties of UCCC will be determined by the students involved in the organization.

Reply to this email by Friday, February 24th at noon, if you are interested.

In Maverick Spirit,

LIZ HANNABAS

# LORAIN COUNTY COMMUNITY COLLEGE

## REACHING STUDENTS WITH THE RIGHT MESSAGE

Students Targeted		Nudge Content
<b>Introductory email (September 20 or 21)</b>	<ul style="list-style-type: none"><li>• All students</li></ul>	<ul style="list-style-type: none"><li>• Welcome Email (reminder to check Lorain CCC emails)</li><li>• Positive Nudge</li><li>• Activities Calendar</li><li>• Support Services</li><li>• Time Management</li></ul>
<b>Prior to Midterm (October 3)</b>	<ul style="list-style-type: none"><li>• Downward Shift Very Low, Low to Moderate</li><li>• PLUS Special populations of interest</li></ul>	<ul style="list-style-type: none"><li>• Office Hours</li><li>• Tutoring resources</li><li>• Academic Support Services</li><li>• Time Management</li></ul>
<b>Registration Period (October 17)</b>	<ul style="list-style-type: none"><li>• Very Low, Low to Moderate</li><li>• Not enrolled, after Day 1</li></ul>	<ul style="list-style-type: none"><li>• Registration Reminder</li></ul>
<b>After Midterm (early November)</b>	<ul style="list-style-type: none"><li>• Very low to Moderate PLUS not enrolled in the next term</li><li>• High to Very High</li></ul>	<ul style="list-style-type: none"><li>• Encouragement &amp; information of withdrawal deadlines (very low – moderate)</li><li>• Praise (high – very high) around grades, performance</li></ul>
<b>After Grades Posted (December 17 or 18)</b>	<ul style="list-style-type: none"><li>• Very low, low and moderate</li><li>• OR GPA (below &lt;2.0)</li><li>• OR Academic Standing ("On Probation")</li><li>• OR Students not enrolled in next term</li></ul>	<ul style="list-style-type: none"><li>• Targeted outreach: Individual interventions versus bulk email</li><li>• Targeted nudges based on academic performance, persistence probability, not enrolled in next term</li></ul>

## Fall Outreach Campaigns Overview





#civnextsteps

STRATEGY AND  
STRUCTURE.

CAN YOU PLAN  
YOUR OUTREACH  
AHEAD OF TIME?

# REACHING STUDENTS WITH THE RIGHT MESSAGE

## Emerging Case Management Model

- Advocates triage lists and gather everything they know about the students.
- Train in **Motivational Interviewing** to get to the root cause of the issue for every student.



*I'm an advertising major but the pre-reqs have been really difficult. I met with a First-Year Advocate and she has completely changed everything around for me. She gave me a list of resources, wrote an action plan for me and gave me so much guidance. She has kept me sane and really guided me through all the struggles I've faced.*



THE UNIVERSITY OF TEXAS AT ARLINGTON

# SCALING SUPPORT



## Civitas IFA Communication Plan

University Advising Center

### Fall

September (post-census)

Subject: Your Success Reminders!

*Send To: all freshman students in your population*



# LORAIN COUNTY COMMUNITY COLLEGE

## SCALING SUPPORT



Schedule Planner Text Only

Help Sign out

Back Send to Shopping Cart Shuffle Schedule 11 of 117

	CRN #	Section	Subject	Course	Seats Open	Days & Location(s)	Campus	Credits
1	50445	002	ACC	101	1	MMF 9:05am - 10:00am - PK 142	Pendleton Campus	3
2	51064	002	BIO	100	9	MW 4:05pm - 6:05pm - PP 423	Pendleton Campus	4
3	50285	006	BIO	102	5	TTTh 5:40pm - 7:05pm - PP 423	Pendleton Campus	4
4	50286	007	BIO	102	5	W 2:15pm - 10:15pm - PP 521	Pendleton Campus	0
5	50127	013	ENG	101	2	TTTh 8:00am - 9:25am - OC 207	Pendleton Campus	3
								14

Monday Tuesday Wednesday Thursday Friday

ACC-101  
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Mattison, Brenda Lee

ENG-101  
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Work

Upcoming  
Launches

Scarlett Jones

CURRENT DEGREE  
Psychology AA - Catalog Year 2014

STUDENT ID 123456 EDUCATIONAL GOAL Transfer GRADUATION GOAL Spring 2016

Degree Progress

24% Completed

Plan Courses

16/32  
Planned Credits  
Planned / Remaining

Explore Degrees

Environmental... 45%  
AS - Associate of Science

8-12 Grade Lev... 33%  
AA - Associate of Arts

Government 23%  
AA - Associate of Arts

THE UNIVERSITY OF SOUTH FLORIDA

# SCALING SUPPORT



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Did this session inspire next steps?  
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THE UNIVERSITY OF TEXAS AT ARLINGTON

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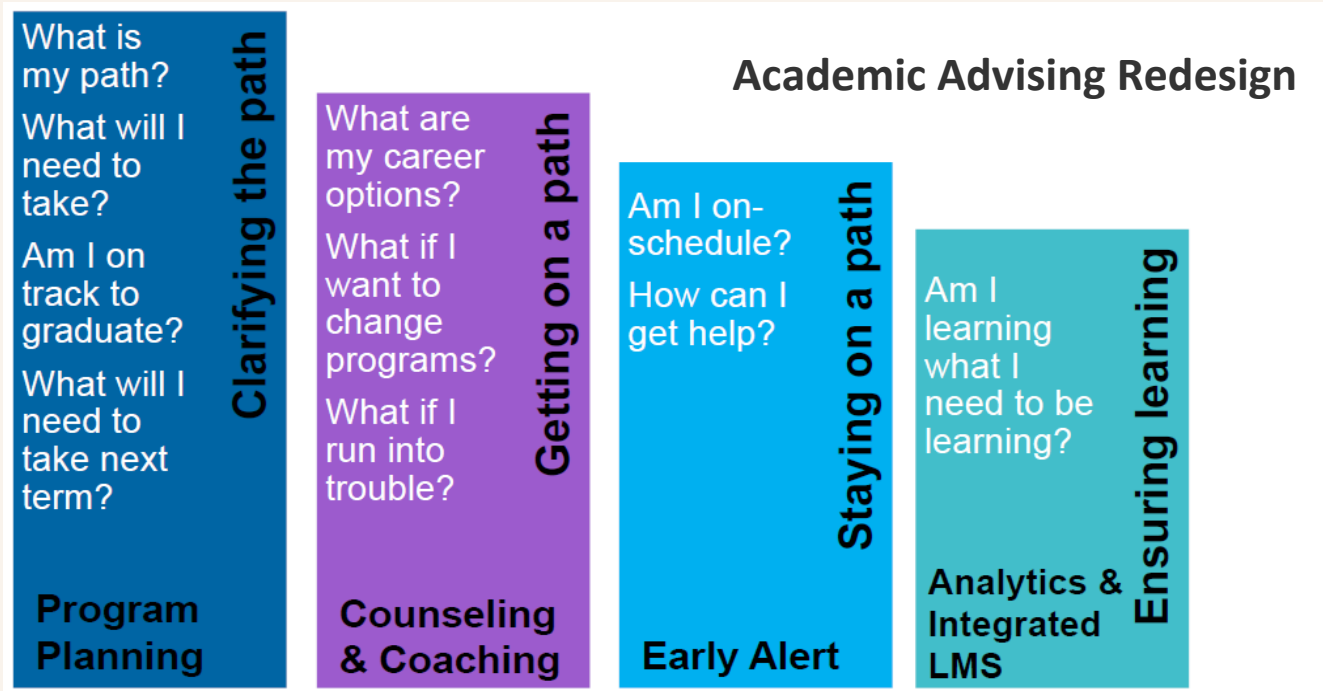


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## LORAIN COUNTY COMMUNITY COLLEGE

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Welcome, Mark

Inspire for Advisors: Students will filter on persistence level to help them to show students in profile view. Click on a persistence level to use as a column heading to sort the list.

Filter by Persistence Level

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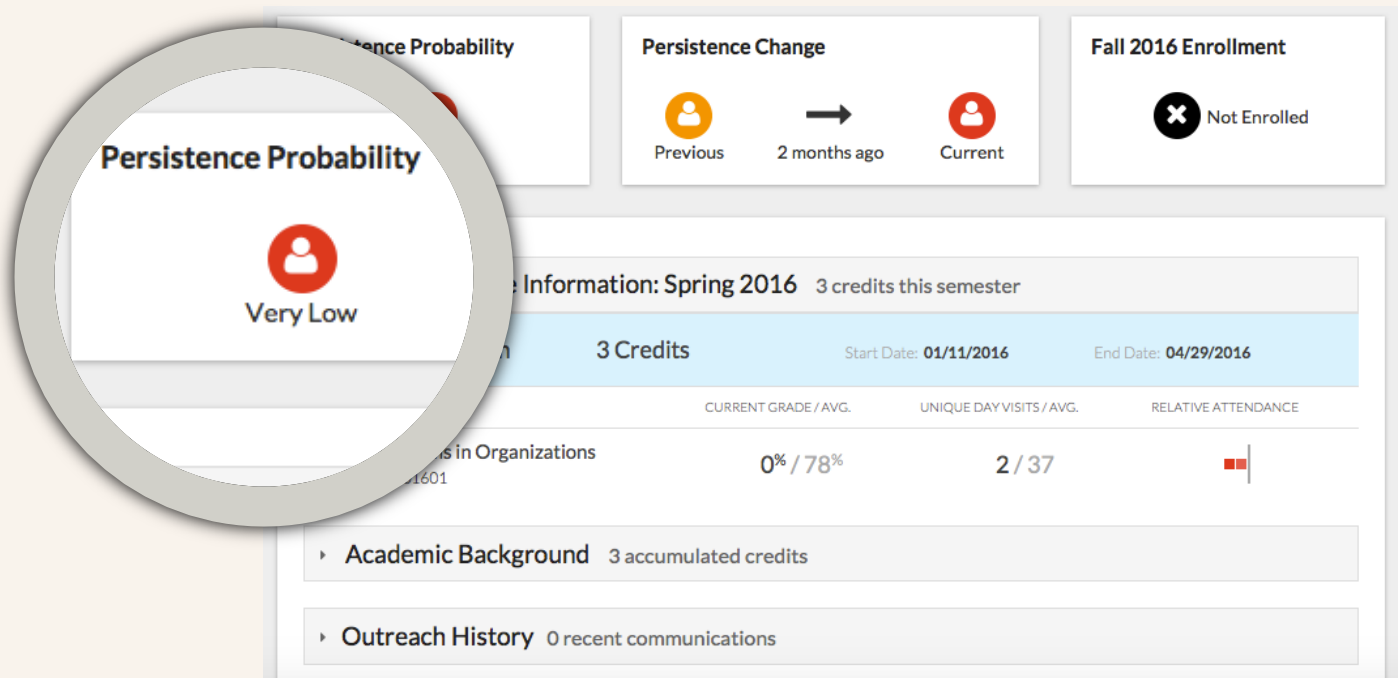
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# SCALING SUPPORT



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### Fall

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*Send To: all freshman students in your population*

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Work

# Upcoming Launches

**Scarlett Jones**

CURRENT DEGREE  
Psychology AA - Catalog Year 2014

STUDENT ID: 123456 | EDUCATIONAL GOAL: Transfer | GRADUATION GOAL: Spring 2016

Degree Progress: 24% Completed

Plan Courses: 16/32 Planned Credits

Explore Degrees:

- Environmental... 45%  
AS - Associate of Science
- 8-12 Grade Lev... 33%  
AA - Associate of Arts
- Government 23%  
AA - Associate of Arts



THE UNIVERSITY OF SOUTH FLORIDA

# SCALING SUPPORT

THE UNIVERSITY OF SOUTH FLORIDA

# SCALING SUPPORT

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