

# Connecting for Success: The Essential Role of Communications in Student Success



Dylan Moore, Student Success Communications Administrator

Dr. Elizabeth Coghill, Executive Director, Student Academic Success Services

# Presentation Goals

- Examine Communication Process mapping and decision making.
- Learn how **Connect for Success** communications are shaped by campus partnerships and a holistic student success model.
- Explore the way communication tools can assist student success.
- Consider the impact of peer coaching, call center, texting, and early alerts have on fostering student well-being, enrollment, and academic success.



## Connect for Success

PeeDee CONNECT  
PIRATE CONNECT  
ECU CONNECT



## Pirate Academic Success Center

Tutoring  
Academic  
Coaching



## STEPP Program



## Success Learning Communities & Grants

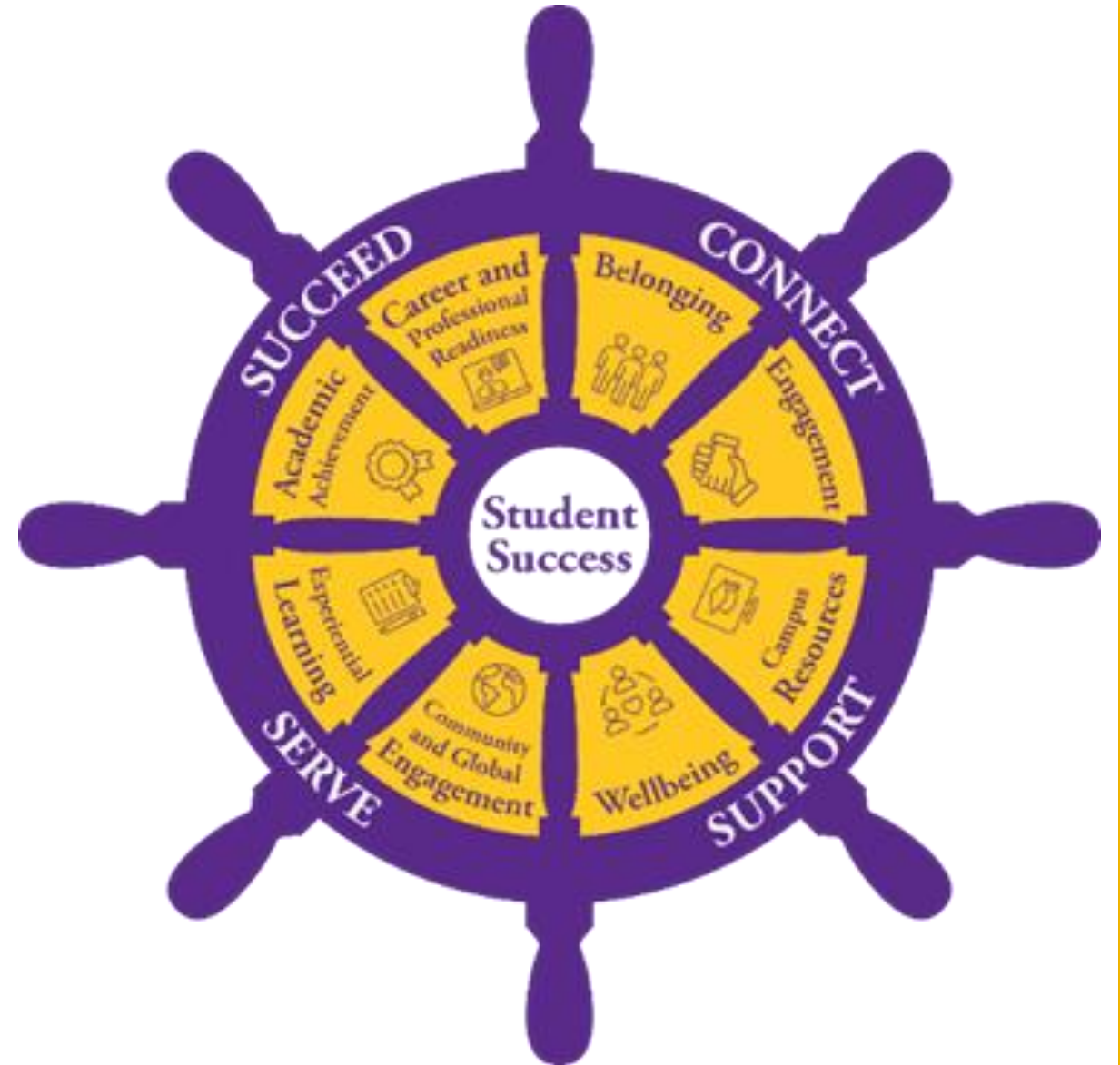
Gear Up NC  
TrACE  
Freshmen  
Learning  
Communities



ECU

STUDENT ACADEMIC  
SUCCESS SERVICES

SASS programs like **Connect for Success** utilize *Connect*, *Support*, *Serve*, *Succeed* pillars as framework for student and campus communications.



# Communications Guides

## Student Journey Mapping

- Identification of university milestones
- Expectations vs. Barriers
- Gap interventions
- What are students thinking, feeling, and experiencing.
- Frequency of messaging.

## Nudge Theory

- Behavioral nudges can be designed to keep students on track to succeed.
- Nudges focus on the student journey along with known campus “problem points” (withdrawal dates, advising timing etc.).
- Predict moments to communicate meaningful information with students.

## Student Data

- Student Real Time Data
- Progress Gaps
- Specialized Reports

# Connect for Success

## ECU CONNECT



ECU's Early Success System

## PIRATE™ CONNECT



Pirates™ Supporting First-Year Pirates

## PeeDee CONNECT



PeeDee Serving His Crew



**CONNECT. SUPPORT. SERVE. SUCCEED.**



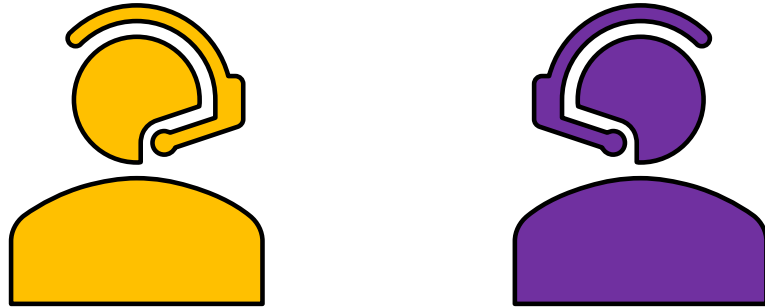
**ECU**

**STUDENT ACADEMIC  
SUCCESS SERVICES**

Learn more at [academic-success.ecu.edu](http://academic-success.ecu.edu)

# Connect **for** Success

## PIRATE CONNECT



Pirates Supporting First Year  
Pirates

Peer  
Enrollment  
Coaches

Peer  
Retention  
Coaches

Success  
Navigators

Connect. **Support.** Serve. Succeed.

# PIRATE CONNECT



Provide timely nudges to impact student behavior



Encourage engagement with campus resources



Foster student belonging and connection on campus



Support the academic transition of first-time students





# PIRATE CONNECT: Peer Enrollment Coaching

Mapping the Student Enrollment Journey **March** to **August**

- Establishing Sense of Belonging at ECU
- Current Pirates connecting with admitted Pirates
- Creating a connection to campus allowing students to continuously call their coach for any problems that arise.
- Helping new Pirates navigate institutional barriers that the **PEC** faced themselves.



# Peer Enrollment Coaching: Mapping the Student Success Journey



Enrollment Deposit



Orientation Registration



PIER registration



Orientation attendance-under 12 hours



Immunization hold tags



Tuition payment



Fielding questions and issues

# PIRATE CONNECT: Peer Retention Coaching

Mapping the Student Enrollment Journey **August to May**

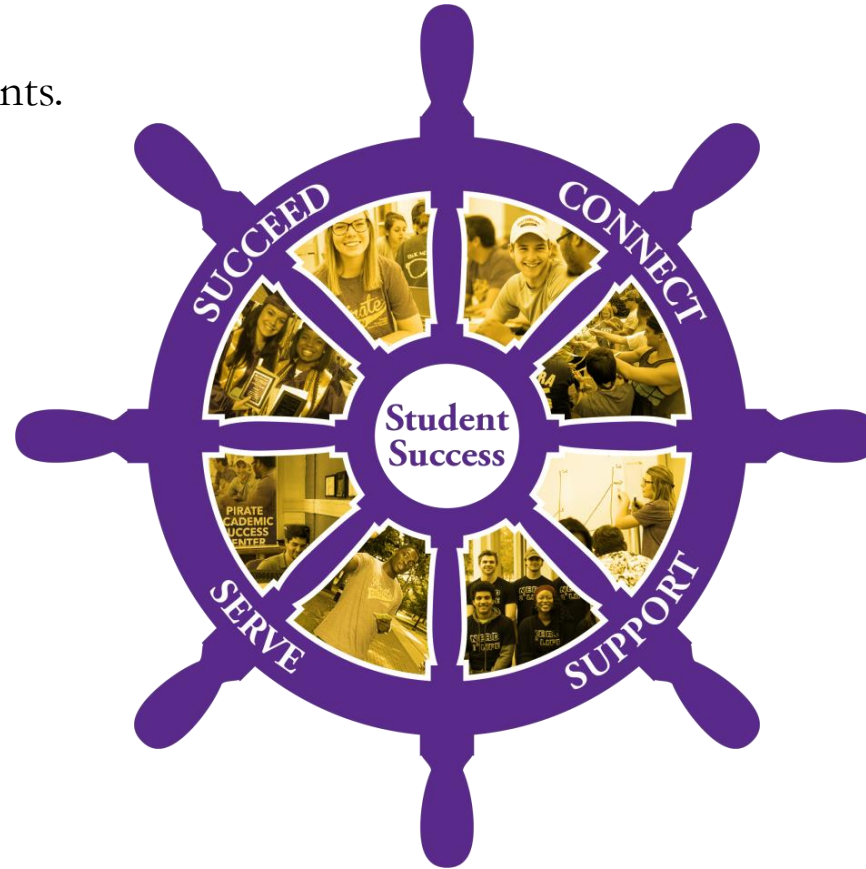


- Peer to Peer coaching
- Calling & Meeting with students that are being identified through ECU CONNECT
- Help with academic challenges experienced at ECU
  - Academic Coaching
  - Study Skills
- Helping students navigate academic hurdles, with a data driven approach.

# PIRATE CONNECT

## Peer Enrollment Coaching

- Proactively assisting current students.
- Provides current students with guidance to help navigate institutional hurdles.
- Decreases Summer and Spring melt rates.
- Provides personalized enrollment with phone calls, email follow-up, orientation involvement and virtual help sessions.



## Peer Retention Coaching

- Proactive assistance for current students.
- Provides guidance to help navigate registration and other enrollment milestones.
- Provides personalized guidance through phone calls, email follow-up, virtual help sessions.
- Engages at-risk students (unregistered, academic difficulty, hold tags)
- Combines with PeeDee CONNECT efforts.

# Peer Retention Coaching: Mapping the Student Success Journey

Raised Item Name	Number Raised
Concerned	1224
Course Grade <B	11
Course Grade <C	1590
Course Grade <D	91
Critical Attendance Concern	702
Feedback (No template)	34
Low Test/Quiz Scores	108
Never Attended/Never Participated	210
Online Platform Inactivity	254
PASC Referral	465
Stopped Attending	19
Support for Written Work Recommended	1
Unsatisfactory Coursework	78
<b>Total</b>	<b>4787</b>

*Through March 8th*

# Peer Retention Coaching: Mapping the Student Success Journey

Outcomes	Number
Call Not Completed	120
Hung Up	42
Left Voicemail	1164
Sent Email	14
Spoke to Parent	16
Spoke to Student	877
Voicemail Not Set Up/Full	196
Wrong Number	29
<b>Total</b>	<b>2458</b>

*Through March 8<sup>th</sup>*

# PIRATE CONNECT: Success Navigators

## August to May

- Peer to Peer Interactions
- Timely communication based around institutional milestones
- Calling same students building rapport and increasing sense of belonging.
- Following up with Referrals in ECU CONNECT on Students made by faculty
- Sophomore students that have a passion for helping student avoid the pitfalls they had.



# Model Framework

## Semester Touch Points



Academic calendar, Service Referrals, Student Journey Mapping

<b>Connect</b>	Semester check in, invite to success services	September/January
<b>Support</b>	Registration reminders, withdrawal date, invitation to services	October/February
<b>Serve</b>	Academic success coaching, early success alerts response	November/December/March/April
<b>Succeed</b>	Questions regarding GPA performance, academic advisor connections, semester registration status	December/April



# ECU CONNECT (starfish platform)

An early success system at ECU plays a pivotal role in promoting student retention and success.

By promptly identifying and addressing academic, behavioral, or personal challenges, the success team intervenes early to provide necessary support.

This proactive approach fosters a supportive environment, encouraging persistence, engagement, and overall success throughout the academic journey.

*Students succeed when they are engaged with an informed, connected, campus community.*



## ECU's Early Success System

# What we know about early alerts...

- Are an important component of a successful retention strategy.
- Most effective when targeting specific student populations, such as undergraduates, athletes or at-risk students.
- Can increase number of students using success resources.
- Classroom absences are one of the most important indicators for early alert systems to track.
- Must include an effective **Tiered Intervention** strategy to achieve results.
- Timing matters.

Research Guide

[Early Alert Warning Systems - Early Alert Warning Systems - Research Guides at East Carolina University Libraries \(ecu.edu\)](#)

# NEW 2024: Themed Surveys



- **Connect:** *Course Enrollment Verification and Canvas usage*
- **Connect:** *Campus Resources*
- **Connect & Support:** *Mid-Semester check in*
- **Serve & Succeed:** *Success Recognition*

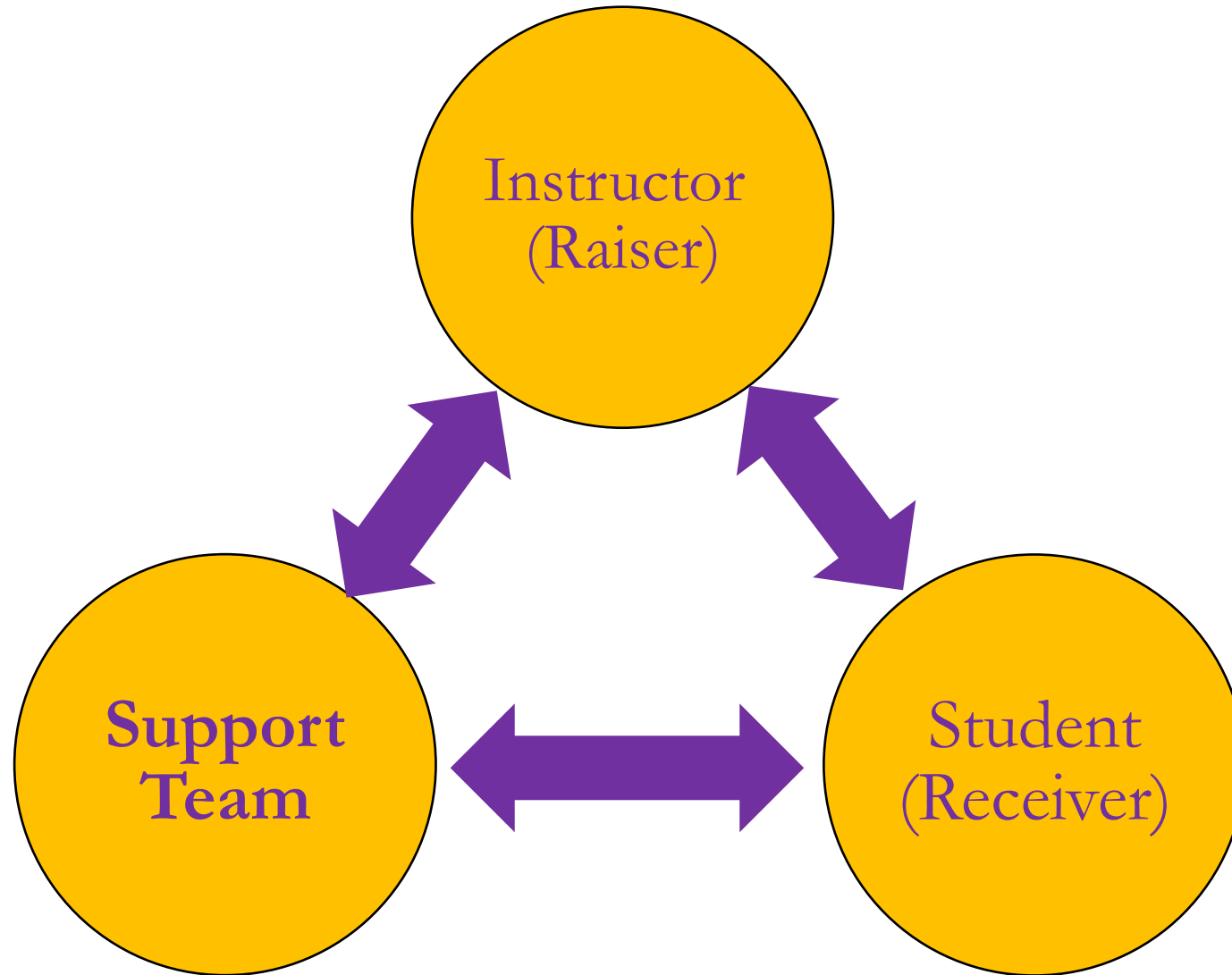
# Spring 2024 Undergraduate Progress Survey Schedule

Date	Survey Theme	Outcome Goals	Flag Options
January 8- 19	<b>Connect:</b> <i>Course Enrollment</i>	Roster verification and never participated alert.	Never Attended/Never Participated No Online Platform Activity
February 5- March 1	<b>Connect:</b> <i>Campus Resources</i>	Connecting students to resources and grade performance feedback.	Off to a Good Start Course Grade Below C Critical Attendance Concerned PASC Referral
March 4 - 21	<b>Support:</b> <i>Mid-Semester check in</i>	Grade performance feedback prior to course withdrawal date and resource referrals.	Keep Up the Good Work Course grade below C Course Grade below D Concerned Stopped Attending PASC Referral
April 1 - 24	<b>Serve &amp; Success:</b> <i>Success Recognition</i>	Recognizing outstanding performance, student improvement, and referral for peer roles on campus.	Outstanding Course Work Recommendation for campus service (tutoring, learning assistant) Thank you for being in my class Overcoming Adversity Recommendation for graduate studies

**The Student Journey**



# ECU CONNECT Process



# Usage Data

Tracking Items	Fall 2022*	Fall 2023
Total Tracked Items	52,354	53,590
Total Raisers	690	654
Flags	18,441	16,360
Kudos	33,900	36,528
Referrals	13	704

Spring 2023*	March 19 <sup>th</sup> , 2024
43,464	33,749
578	563
14,445	10,555
27,553	22,213
300	981

Progress Survey	Fall 2022*	Fall 2023
Sent	22,451	12,298
Completed	2,634	2,373
Completion Rate	11.7%	19%

\*Undergraduate & Graduate

# Undergraduate Fall 2023

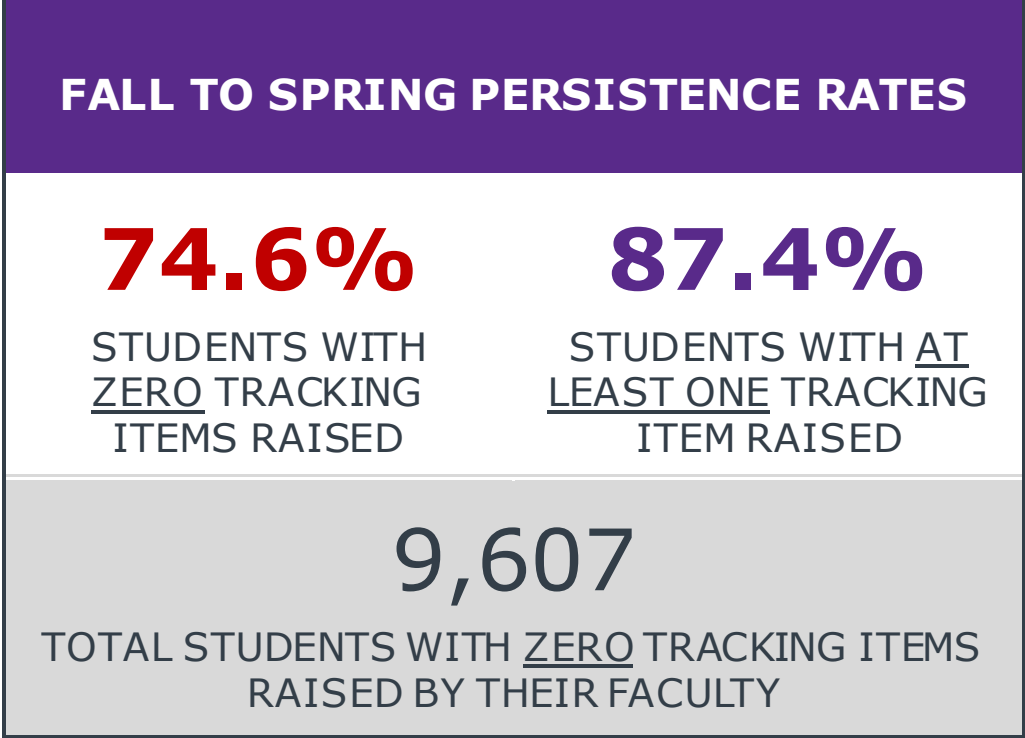
Department	Raised Items
KINE	3,482
BIOL	2,907
HLTH	2,883
PSYC	2,564
GEOL	2,358
MATH	2,300
ENGL	2,202
THEA	1,628
CHEM	1,580
COAD	1,516

<b>FLAGS</b>	16,359
<b>KUDOS</b>	36,527
<b>REFERRALS</b>	703
<b>Total</b>	53,589

<b>Top Five: Most Raised Tracking Items</b>	
Type	Number Raised
Keep Up The Good Work	20,748
Off to a Good Start	14,320
Concerned	4,453
Course Grade below C	3,680
Course Grade below D	2,967

# Providing grade feedback matters

## Fall 2023

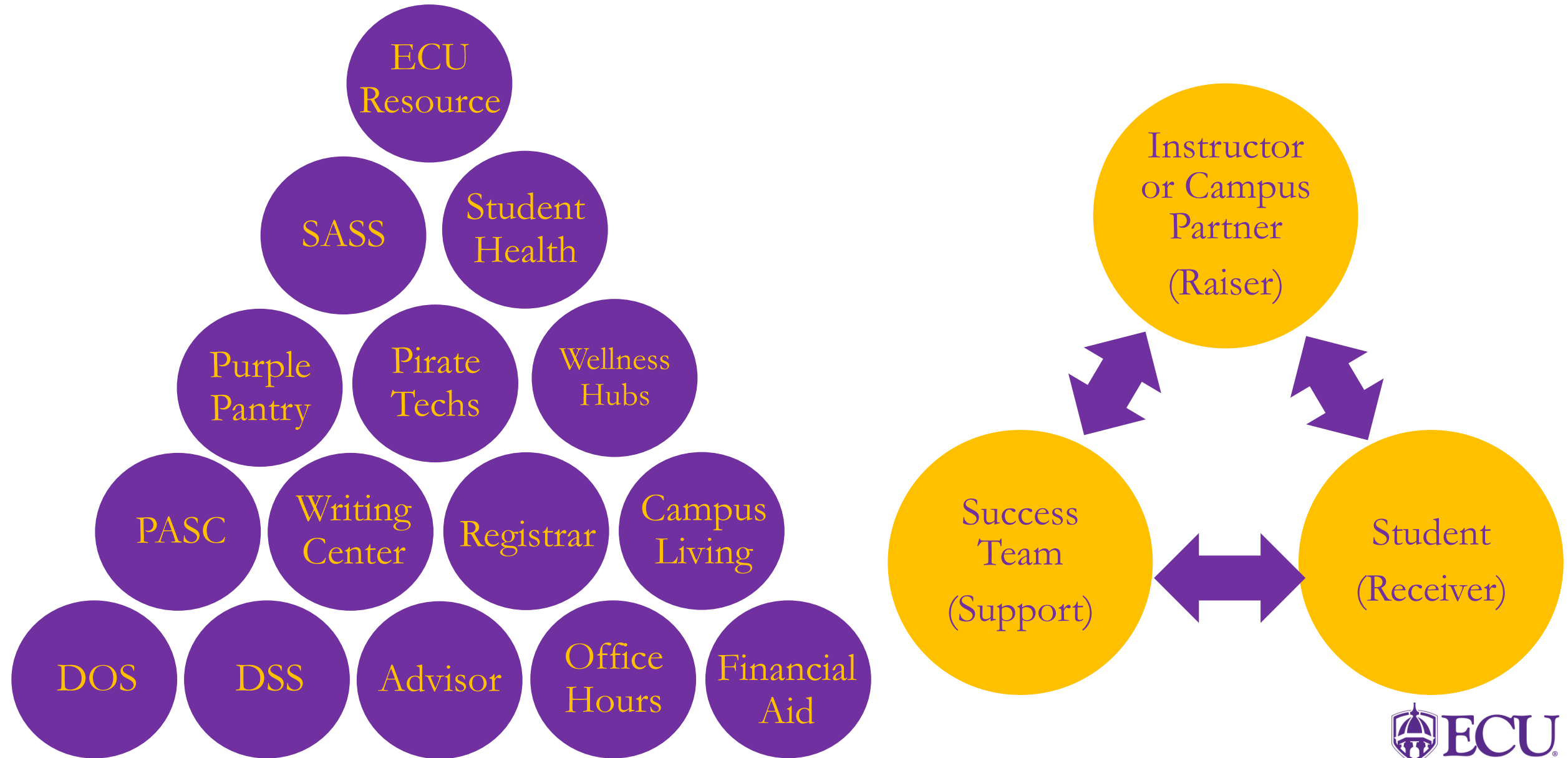


72.2% students who earned a D/F/W never received flag feedback

11,874 students



# Refer students to services using a digital referral.

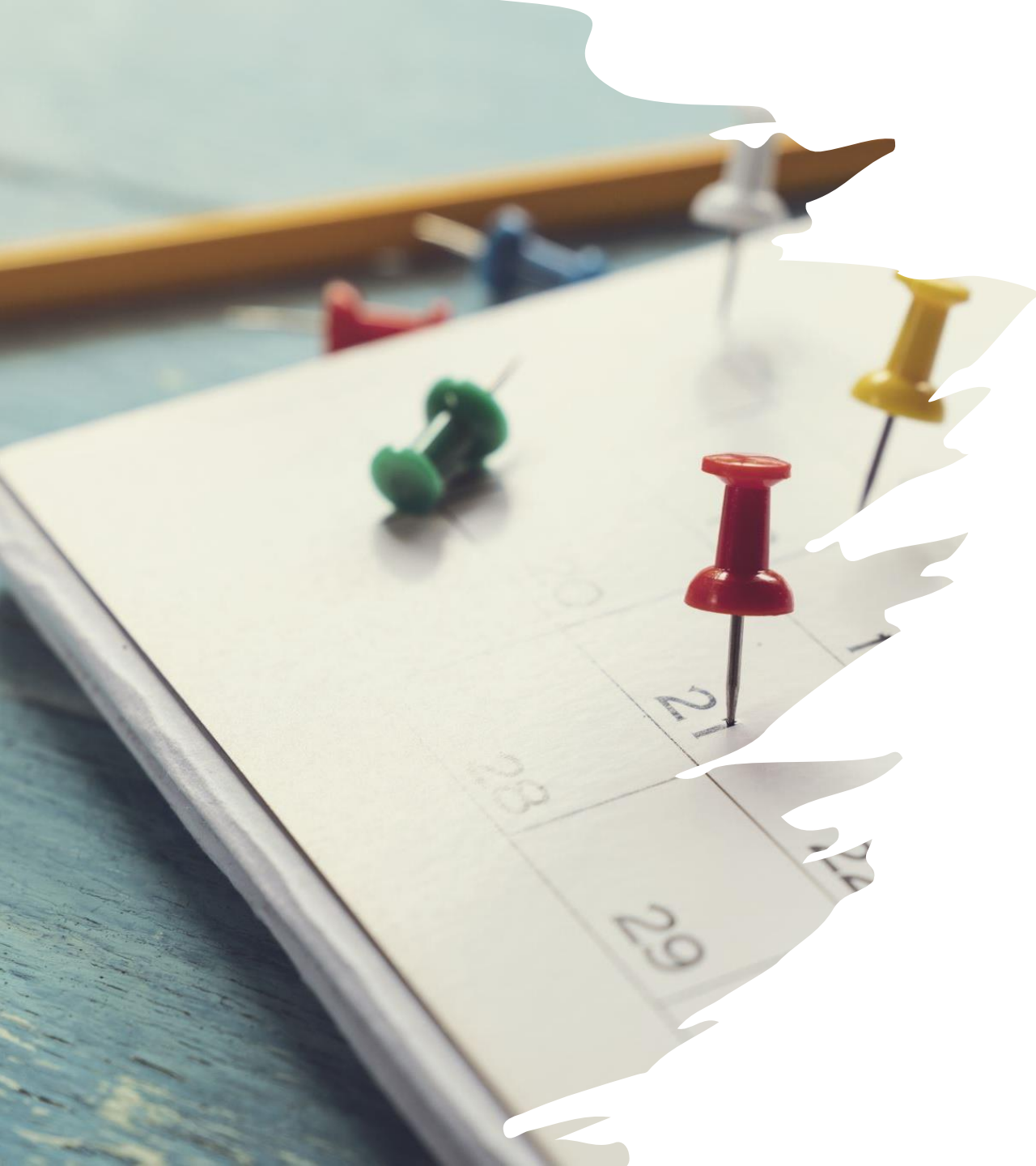


# Close the Loop: lower flags that are resolved.

<b>CLOSE THE LOOP PILOT</b>
COAD Instructors
SASS Team Members
9 Academic Advisors

## Reasons for lowering a flag:

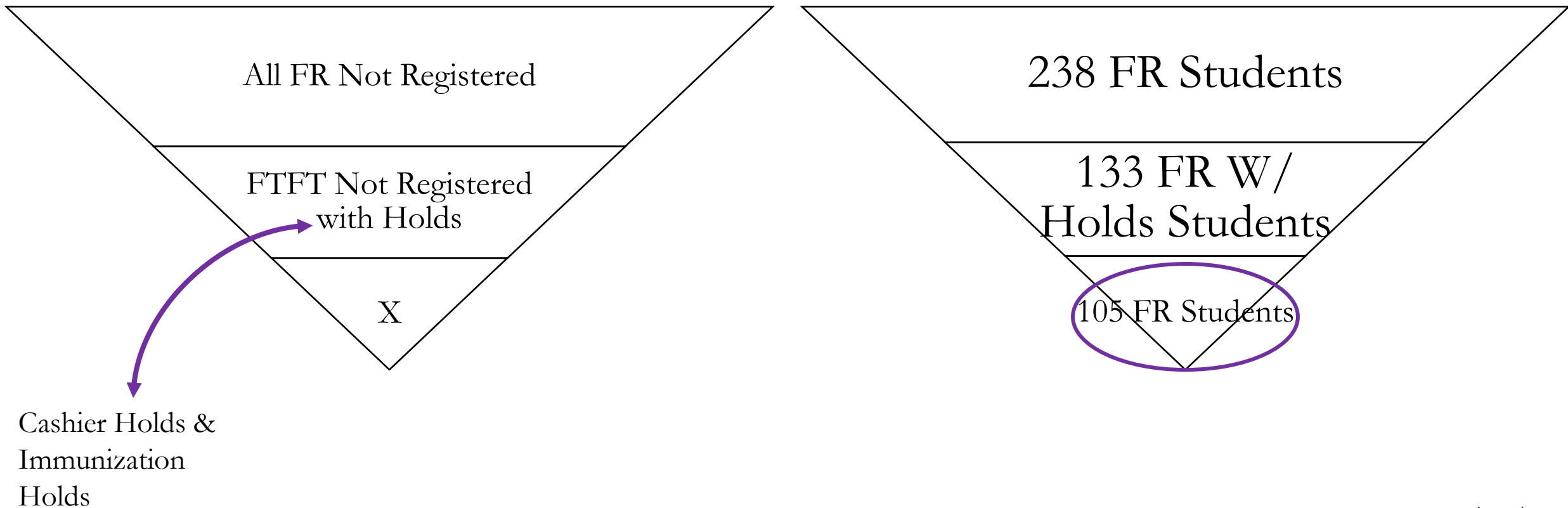
- Contact made with student: you communicated with the student about the issue via email, phone, or in-person.
- The concern is no longer relevant: the student withdrew from the class, OR the student's performance improved, and the concern no longer exists.
- The flag was raised by mistake.



# Communication Process

1. Identify goals
2. Select focus population
3. Determine what support is needed
4. Consider effort vs. impact
5. Create a calendar of messaging and tools
6. Evaluate

# Connect for Success Working Example: Unregistered for Spring 2024



# Communications Tools:

How did we reach those 105 Students?

## ECU Connect

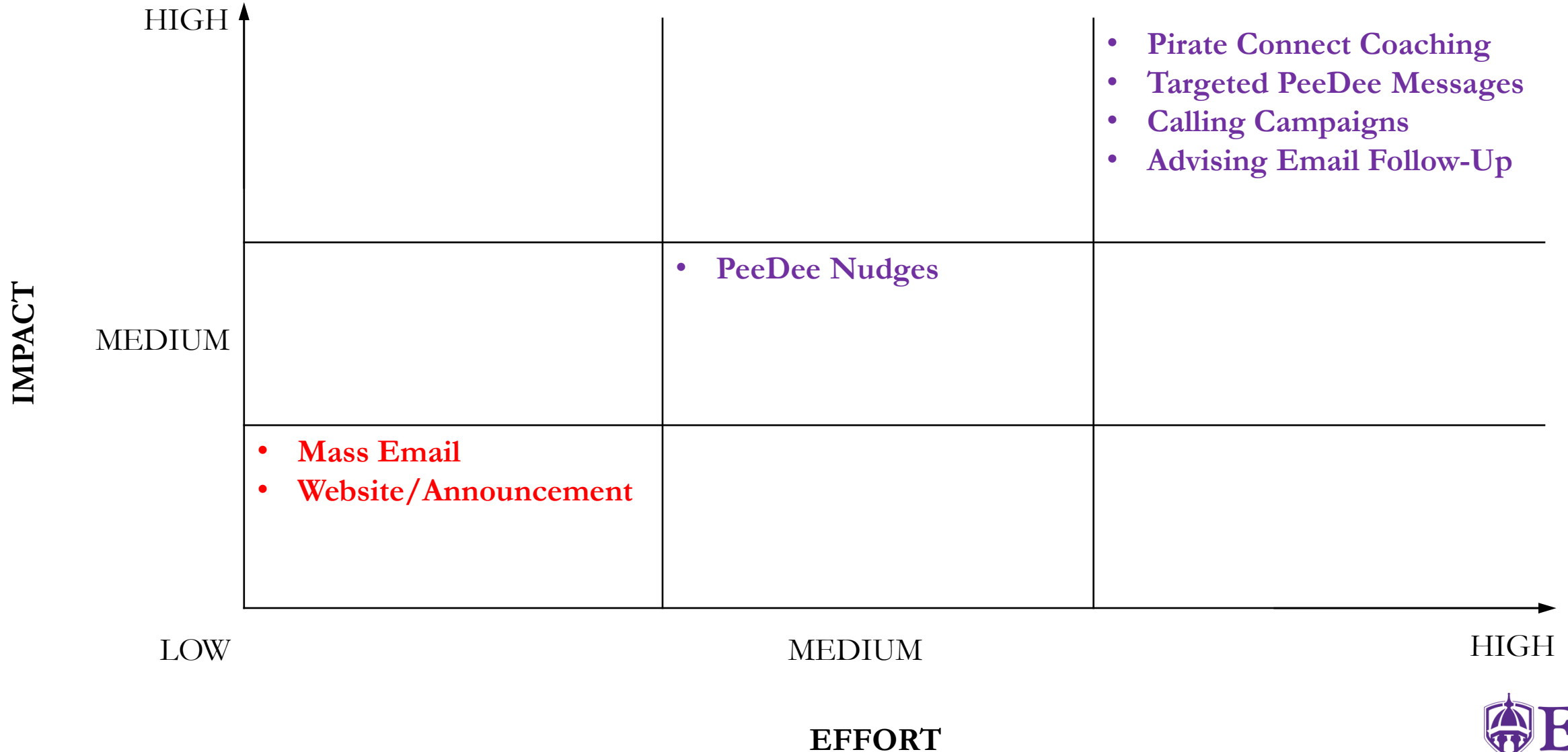
Starfish (flag,  
text, email)

## Pirate Connect

(Call Center,  
Coaching)

**PeeDee  
Connect**  
(Mainstay  
texting)

# Effort vs. Impact Matrix



# Spring 24 Registration Outreach Calendar

(Fall 23)

<p><b>Dec. 11<sup>th</sup> through 15<sup>th</sup></b></p>	<p><b>ACTION:</b> Use student survey questions(s) to gain new insights from unregistered students. <b>MODALITY:</b> Email &amp; Text &amp; Phone Call</p>
<p><b>Dec. 18<sup>th</sup> through 21<sup>st</sup></b></p>	<p><b>ACTION:</b> Continue messaging and outreach regarding known registration barriers. <b>MODALITY:</b> Email &amp; Text &amp; Phone Call</p>
<p><b>Jan. 3<sup>rd</sup> through 5<sup>th</sup></b></p>	<p><b>ACTION:</b> Continue outreach and provide resources to resolve known registration barriers <b>MODALITY:</b> Text &amp; Phone Call</p>

# Data Impact

12/4/23

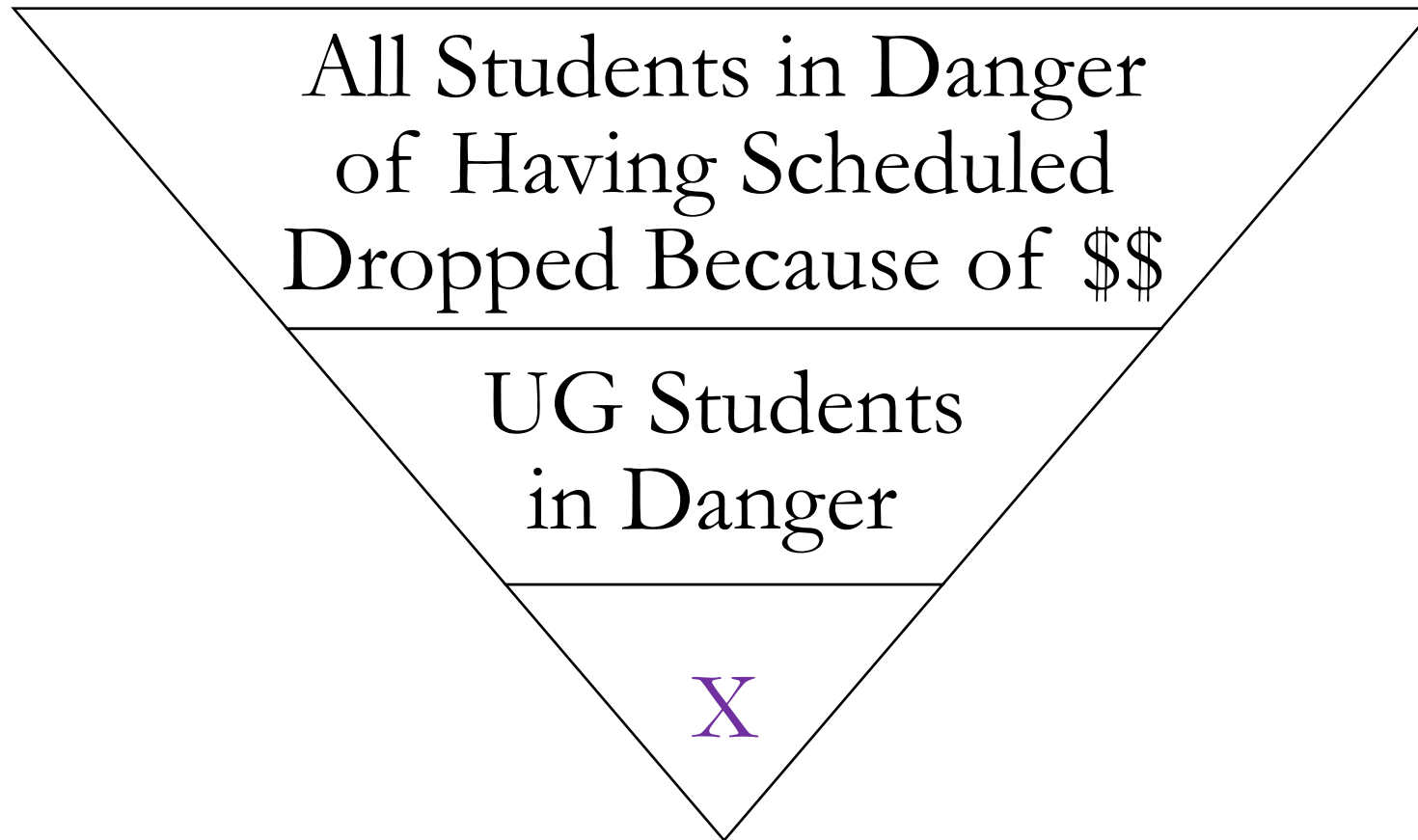
Cohort	First time FT Freshman				
	First Spring	Cohort (n)	Early Reg (n)	% Retention	% From Previous
FTFT202180	Spring 2022	4,017	3,521	87.65%	-
FTFT202280	Spring 2023	3,725	3,240	86.98%	-0.67%
FTFT202380	Spring 2024	3,894	3,510	90.14%	3.16%

1/8/24

Cohort	First time FT Freshman				
	First Spring	Cohort (n)	Early Reg (n)	% Retention	% From Previous
FTFT202180	Spring 2022	4,017	3,636	90.52%	-
FTFT202280	Spring 2023	3,725	3,420	91.81%	1.30%
FTFT202380	Spring 2024	3,894	3,592	92.24%	0.43%



# Connect for Success Working Example: In Danger of Being Cancelled



# Communications Tools:

How did we reach those students in danger of schedule cancellation?

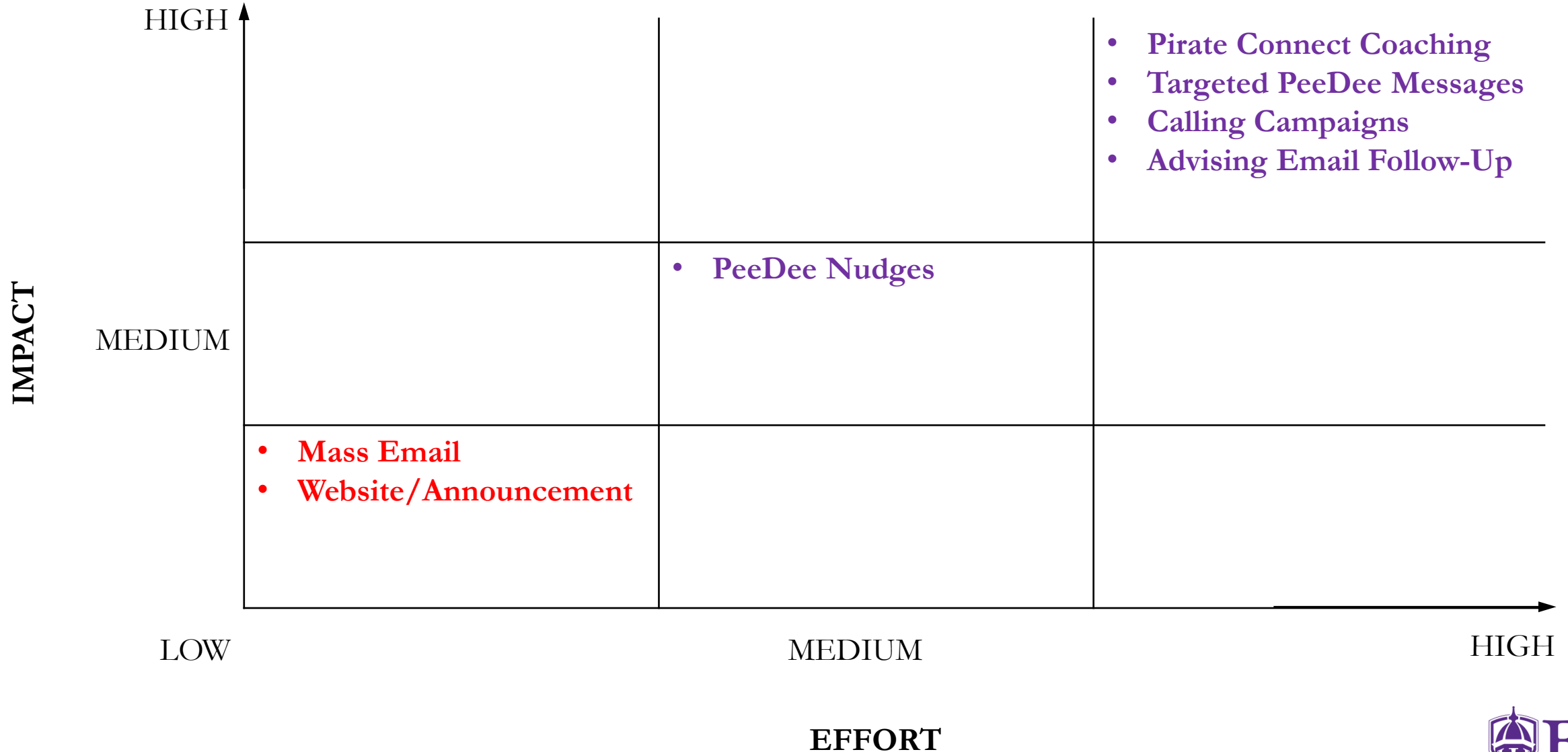
**ECU Connect**

Starfish (flag,  
text, email)

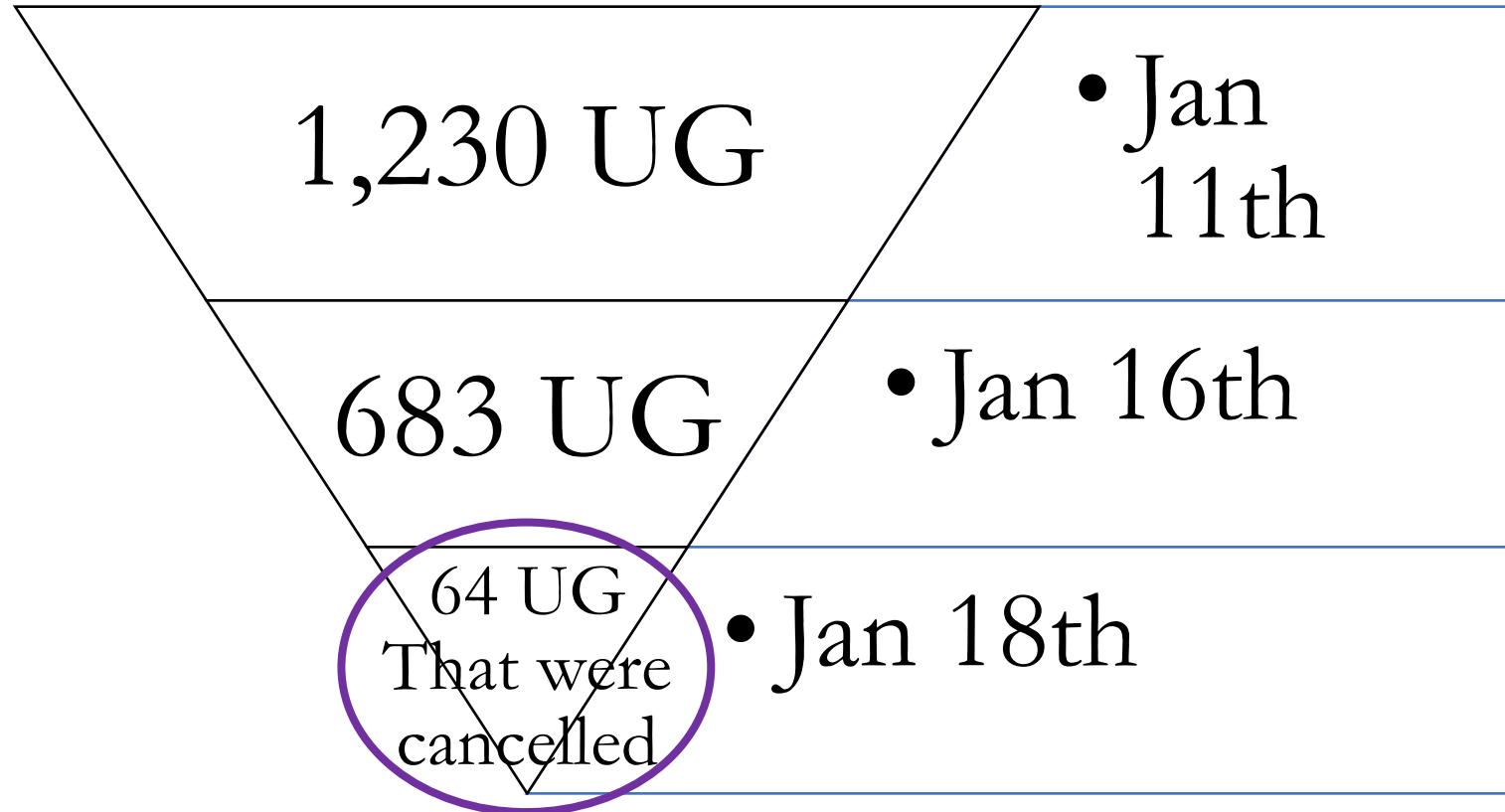
**PeeDee  
Connect**  
(Mainstay  
texting)

**Pirate Connect**  
(Call Center,  
Coaching)

# Effort vs. Impact Matrix



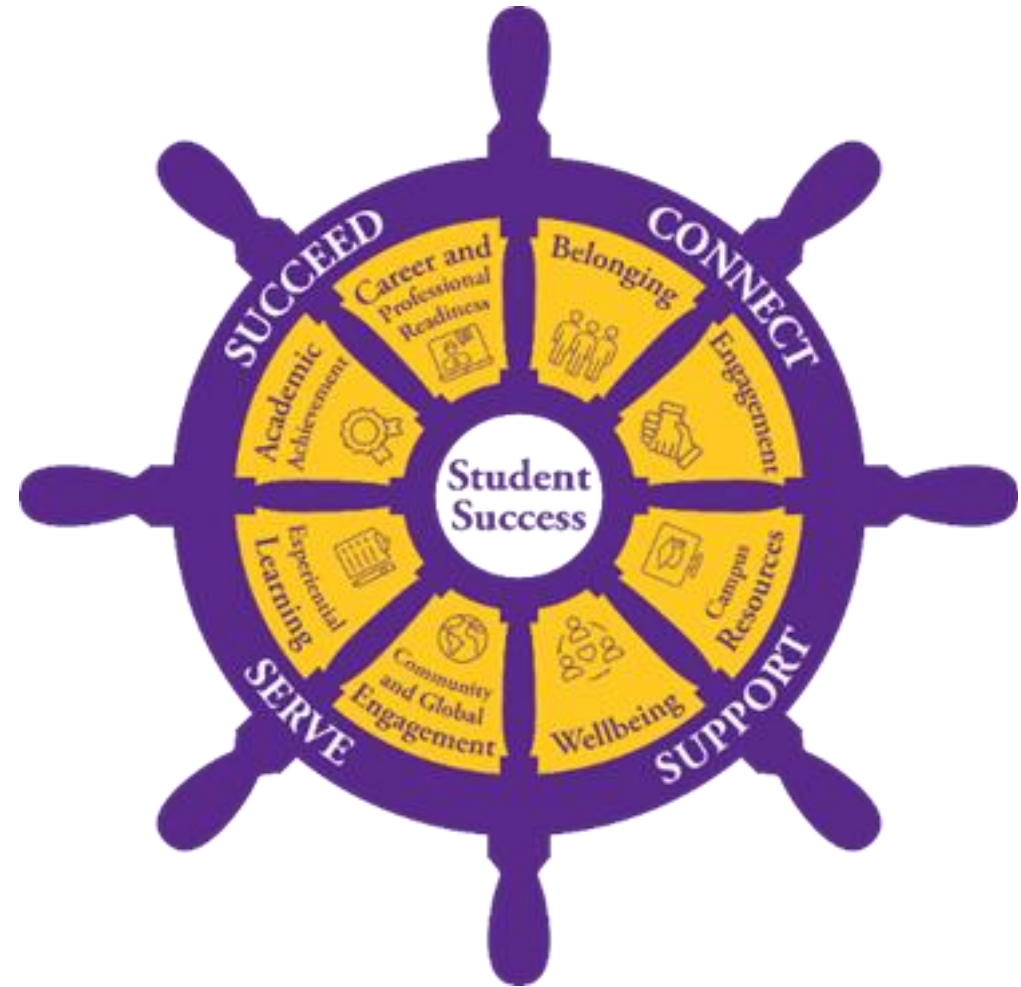
# Connect for Success Working Example: In Danger of Being Cancelled




# Future Focused: 4 Take Aways

How to stay focused & goal oriented in a moment in higher education when the goals change constantly, and focus is a luxury.

- Staying within our Framework.
- Delegation of appropriate tasks.
- Impact vs. Effort Matrix.
- Utilizing & Relying on your Team.
- Data Driven decisions



# Effort vs. Impact Matrix: Connect For Success

IMPACT	HIGH	<ul style="list-style-type: none"> <li>Increased Sense of Belonging through Merchandise</li> </ul>	<ul style="list-style-type: none"> <li>Marketing to Stakeholders to emphasize the importance of Grade Feedback, and use of Systems.</li> <li>Marketing to Students and showing them the resources, that ECU offers.</li> <li>Hiring appropriate student staff</li> </ul>	<ul style="list-style-type: none"> <li>PeeDee CONNECT Interactive Messages</li> <li>PIRATE CONNECT Phone Calls</li> <li>ECU CONNCET Follow-up</li> <li>Group Registration Assistance</li> <li>Student Journey Mapping Processes</li> <li>Maintain knowledge base</li> </ul>
	MEDIUM		<ul style="list-style-type: none"> <li>Individual Email without any context or follow-up. (an email with a list of steps)</li> <li><b>PeeDee Nudge</b></li> </ul>	<ul style="list-style-type: none"> <li>Centralized Data Collection Process</li> <li>Training of Professional &amp; Student Staff on Systems.</li> <li>Website maintenance.</li> </ul>
	LOW	<ul style="list-style-type: none"> <li>Mass Email</li> <li>System Wide Announcement</li> <li>Automated Phone Call</li> <li>Directed to Website</li> </ul>		
			MEDIUM	HIGH
			EFFORT	

# Connect for Success

## ECU CONNECT



ECU's Early Success System

## PIRATE™ CONNECT



Pirates™ Supporting First-Year Pirates

## PeeDee CONNECT



PeeDee Serving His Crew



CONNECT. SUPPORT. SERVE. SUCCEED.



ECU

STUDENT ACADEMIC  
SUCCESS SERVICES

Learn more at [academic-success.ecu.edu](http://academic-success.ecu.edu)

# Thank you!

Copies of this presentation will be on the Student Academic Success Services website:

<https://academic-success.ecu.edu/success-research/>

For more information about:

Early Alert Systems

<https://libguides.ecu.edu/EarlyAlertWarningSystems>

Dylan Moore  
Mooredy22@ecu.edu

Dr. Elizabeth Coghill  
coghille@ecu.edu



# Thank you!

Scan Me!!

