

Empowering Student Success: Leveraging Effective Communication Strategies and Technology Solutions



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Session Goals



Introduce the comprehensive **student success framework** underpinning communication strategies.



Deepen understanding of **nudging theory and optimal communication practices** for student resource engagement.



Explore how campus learning centers can enhance student success through **personalized communication strategies**.



Gain insight into **utilizing technology strategically** to replicate communication strategies across various campuses.

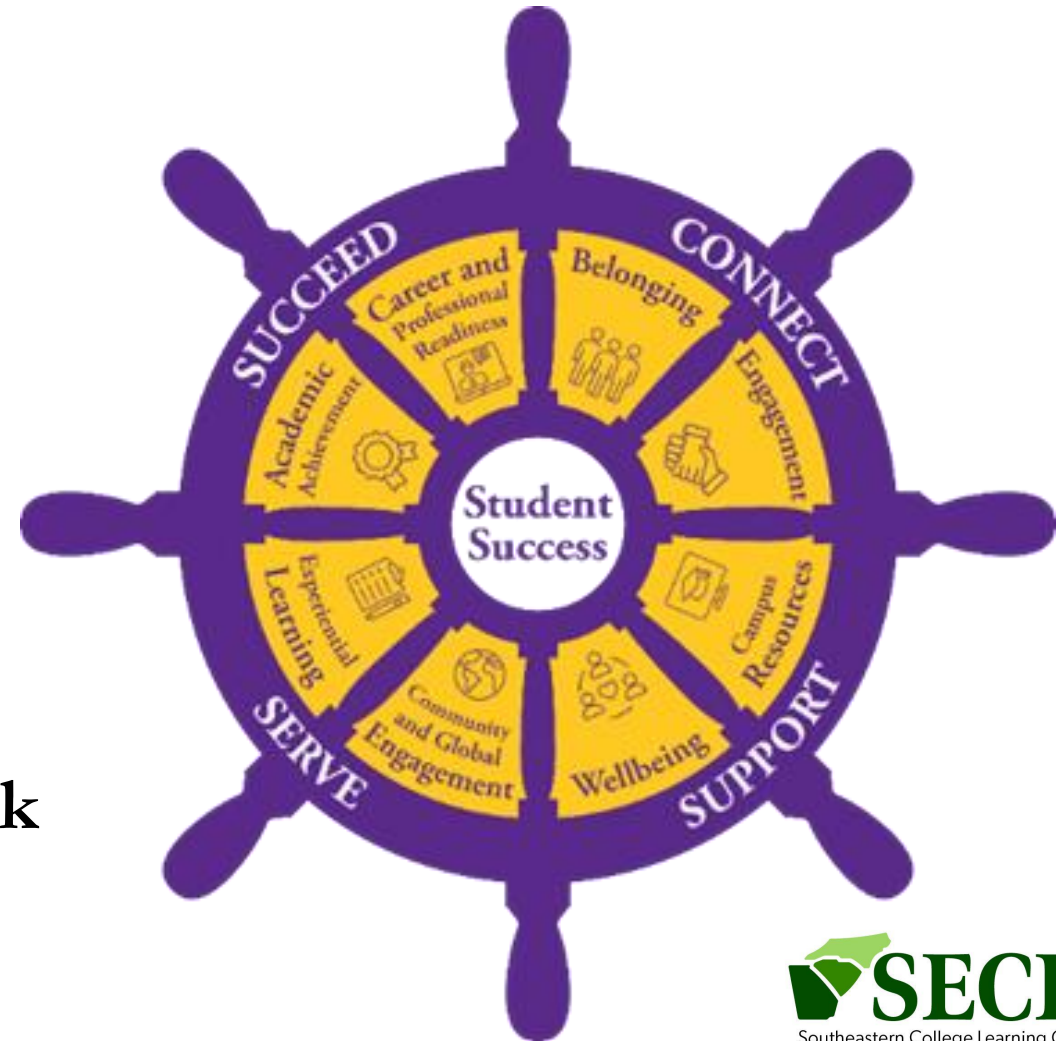


ECU[®]

STUDENT ACADEMIC SUCCESS SERVICES

- Pirate Academic Success Center
- Connect for Success
- TrACE grant
- GEAR UP NC grant
- STEPP Program
- Success Learning Communities
- Student Success & Enrollment Supports

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





— Elements of Effective Communication

- ✓ Cultivates student well-being, a sense of belonging, and academic achievement.
- ✓ Optimizes campus resource utilization.
- ✓ Leverages student data, experiences, empathetic messaging, multi-channel communications.
- ✓ Increases student engagement with resources.
- ✓ Enhances student success metrics.

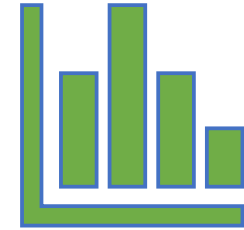
Communication Building Blocks



**Student Journey
Mapping**



Nudge Theory



Student Data

Student Journey Mapping

1. Prioritizes the student experience.
2. Fosters the inclusion of student experience-based research within decision making processes.
3. Streamlines campus processes.
4. Uncovers student experiences impacting persistence in tandem with quantitative data points.
5. Targets small, essential process changes and their impact on students.

Student Journey Mapping Exercise

**How do new Freshmen learn about and use center services
in their first Fall semester on campus?**

	Phase 1 Start of Classes to 1 st month of semester	Phase 2 Mid-semester	Phase 3 End of Semester
What do you wish students accomplish? What are the desired action step(s)?			
What is the student doing?			
What are students thinking or feeling?			
How do you communicate these action steps?			

Multichannel Communication Strategy/Process

What is your message or action you want taken?

What Outreach or Communication methods will you use?

Who are the campus stakeholders is the message intended for?

When does the message need to be sent (timing).

Are there campus success partners that need to respond?

Student Journey Mapping at ECU





Common Ineffective Communication Practices

1. Relying on a One-Size-Fits-All Communications
2. Unwelcoming Messaging Filled with Higher Education Jargon
3. One-Way Messaging
4. Lack of a Coordinated Communication Plan
5. Ignoring the student experience

Communication Building Blocks

Student Journey Mapping

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

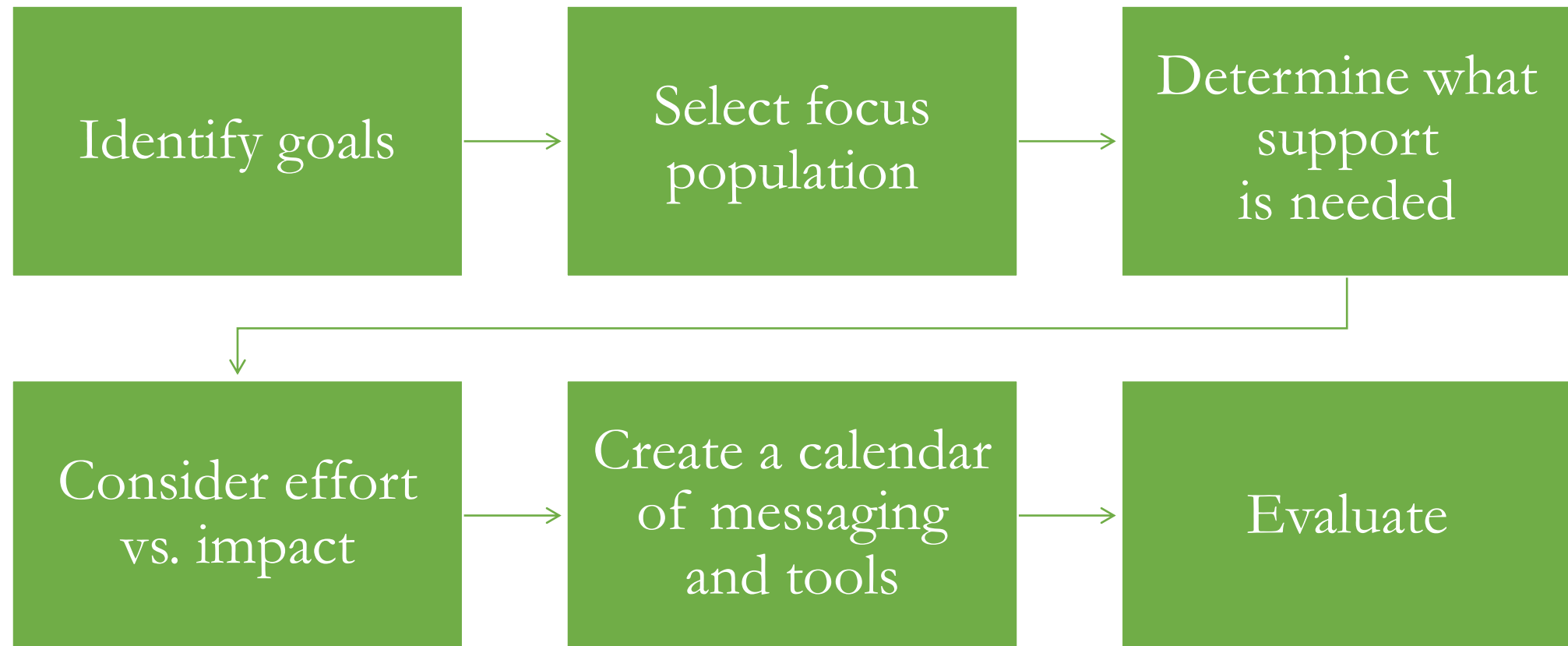
Nudge Theory

- 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

Communication Process



ECU's Multichannel Approach towards Communication

What Outreach is Being Utilized

- Flyers
- LCD Monitors
- Programming
- Coherent Branding
- Texting
- Early Alerts
- Call Center
- Provost Newsletter
- Marketing Items
- Trainings and Presentations
- Stickers and Popcicles

Who are your Campus Partners

- DSS
- Financial Aid
- Dean of Students
- Cashiers Office
- Registrars Office
- Career Center
- Campus Living
- Advising
- Admissions
- Strategic Enrollment Management Council

Who is the Success Team

- Faculty
- Advisors
- Peers
- Campus Learning Center
- Staff
- Parents

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.



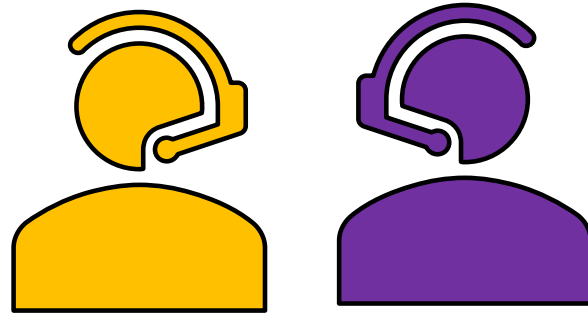
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SUCCESS SERVICES**

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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

<div>Peer Enrollment Coaches</div> <div>Incoming Students</div>	<div>Peer Retention Coaches</div> <div>Data Identified</div>	<div>Success Navigators</div> <div>First Year Call Center</div>
<ul style="list-style-type: none"> Establishing Sense of Belonging at ECU. Current Pirates connecting with admitted Pirates. Continuous feedback loop, students call their coach for any problems that arise. Helping new Pirates navigate institutional barriers. Establishing a warm connection to student success resources through personalized and timely outreach 	<ul style="list-style-type: none"> Peer to Peer coaching. Calling & Meeting with students that are being identified through ECU CONNECT. Help with academic challenges experienced at ECU: <ul style="list-style-type: none"> Academic Coaching Connecting students to resources provided by the Pirate Academic Success Center. Personalized support. Helping students navigate academic hurdles, with a data driven approach. 	<ul style="list-style-type: none"> Peer to Peer Interactions through Call Center. 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.

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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 or no online activity 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 \(ecu.edu\)](#)

ECU CONNECT: Themed Surveys & Semester Touch Points



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

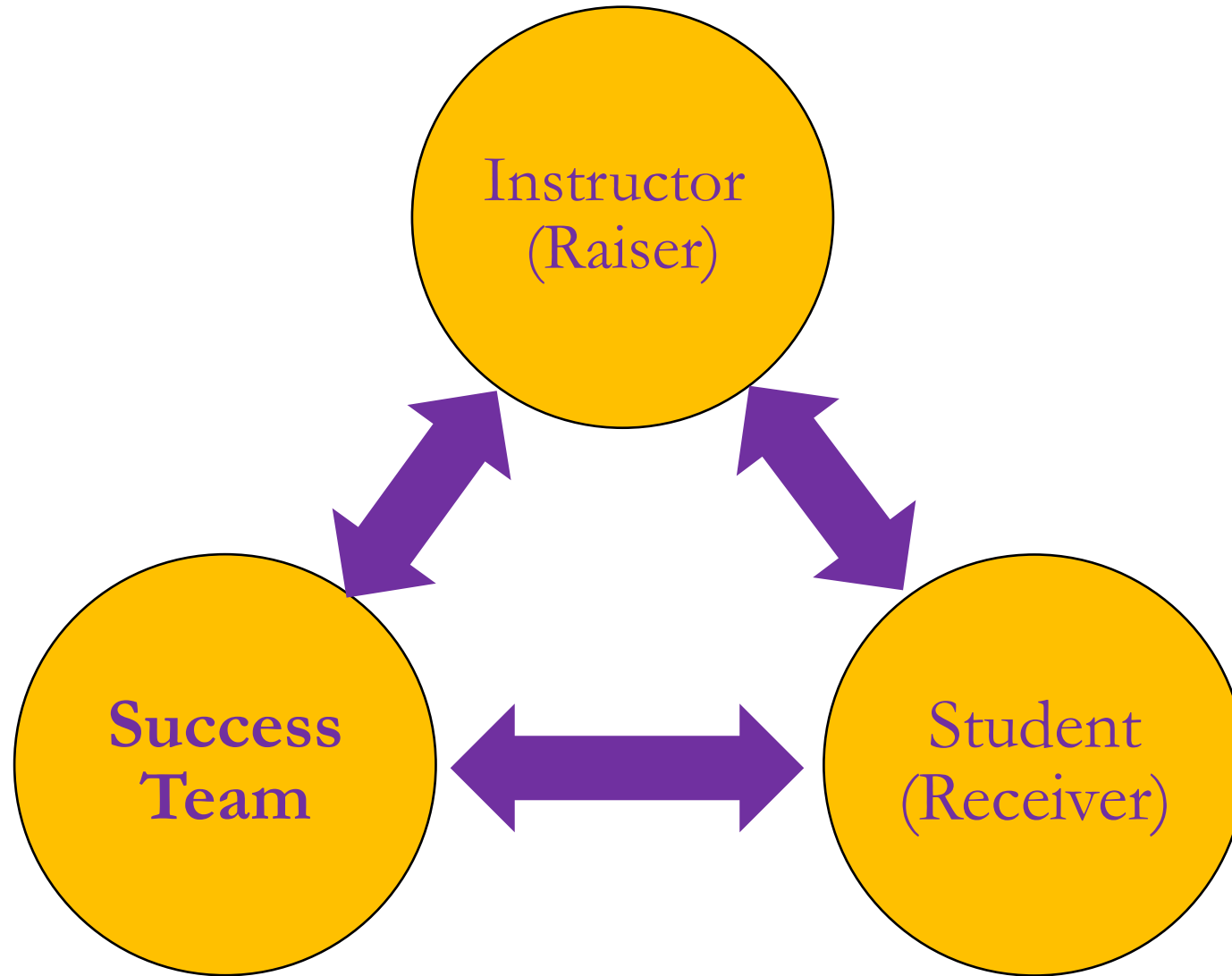
Spring 2024 Undergraduate Progress Survey Schedule

Date	Survey Theme	Outcome Goals	Flag Options
1 st Month of Semester	Connect: <i>Course Enrollment</i>	Roster verification and never participated alert.	Never Attended / Never Participated No Online Platform Activity PASC Referral
2 nd Month of Semester	Connect: <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
3 rd Month of Semester	Support: <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
4 th Month of Semester	Serve & Success: <i>Success Recognition</i>	Recognizing outstanding performance, student improvement, and referral for peer roles on campus.	Outstanding Course Work Recommendation for campus employment Thank you for being in my class Recommendation for graduate studies

**The
Student
Journey**



ECU CONNECT Process



Building a Campus Wide Knowledge Campaign for ECU CONNECT

Desired action step or message outcome

- Faculty identifying students in academic crisis.
- Campus Partner contact with students.
- Student awareness and use of resources.
- Resolved academic issue.

Outreach & communication methods

- Call Center
- Common Branding
- Early Alert Data
- Flyers
- LCD Monitors
- Marketing items
- Programming
- Provost Newsletter & Communications
- Student Outreach & Popsicles
- Texting Campaigns
- Training & Presentations

Message Target (Campus stakeholders)

- Admissions
- Advising
- Campus Living
- Career Center
- Cashiers Office
- Dean of Students
- DSS
- Financial Aid
- Registrars Office
- Strategic Enrollment Management Council
- Students

Communication Timeline

- Build campaign strategy
- Plan dates & times for each method used
- Assign responsible partner

Campus Stakeholder Involvement

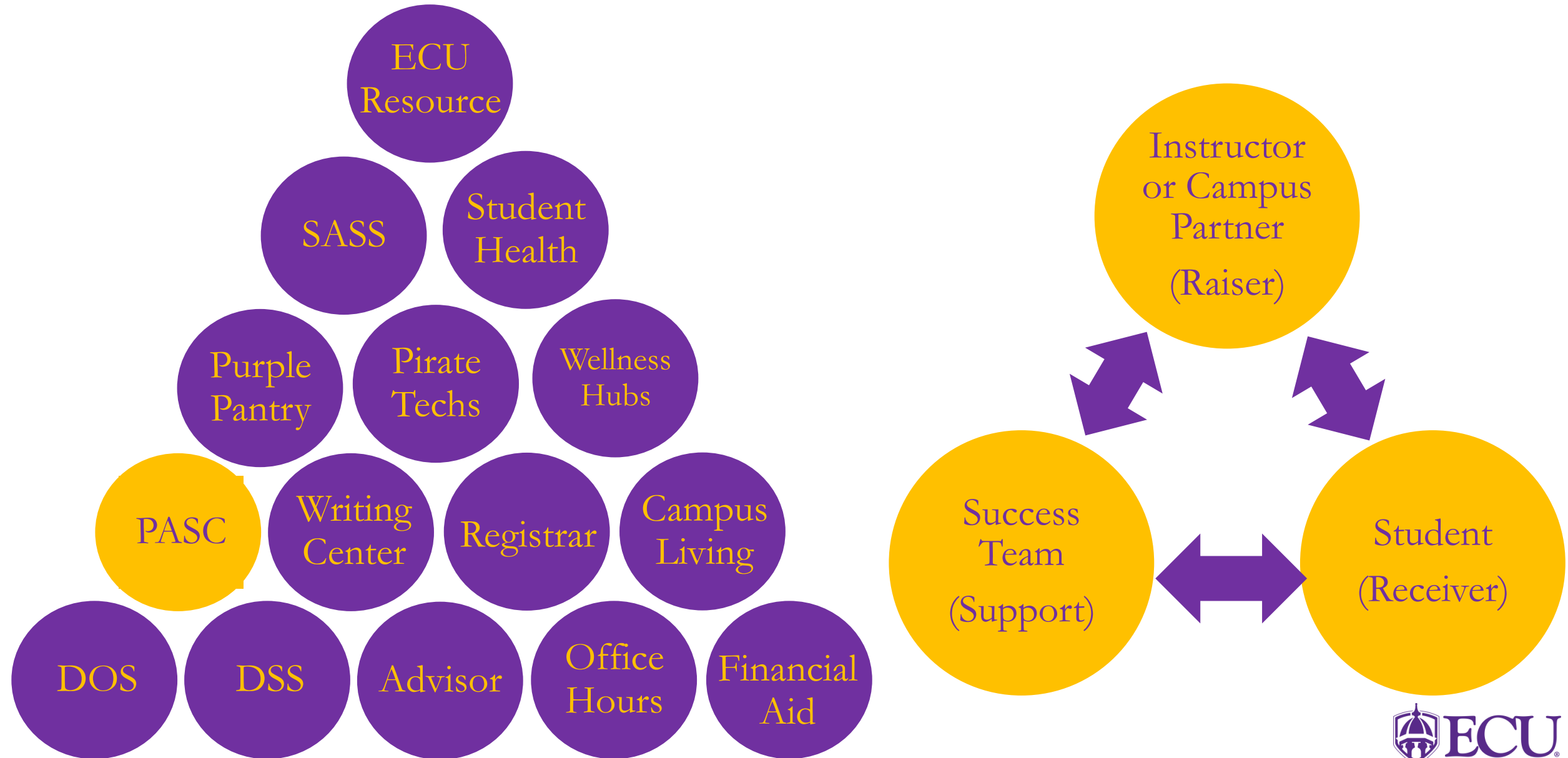
- Academic Advisors
- Academic Affairs Leadership
- Campus Learning Center
- Faculty
- Parents
- Peers
- Staff
- Student Affairs partners

Usage Data

Data Metrics	Fall 2022*	Spring 2023*	Fall 2023	Spring 2024
Total Tracked Items	52,354	43,464	53,590	45,728
Total Raisers	690	578	654	692
Flags	18,441	14,445	16,360	12,097
Kudos	33,900	27,553	36,528	32,559
Referrals	13	300	704	1,072

*Indicates Undergraduate & Graduate Numbers Combined

Refer students to services using a digital referral.



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PeeDee The Pirate

Captain of The Ship




Text



Email



Visit

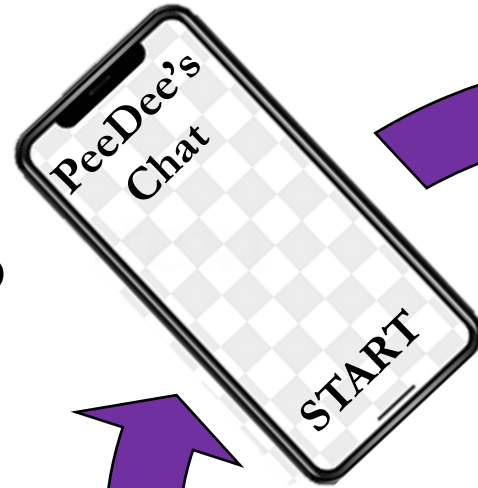
 add contact

Ahoy! I'm PeeDee the Pirate, and I'm here to help you navigate any questions you have about East Carolina University. Whether you need assistance with campus life, academics, or anything else, I've got you covered. Let's set sail on this adventure together! I am happy to have you on my crew! GO PIRATES!! 🏴‍☠️ ⚓️ 💙



PeeDee Connect

Connect.
Feedback Loop
and questions.



Connect

Support.
Nudges and
semester wellness
checks.



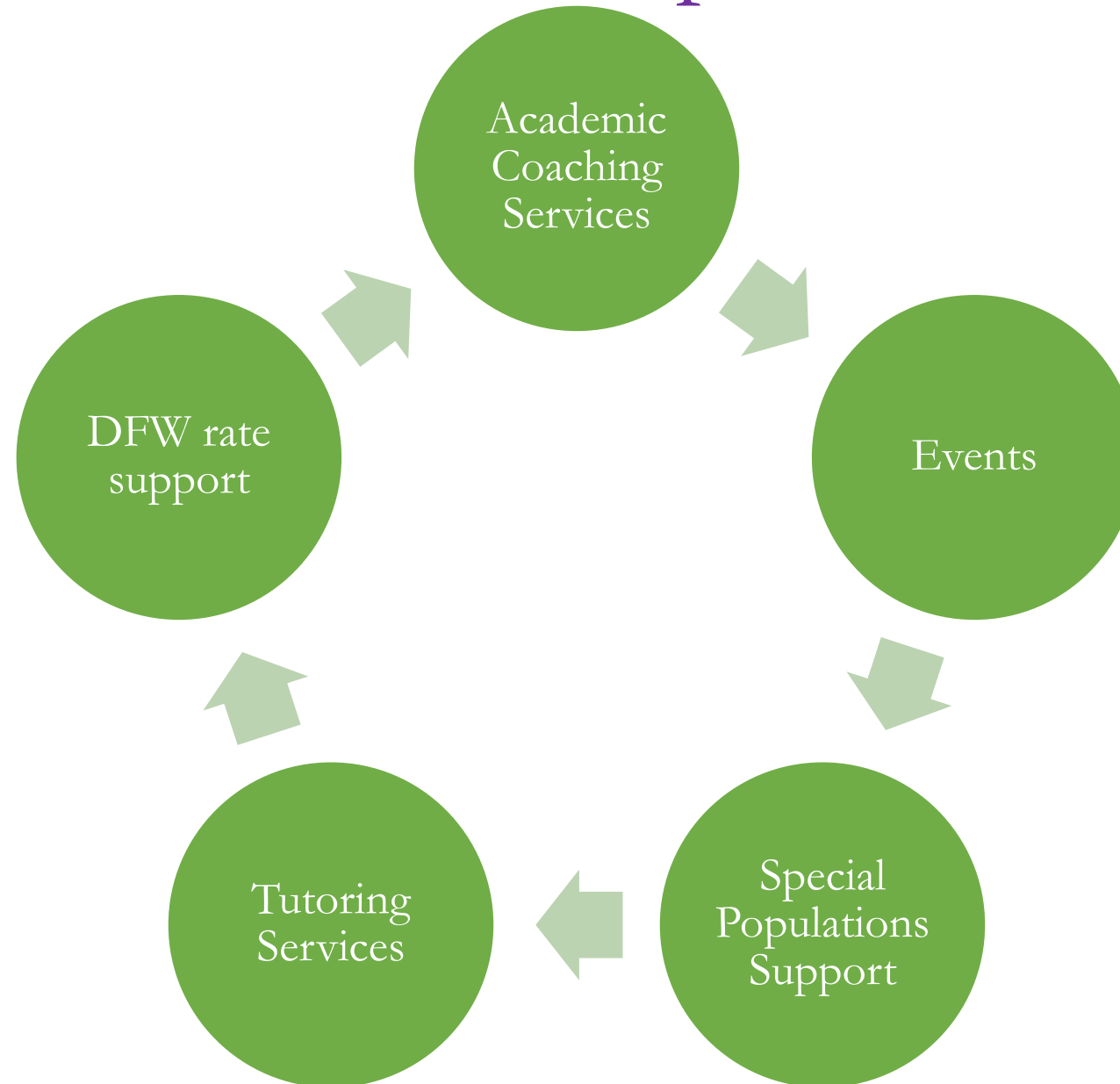
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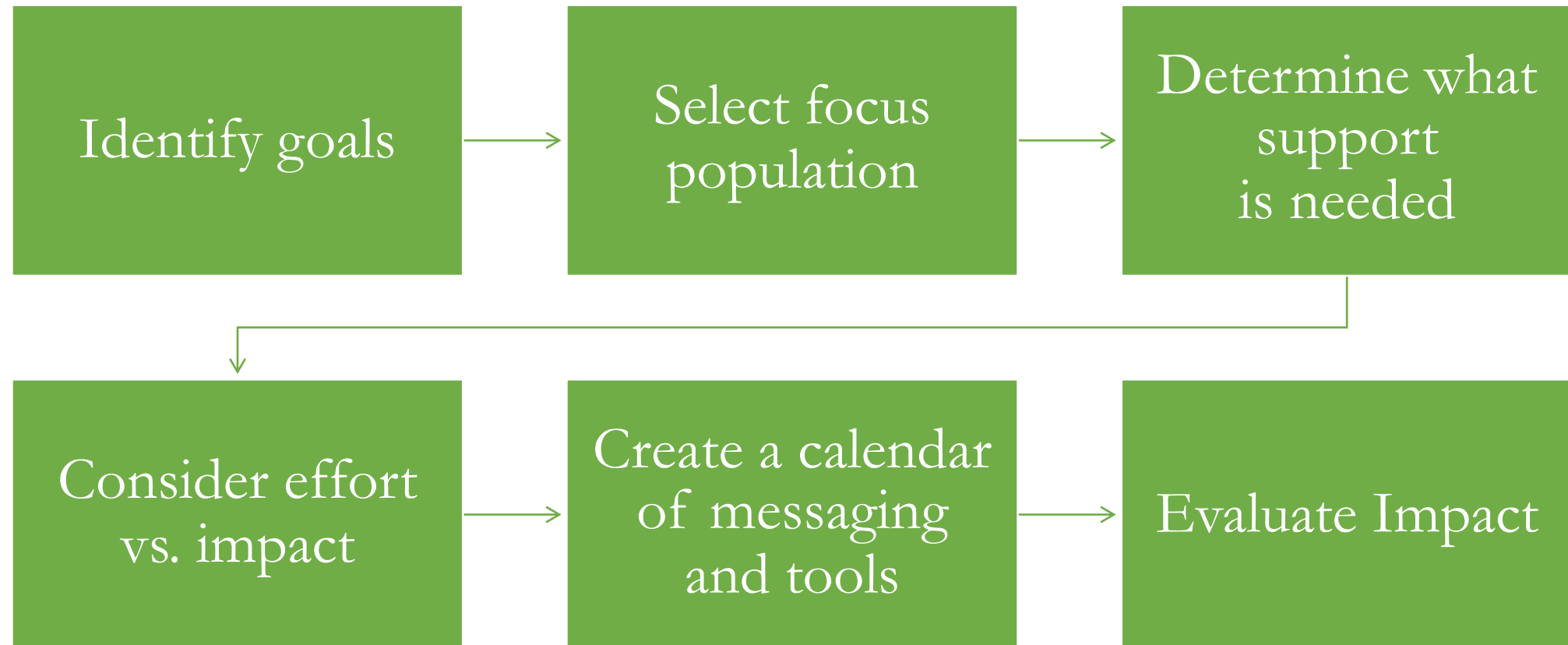
Succeed.
Data-Driven Campaigns.

Success

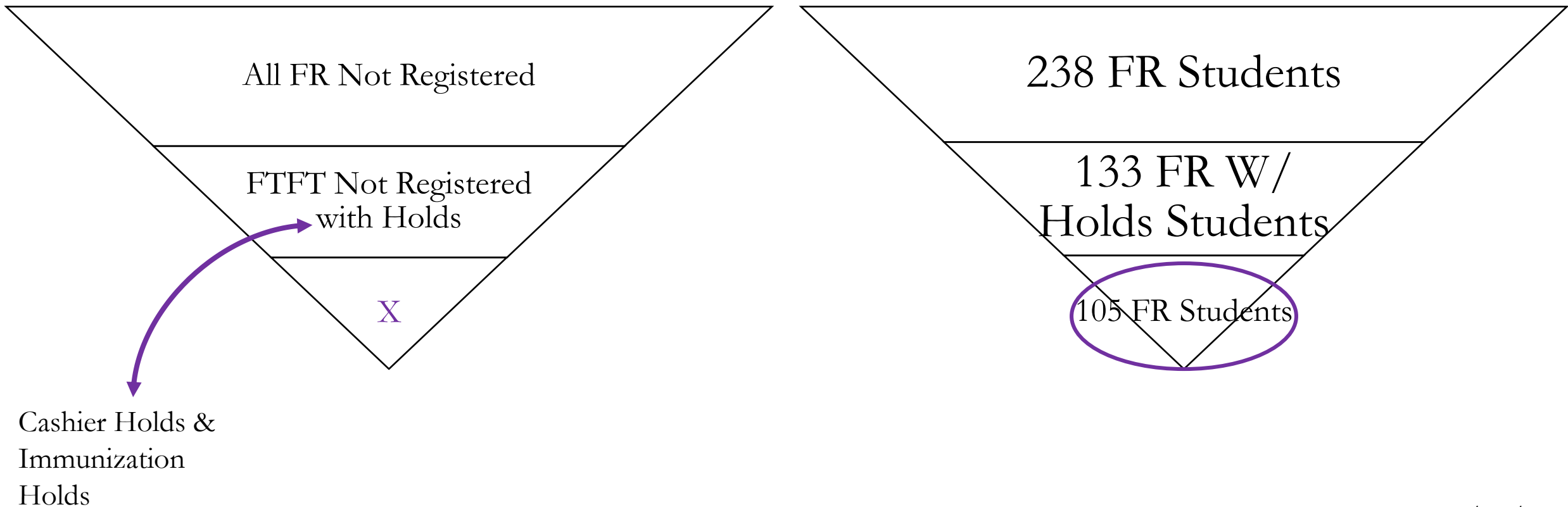
PeeDee Connect & the Campus Learning Center



Communication Process



Connect for Success Working Example: Unregistered for Spring 2024



Communications Tools:

How did we reach those students who were not registered?

ECU Connect
(flag, text, email)

**PeeDee
Connect**
(Mainstay
texting)

Pirate Connect
(Call Center,
Coaching)

Building a Communication Campaign

Not Registered students

Desired action step or message outcome

- Students registered for Spring 2024 classes

Outreach & communication methods

- Call Center
- Texting Campaigns
- Advising Email
- Feedback loop

Message Target (Campus stakeholders)

- Students
- Academic Advisors

Communication Timeline

- Build campaign strategy
- Plan dates & times for each method used
- Assign responsible partners

Campus Stakeholder Involvement

- Academic Advisors
- Academic Affairs Leadership
- Parents
- Peers
- Staff

Data Impact

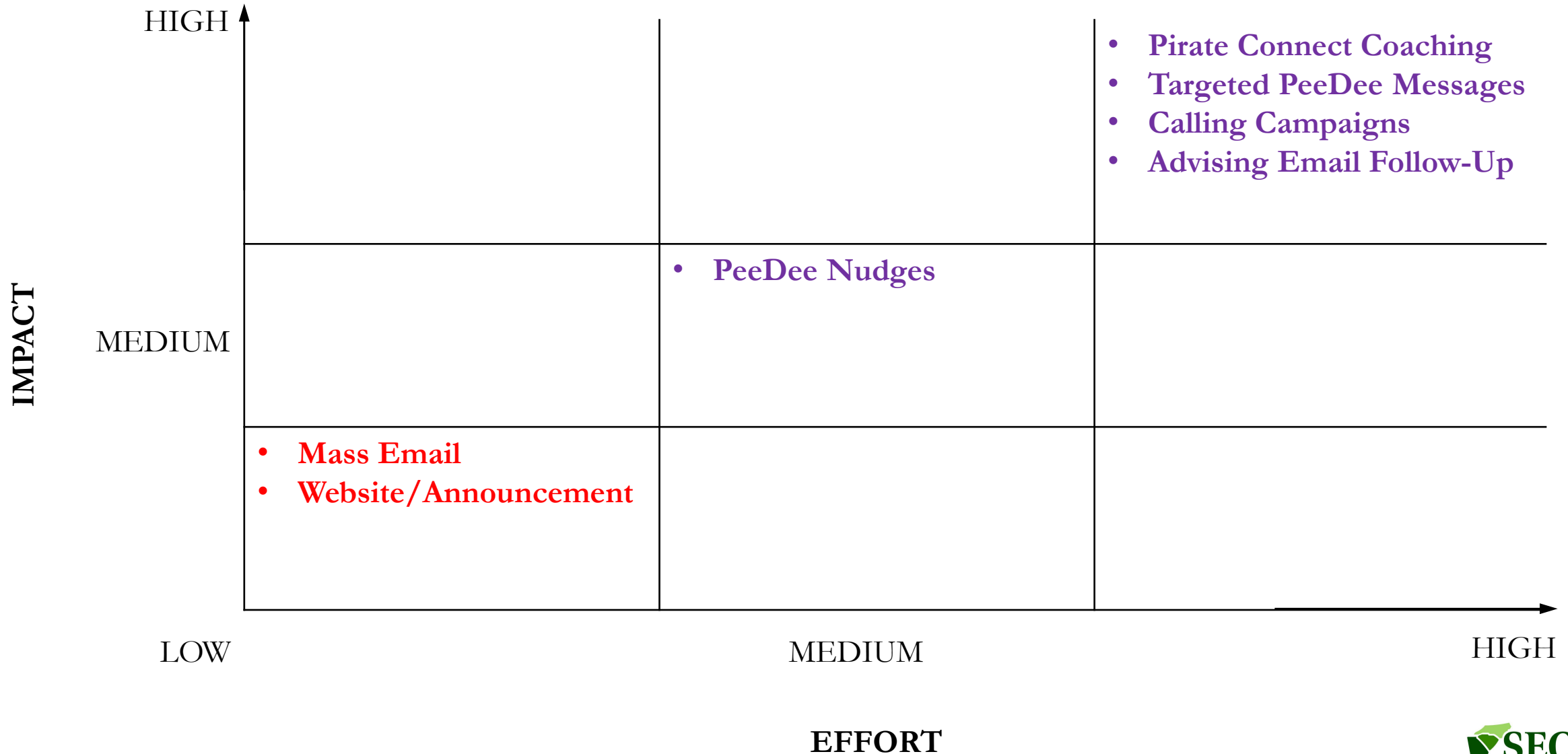
12/4/23

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%

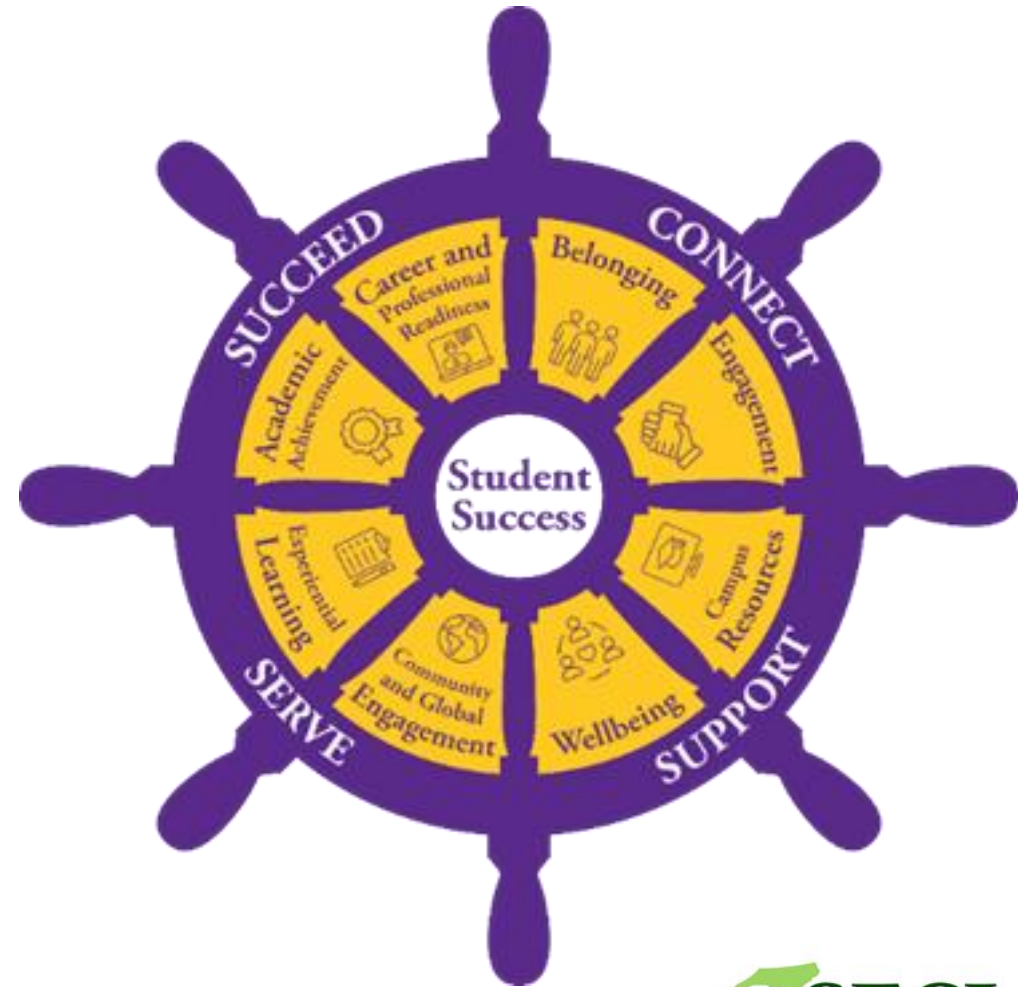
Effort vs. Impact Matrix



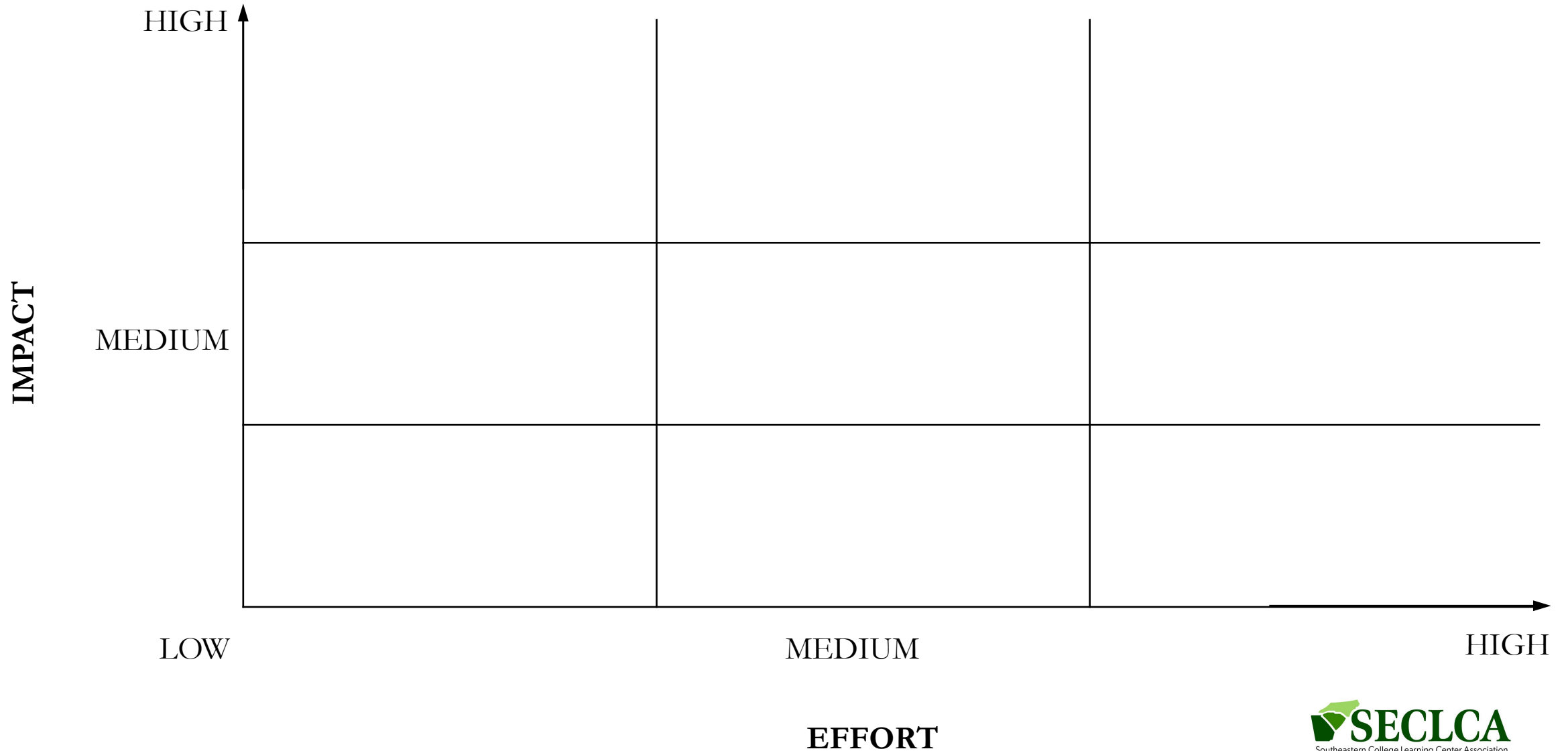
Future Focused: 6 Take Aways

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
- Feedback loop- student experience



Effort vs. Impact Matrix



Effort vs. Impact Matrix: Connect **For** Success

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

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>

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Thank you for attending!
**Please remember to complete your session
evaluation!**

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