BUILDING A COMPREHENSIVE STUDENT COMMUNICATION PLAN: FROM PRE-APPLICATION TO GRADUATION

Emily Campbell, Chief Enrollment Management Officer
Amy Cable, Executive Director, Enrollment Management Support
COMMUNICATION

“...effective communication requires more than an exchange of information. When done right, communication fosters understanding, strengthens relationships, improves teamwork, and builds trust.”

From Liz Papadopoulos, OCT
WELCOME
APPLICANT
CONSUMER INFORMATION
FINANCIAL AID
NOT REGISTERED
REMINDER
BENEFITS OF COMPREHENSIVE COMMUNICATION PLAN

• Closes the communication gap
• Displays clear and concise communications to students
• Highlights important dates and deadlines
WHO TO INCLUDE

• Admissions
• Recruitment
• Financial Aid
• Athletics
• Registrar
• Student Affairs
TYPES OF COMMUNICATION

• Admission dates/deadlines
• Prospective student visitations
• Orientation for new students
• Registration for classes
• Term start and end dates for classes
• Census dates-last date to drop
• First day to charge books
• First day to credit refund checks
• Holidays and class breaks
• Events, activities
• Deadlines for reporting
• Institutional scholarship deadlines
HOW WE COMMUNICATE

• Recruit
  • Email
• Banner
  • Email
• ATT Toolkit
  • Text
  • Email
IN THE BEGINNING…

• Banner Workflows
• Banner Communications
  • Admissions
  • Financial Aid
  • Registrar
• Ad Hoc Communications
• AT & T Toolkit Communications
Dear Danielle,

Thank you for applying to Delgado Community College.

Your Student ID is: L01886147.

We noticed that you have not submitted immunization records.

Submission of a waiver or immunization records is required to attend the college.

If you would like to submit a waiver, go here: Immunization Waiver.

If you would like to submit your immunization records or Proof of Compliance Form online, go here: Immunization Record.

Immunization records can also be submitted using one of the following methods:

- emailed to admissions@lctcs.edu
- mailed to LCTCS, ATTN: Enrollment Management, 265 Foster Drive, Baton Rouge, LA 70806.

Best Regards,
Your Admissions & Enrollment Team
AT&T TOOLKIT

Text Message
BPCC: Did you miss the deadline to register for Session A? Still time to register for Session J which begins Aug 30th! #[:Shortener_URL1]# Reply STOP to Cancel

Text Message
LDCC: Open Registration will be 8/14 & 8/15 (8:30am-4:30pm) and 8/16 (8:30am-12pm). Come in to get help w/ registration & financial aid. Reply STOP to Cancel

Text Message
RPCC: Tomorrow, 8/21/18, is the last day to register classes for Fall 2018. Log In to LoLA to add your classes today: #[:Shortener_URL1]# Reply STOP to Cancel

Text Message
DCC: You may be eligible to receive textbook assistance. Deadline is 8/21/18. To apply, click here: #[:Shortener_URL1]# Reply STOP to Cancel

Text Message
FTCC: Miss the deadline to add a full-term class? Then register for Mini B. It begins Oct. 15!! See the classes here: #[:Shortener_URL1]# Reply STOP to Cancel

Text Message
CLTCC: Make a difference on campus and be an SGA officer. SGA apps are due Friday, 9/14. Election is Monday, 9/17, 10am-1pm in the Canteen. Reply STOP to Cancel
Dear [FIRST_NAME],
ID #: [ID]

This is a friendly reminder that your Graduation application deadline is October 15th. If you are completing your program this fall, please submit a paper application to Student Services. Congratulations!!

Sincerely,

CLTCC Student Services

Central Louisiana Technical Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Gregory Willis, M.P.A., Title IX Coordinator, 4311 S. MacArthur Drive, Alexandria, LA 71302, gregorywillis@cltcc.edu, (318) 487-3443 Ext. 1154.
THE PROCESS

SWOT analysis

Mission

Plan

Strategy

Timeline

CCP
THE PROCESS

- Created list of communications based on plans

<table>
<thead>
<tr>
<th>Comm #</th>
<th>Communication Description</th>
<th>Target Audience</th>
<th>BANNER or AT&amp;T Tool Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thank you for applying! Your application is being reviewed <em>(selective program admission info?</em> follow up with Amber)</td>
<td>Every applicant that submits an application</td>
<td>BANNER (auto-generated)</td>
</tr>
<tr>
<td>2</td>
<td>Missing admission Items</td>
<td>Any applicant that is missing immunization or selective service</td>
<td>BANNER (auto-generated)</td>
</tr>
<tr>
<td>3</td>
<td>You have been fully admitted; your major is <em>(selective program admission information); LOLA how-to; first day of class; next steps (orientation)</em></td>
<td>Every applicant who has a decision of &quot;45&quot;</td>
<td>BANNER (auto-generated)</td>
</tr>
<tr>
<td>4</td>
<td>Fully admitted but not yet enrolled <em>(reminder to enroll in classes and survey to say they do not plan to attend)</em></td>
<td>Every applicant with an admit decision of &quot;45&quot; that has not enrolled in classes yet</td>
<td>BANNER (auto-generated)</td>
</tr>
<tr>
<td>5</td>
<td>Enrolled last semester but not yet enrolled for current semester, except those who graduated and dual-enrolled</td>
<td>Every student enrolled in previous semester, except dual-enrolled and those who graduated</td>
<td>BANNER (auto-generated)</td>
</tr>
<tr>
<td>6</td>
<td>Complete FAFSA Reminder</td>
<td>Every student who has not completed FAFSA for current and/or future aid year</td>
<td>BANNER (auto-generated)</td>
</tr>
</tbody>
</table>
THE PROCESS

• “Chunked” groups of students
  • Applicant no enrolled
  • Enrolled
  • Continuing
THE PROCESS

• Met with colleges on verbiage

Dear [FIRST_NAME]

Congratulations on your successful admission to River Parishes Community College. Below you will find important information about your student record and what happens next.

Student ID: [ID] Major: [MAJR_DESC] Campus: [CAMP_DESC]

Username/LoLA login instructions
Your username and LoLA login instructions were sent to you in a separate email. If you did not receive it, please contact the Help Desk for assistance.

Orientation/Advising/Scheduling
All first time freshman and transfer students to RPCC will need to attend an orientation to schedule classes. Orientation invitations will be sent to you via email. If you are a returning or visiting student, and haven’t spoken with an adviser, now is a good time! Please contact the Office of Student Services at (225) 743-8500 to make an appointment.

If you know what classes you need, you can register using LoLA. View this video if you need assistance: How to Register using LoLA.

We want to make sure you have the BEST experience as a student of River Parishes Community College. If you have any questions, please email Student Services at studentservices@rpcc.edu

The Office of Student Services

River Parishes Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person(s) has been designated to handle inquiries regarding the non-discrimination policies: Title IX Coordinator, 925 West Edmonston Parkway, P.O. Box 3187, Gonzales, LA 70737, (225)743-6510, email: equity4@rpc.edu

Twitter Facebook Instagram
THE PROCESS

• Worked with IT
  • Identify populations
  • Identify frequency of communications
  • Schedule communications
RECRUIT

• Developed email communications to students who applied but are not enrolled
  1. Admissions Application Acknowledgement
  2. Registration is open
  3. Cost Comparison
  4. Advising
  5. Last chance to register
RECRUIT EMAIL EXAMPLE

Want to make your educational dollars stretch further?

Our cost comparison chart shows you just how great of a value your education really is at RPCC.
BANNER

• Developed communications to students who are enrolled
  1. How to secure classes
  2. Welcome letter
  3. Financial Aid Refund
  4. Consumer information
  5. Last day for W
  6. Clery Act
HI

Welcome to a new semester at River Parishes Community College! Special welcome to those students who are new to RPCC!! Drop/add, withdrawal, and fee deadlines can be found in this semester’s Academic Calendar.

Below are more services/links you may find useful while attending RPCC:

- Disability Services: accommodations and resources for students with disabilities
- IT Support: help with student email accounts, Canvas account, and LoLA passwords
- Library Services
- Student Programs/organizations: opportunities to be more involved on campus
- Student Government Association: be part of the student leadership team at RPCC

We wish you every success and hope you enjoy your experience at RPCC. Please contact Student Services at studentservices@rpcc.edu with any questions or concerns.

RPCC Office of Student Services

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Secure your classes today!

Now that you have registered for classes, you will need to secure payment for them before the set published payment deadline date, which can be found in the academic calendar.

There are several ways to secure your classes:

- Federal Financial Aid (Pell Grant and Loans)
- TOPS Scholarship
- Veterans Benefits, if applicable
- Foundation Scholarship
- Set up a payment plan
- Pay in full with personal funds

Paying for College
Find out if you qualify for a Federal grant by completing the Free Application for Federal Student Aid (FAFSA) today. RPCC's FAFSA school code is 037894. Once the application is complete, it will take 5-7 business days for the college to receive the information. Check LoLA for the status of your financial aid.

Once the college receives your FAFSA, all unsatisfied requirements in LoLA must be submitted to RPCC before your FAFSA can be fully processed. Depending on your application type, those items may include tax transcripts, tax verification forms, high school transcripts, and/or official college transcripts.

If you have questions or need assistance with the financial aid process, you can contact the Financial Aid Office at financialaid@rpcc.edu.

RPCC Office of Student Services

River Parish's Community Colleges does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person(s) has/have been designated to handle inquiries regarding the non-discrimination policies. Title IX Coordinator, 325 West Edenbourn Parkway, P.O. Box 2867, Gonzales, LA 70737, (225)743-8839, email mmiguez@rpcc.edu
AT&T TOOLKIT

• Used as a supplement to Recruit and Banner communications
• Text messages
• Adhoc communications
  • Campus Closures
  • Campus Events
Q & A

Emily Campbell
Chief Enrollment Management Officer
emilycampbell@lctcs.edu
225-308-4370

Amy Cable
Executive Director, Enrollment Management Support
amycable@lctcs.edu
225-308-4367
The End!!