

Student Success Collaborative – Campus Expectations for Engagement for Student Outreach and Communication

Context

The Student Success Collaborative – Campus platform gives academic advisors and other end users unprecedented access to student contact information. Through the platform, University representatives are able to email and text students with ease. This access must be guided by principles of best practice that put our students' experience first.

Core Assumptions

- Just because the system can do something, does not mean it is a good idea.
- The educational best interest of the student must be our first priority.
- It is not in the educational best interest of students to be bombarded with email or text messages from the university.
- Students have not opted-in to the SSC-Campus, which means only formally sanctioned outreach should be attempted through the Platform.

Best Practices

Direct messaging/outreach activity is restricted to academic advisors, academic coordinators (athletics), and academic support/services units (e.g., financial aid). Outreach is restricted based on the student's home academic unit.

- Academic advisors may reach out to students associated with a specific department or program for which you have responsibility (COMM advisors may reach out to COMM majors; Academic Coordinator for the soccer team may reach out to members of the soccer team).
- Outreach to students outside of your department but within the school/college must be reviewed and approved by the Academic Advising Director/Liaison in the Dean's Office (COMM advisors need to consult with the Director of Advising in CHSS to share information to all CHSS students about the COMM minor).
- Outreach to students in a different school/college must consult with the Academic Advising Liaison within the students' home school/college for support in sending messages. For example, if computational data sciences (COS) offers a minor that complements the engineering majors, then CDS should reach out to VSE's Advising Coordinator and ask her to send information to her students.

Intercollegiate Athletics may reach out to student athletes.

The Honors College may reach out to Honors College students regardless of major.

Outreach to Provost undeclared students is coordinated by the Center for Academic Advising, Retention, and Transitions.

University communications to all students are managed by the University Registrar.

Compliance

Regular reports on the number of messages (email and texts) sent will be monitored by the SSC Leadership Team via the Analytics portion of the Advising Dashboard. Unusual patterns of use will be investigated and addressed.