

Summer 2020

CSU Channel Islands

Channel Your Success
Student Outreach Campaign

Campaign & Messaging Framework

Enrollment Management

Extended University

Student Academic Success &
Equity Initiatives

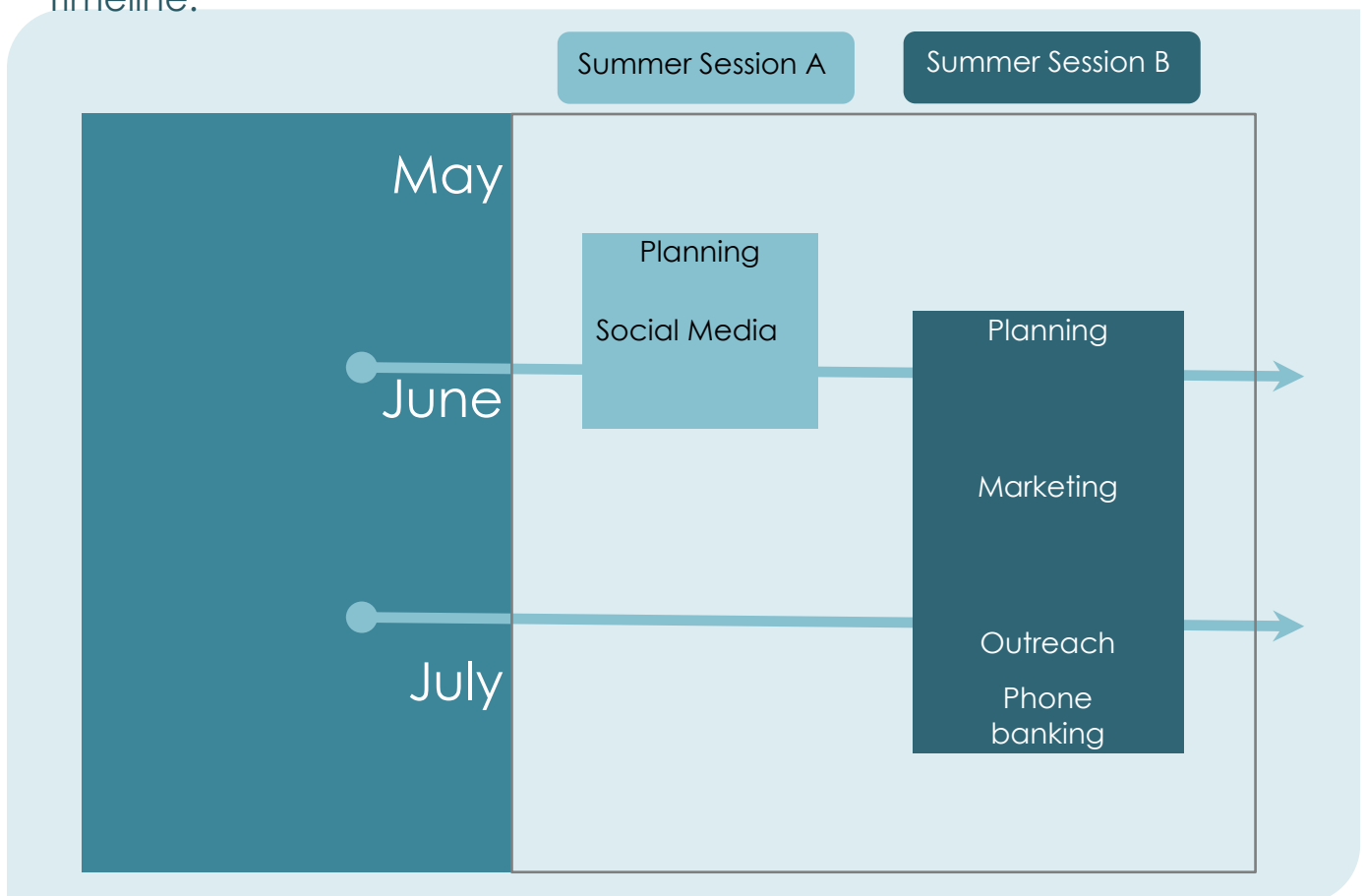
Need & Objective

With the COVID-19 global pandemic occurring in March 2020, CSUCI was compelled to pivot quickly and transition to full virtual instruction. With many students struggling throughout the spring semester, we aim to provide additional support and resources for students that may need to take additional courses in order to stay on track with graduation plans. In partnership with CSUCI Enrollment Management and CSUCI Extended University, we propose a two-pronged program to both inform and outreach to targeted students about the availability of courses and financial support (Marketing phase) and secondly, to provide targeted financial information to those already enrolled in a course in order to reduce enrollment 'melt' (Outreach phase). These efforts serve to advance and align to GI 2025 goals of improving graduation rates by helping students stay on track and reducing equity gaps by targeting students that may need additional assistance. More detail concerning targets, messaging, outreach strategies and timeline are below.

Summer Session A Outreach

There will be two rounds for outreach that will occur for Summer Session A and Summer Session B with an emphasis on Session B. Session A will generally focus on a social media campaign that targets enrolled students. Social media markets will include Instagram, Facebook and LinkedIn. Targets for social media will include those are 1) Undergraduate students who are 3-6 units away from graduating, 2) Undergraduate students who earned a D-F-W in Spring 2020 and 3) Students in majors offering upper division courses (including GE courses).

Timeline:



Outreach Strategies: Summer Session B

Marketing Phase

Goal: Increase Enrollment
Action: Inform students about the availability of summer courses and available financial resources

Outreach Phase

Goal: Reduce Enrollment Melt
Action: Contact already-enrolled students, inform them about available financial resources

1 Social Media

Targets: CSUCI Undergraduate Students
Action: Post information about courses and financial resources, links to website
Medium: Instagram, Facebook, LinkedIn, CSUCI website

Target: Enrolled CSUCI Undergrad Students
Sub-Targets: Seniors 3-6 units from graduating
Targets: Students with D-F-W in S20 courses

Action: Texting Campaign
Medium: EU database/list of enrolled students, emphasis on sub-targets
 SASEI Peer mentors to text students one-on-one to provide additional information regarding financial resources

2 Email & Follow Up Campaigns

Targets: CSUCI Undergraduate Students
Action: Send email(s) to students informing them of available courses, financial support and resources
Medium: Enrollment Management's database

Target: Enrolled CSUCI Undergraduate Students
Sub-Targets: Seniors 3-6 units from graduating
Targets: Students with D-F-W in S20 courses

Action: Phone Banking Campaign
Medium: EU database/list of enrolled students, emphasis on sub-targets
 SASEI Peer mentors to call students one-on-one to provide additional information regarding financial resources

3 Letters to Deans

Targets: CSUCI Deans
Action: Send letter to Deans that advertises open courses and availability of funds; ask them to promote materials and appropriate courses with their students (Outreach Packet)
Medium: CSUCI list of Deans

4 Ekhobot

Targets: CSUCI Undergraduate Students
Sub-Targets: Seniors 3-6 units from graduating
Targets: Students with D-F-W in S20 courses
Action: Send nudges to students informing them about the availability of summer courses, financial resources to assist with courses
 Nudge students to website, peer mentors to enroll/register students
Medium: Ekhobot database of students

Target: Ekhobot contacted students
Sub-Targets: Seniors 3-6 units from graduating
Targets: Students with D-F-W in S20 courses

Action: Ekhobot Phone Banking Follow Up
Medium: CSUCI students that are nudged to contact a peer mentor will receive one-on-one assistance with information on enrolling in courses and receiving financial resources

5 Website

Targets: All CSUCI website users
Action: Revise and enhance enrollment and registration website information, links to website from social media, email campaign, Letters to the Deans and Outreach Packet, Ekhobot
Medium: Extended University website

Session B Outreach

Session B will include two primary phases, a marketing phase focused on increasing enrollment and an outreach phase focused on reducing enrollment ‘melt’ by promoting available funds. Generally, Marketing phases will occur prior to the tuition payment deadline with the focus of driving students to register for courses. Once the tuition payment deadline has passed, the focus will shift to the Outreach phase where direct, one-on-one contacts will be made to students who have been dropped due to lack of tuition payment.

	Marketing Phase	Payment Deadline	Outreach Phase	Final Deadline
Summer Session A		Saturday May 23*	May 23 to June 5 (Social Media campaign)	Friday June 5*
Summer Session B	June 8 to July 6	Monday July 6*	July 6 to July 20	Monday July 20*

*payments due at 11:59 pm

Marketing Phase

During the Marketing phase, messaging on social media, letters to the Deans, general email campaigns directly to the students and Ekahobot will push all students to the Extended University website linked directly to the “Enroll Here” function. Messaging will consist of two simple messages – stay on track to graduate and financial support or resources being offered.

Primary Targets: All undergraduate students

Secondary targets:

1. Students who are 3-6 units from graduating
2. Students who received a D-F-W in their Spring 2020 courses
(based on Spring 2020 grades, release date approximately 6/1/2020)
3. Students in majors offering upper division courses (including GE courses)

Outreach Phase

The Outreach phase assumes that targeted students as described above have been contacted and have enrolled in courses. Timeline markers centered on tuition cost notification emails (emails #1-#6) and the final drop deadline due to lack of payment will determine when the Outreach phase will be conducted. Students are notified by Extended University of their respective payment due dates through a series of emails. At the deadline indicated above, students are dropped for any enrolled courses. During this time, we will use a series of peer mentor-driven contact to work directly with dropped students. Messaging will compose of one message – financial resources are being offered to assist you with completing your courses. Peer mentors will additionally provide students with any support needed on both receiving more information concerning those funds and additional instructions on funding as needed.

Primary Targets: All enrolled students

- Secondary targets:**
1. Students within 3-6 units of graduating
 2. Students who received a D-F-W in their Spring 2020 courses
(based on Spring 2020 grades, release date approximately 6/1/2020)
 3. Students in majors offering upper division courses (including GE courses)

Peer Mentors & Outreach Phase: Cost & Support

Focus:	Outreach to targeted students for support, engagement to ensure academic success and equity
Outreach methods (Specific work deliverables):	<ul style="list-style-type: none">● Social media, development of 60 sec videos● Outreach by email and text● Phone banking campaign and outreach (by major/courses)● Specific targeted support for Summer Session A and outreach for Summer Session B
Outreach Mentors:	3 Student Assistant positions 15 hours/week @ \$14.00/hour
Supplies & Services:	<ul style="list-style-type: none">● Tech equipment for mentors (headphones - \$45 & \$80 webcam) \$125 x 3 = \$375● Wireless hotspot device and service plan = \$375 x 2● Postage, printing, & envelopes = \$500● Canva Pro Subscription (Graphic design app) \$120
Target outreach dates:	May 28, 2020 to August 7, 2020
Approximate budget:	\$8,675