



National College Access Network Conference Confronting Barriers to Student Completion September 21, 2016

- What are the needs and barriers of different populations on your campuses and in your organizations that are close to completion?
- What strategies do you utilize to address these barriers?
- How do you gauge the success of these strategies?
- What are challenges that impact your work?

Please assign a facilitator and a scribe

Communications and Outreach Planning for Student Completion

Instructions

Audience	Assumptions <i>What do we know about them?</i>	Research <i>What don't we know?</i>	Key Messages <i>What need will this fill for them?</i>	Strategies <i>How will we reach them?</i>
<p><i>Identify each key audience/customer. Complete the rest of the form for each one</i></p> <p><i>Primary & secondary audiences</i></p> <p><i>Who needs to know?</i></p> <p><i>Who will make decision?</i></p> <p><i>Who will be affected?</i></p> <p><i>Whose knowledge, behavior, attitude must be changed?</i></p>	<p><i>What are their priorities?</i></p> <p><i>What are their expressed, unexpressed needs?</i></p> <p><i>How do they prefer to receive service, information, etc.? When?</i></p> <p><i>Who do they know, listen to, trust?</i></p> <p><i>Who are the opinion leaders?</i></p> <p><i>How busy are they?</i></p>	<p><i>How will you test your assumptions?</i></p> <p><i>What else do you need to know about the customer?</i></p> <p><i>Do you need to know more about pricing, position in the market?</i></p> <p><i>Can you involve your potential customers in the planning?</i></p> <p><i>Where can you find out what you need to know?</i></p>	<p><i>(Determine messages for each audience – compel them to action)</i></p> <p><i>What will this service do for them? What need will it fill?</i></p> <p><i>What do we want them to know? Why?</i></p> <p><i>What are their interests? (fiscal savings; student achievement; accountability; more effective staff; public relations, etc.)</i></p> <p><i>What will be convincing to them?</i></p>	<p><i>Clear identifiable goal for each communication</i></p> <p><i>As personal as possible; build relationships</i></p> <p><i>Two-way communication is best</i></p> <p><i>Compel them to action</i></p> <p><i>Who can help? Opinion leaders? Other ESD staff?</i></p> <p><i>Websites? (Must attract them to the sites)</i></p> <p><i>Written? What format? How delivered? (letters, brochures, various newsletters, postcards, etc.)</i></p> <p><i>Listservs? Email groups? Personal emails?</i></p> <p><i>Meetings, conferences, personal visits?</i></p> <p><i>Timing, Frequency?</i></p>

Communications and Outreach Planning for Student Completion

Project/Program _____ Goal: _____

Audience	Assumptions <i>What do we know about them?</i>	Research <i>What else do we need to know?</i>	Key Messages <i>What need will this fill for them?</i>	Strategies <i>How will we reach them?</i>
Students	<ul style="list-style-type: none"> • <u>Priorities</u>: achieve academic goals, contribute to family, take care of finances • <u>Needs</u>: help navigating systems, access to resources, sense of success • <u>Info</u>: email, website, phone, in-person • <u>Who</u>: Info Desk, Financial Aid, advisors, counselors peers, student leaders 	<ul style="list-style-type: none"> • How best to reach students-limited success with email. • What unexpressed needs do we not know about? Any use for focus groups? • Need to know which systems-level barreirs are msot frequent and/or most challenging 	<ul style="list-style-type: none"> • You are so close and we're here to help you get over the last hurdles. You can do it & it's worth it. • We're here for you just as much at the end of your college experience as we were at the beginning. • There's a resource for that. • Having a degree will make a tangicle difference in your life. 	<ul style="list-style-type: none"> • Be visible on campus – staff at events & in classrooms, signage, and online presense • Referrals from staff & faculty • ID programs, classes, and student meetings/events to target • Use social media • Create systems to anticipate & thus mitigate barriers for students
Department: Student Services (Advising, Multicultural Services, Enrollment Services, etc.)				
Department: Financial Aid				

Audience/ Customer	Assumptions What do we know about them?	Research <i>What else do we need to know?</i>	Key Messages What need will this fill for them?	Strategies How will we reach them?
Department: Technology				
Department: Institutional Research				
Faculty				
Department: Campus or Organization Executive Leadership				
Partner: Local Social Service Agencies				

