




**PRESENTER**




**Benjamin M. Forche, M.Ed.**  
Director of Student Affairs  
Ohio University

**Design/Technology Background**

- B.S. Visual Communications Technology
  - Photography
  - Videography
  - Print Design
  - HTML & Interactive Design
- Wedding Photographer (5 years)
- Incorporated design work in H.E. since 2008


**ai ACADEMIC  
IMPRESSIONS** 2

 <p><b>THE OHIO STATE UNIVERSITY</b> COLLEGE OF EDUCATION AND HUMAN ECOLOGY</p> <p><b>College of Education and Human Ecology</b> Undergraduate Student Services</p> <p><b>Staff Size:</b> 14 <b>Majors:</b></p> <ul style="list-style-type: none"><li>• Early Childhood Education</li><li>• Middle Childhood Education</li><li>• Special Education</li><li>• AYA Education (<i>except Social Studies</i>)</li><li>• Physical Education</li><li>• Fashion &amp; Retail Studies</li><li>• Hospitality Management</li><li>• Exercise Science</li><li>• Human Nutrition</li><li>• Consumer Sciences</li></ul> 	 <p><b>OHIO UNIVERSITY</b></p> <p><b>Patton College of Education</b> Student Affairs Office (Advising)</p> <p><b>Staff Size:</b> 9 <b>Majors:</b></p> <ul style="list-style-type: none"><li>• Early Childhood Education</li><li>• Middle Childhood Education</li><li>• Special Education</li><li>• AYA Education</li><li>• Restaurant, Hotel, &amp; Tourism</li><li>• Retail Fashion &amp; Product Development</li><li>• Customer Service</li><li>• Physical Education</li></ul>  
--	--

 **LEARNING OUTCOME**


**After participating...**

you will be able to improve your digital advising communication.




**AGENDA**


- Appreciative Advising
- Creating a strategic digital advising and communication plan
- Launching communication campaigns
- Media selection
- Assessing your communications campaign
- Overcoming communication challenges
- Student privacy considerations
- Conclusion and Q&A



*#Altraining*



**APPRECIATIVE ADVISING**



## APPRECIATIVE ADVISING



[www.appreciativeadvising.net](http://www.appreciativeadvising.net)



## APPRECIATIVE ADVISING



Appreciative Advising is the intentional, collaborative process of utilizing open-ended, positive questions that lead toward the student achieving overall success in their dreams, plans, and goals.






■ What's wrong with this email?

---

ATTENTION:

Friday is the last day to drop a course. DO NOT MISS THIS DEADLINE!!

Ben

 THE OHIO STATE UNIVERSITY

**Benjamin M. Forche, M.Ed.**  
Coordinator of Advising Communication  
Undergraduate Student Services College of Education and Human Ecology

ai ACADEMIC IMPRESSIONS 10

■ What's wrong with this email?



ai ACADEMIC IMPRESSIONS 11

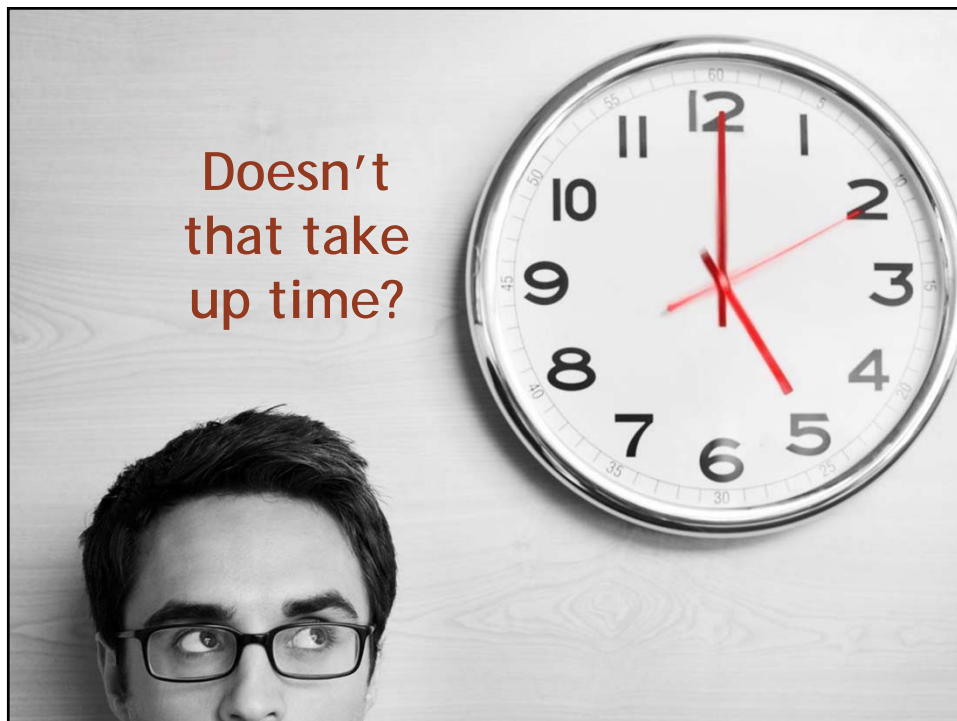
■ What's wrong with this email?



ai ACADEMIC IMPRESSIONS 12

## ■ Characteristics of Writing Appreciatively


- Positive wording
- Clear and concise
- Spell out acronyms!
  - or don't use them
- Encourage feedback/questions
- Avoid pronouns, appropriately
- Add context when referring







### Let's Practice



**\$\$ dolla dolla bills yall**  
Collins-Warfield, Amy  
Sent: Friday, January 2, 2015 at 11:00 AM  
To: Forche, Benjamin

Hey Hows it hangin.


im looking for Information on Scholarships Wheres that at?

Sent using OWA for iPhone

**ai** ACADEMIC IMPRESSIONS 16



## Let's Practice



Hi Amy,

Hope you are doing well!


Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit <http://ehe.osu.edu/scholarships>


For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at <http://ssc.osu.edu/index.html>, email them at [ssc@osu.edu](mailto:ssc@osu.edu), or visit them in-person at [281 W. Lane Ave.](#)

Have a nice day!


Ben

 THE OHIO STATE UNIVERSITY

**Benjamin M. Forche, M.Ed.**  
Coordinator of Advising Communication  
Undergraduate Student Services College of Education and Human Ecology  
A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210  
(614) 292-9261 Office / (614) 688-4609 Fax

 **ai** ACADEMIC  
IMPRESSIONS 17

## Let's Practice



Hi Amy,

Hope you are doing well!

**Greeting**


Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit <http://ehe.osu.edu/scholarships>


For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at <http://ssc.osu.edu/index.html>, email them at [ssc@osu.edu](mailto:ssc@osu.edu), or visit them in-person at [281 W. Lane Ave.](#)

Have a nice day!

Ben

 THE OHIO STATE UNIVERSITY

**Benjamin M. Forche, M.Ed.**  
Coordinator of Advising Communication  
Undergraduate Student Services College of Education and Human Ecology  
A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210  
(614) 292-9261 Office / (614) 688-4609 Fax

 **ai** ACADEMIC  
IMPRESSIONS 18

## Let's Practice



Hi Amy,

Hope you are doing well! **Acronyms**

Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit <http://ehe.osu.edu/scholarships>

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at <http://ssc.osu.edu/index.html>, email them at [ssc@osu.edu](mailto:ssc@osu.edu), or visit them in-person at [281 W. Lane Ave.](#)

Have a nice day!

Ben



**Benjamin M. Forche, M.Ed.**

Coordinator of Advising Communication

Undergraduate Student Services College of Education and Human Ecology

A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210

(614) 292-9261 Office / (614) 688-4609 Fax



## Let's Practice



Hi Amy,

Hope you are doing well! **Hyperlinks**

Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit <http://ehe.osu.edu/scholarships>

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at <http://ssc.osu.edu/index.html>, email them at [ssc@osu.edu](mailto:ssc@osu.edu), or visit them in-person at [281 W. Lane Ave.](#)

Have a nice day!

Ben



**Benjamin M. Forche, M.Ed.**


Coordinator of Advising Communication

Undergraduate Student Services College of Education and Human Ecology

A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210

(614) 292-9261 Office / (614) 688-4609 Fax



**Let's Practice** 

Hi Amy,

Hope you are doing well! **Contact Info**


Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit <http://ehe.osu.edu/scholarships>


For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at <http://ssc.osu.edu/index.htm>, email them at [ssc@osu.edu](mailto:ssc@osu.edu) or visit them in-person at 281 W. Lane Ave.

Have a nice day!

Ben

 THE OHIO STATE UNIVERSITY

**Benjamin M. Forche, M.Ed.**  
Coordinator of Advising Communication  
Undergraduate Student Services College of Education and Human Ecology  
A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210  
(614) 292-9261 Office / (614) 688-4609 Fax



#Altraining




**CREATING A STRATEGIC DIGITAL ADVISING AND COMMUNICATION PLAN**





■ Yes, a plan matters!



*" You're probably winging it.*

You're winging it if you take lots of action with social media and email marketing, but still fail to see results. ... **The surest way to achieve your fundraising goals is to have a plan.** Plus, writing it down helps remove anxiety and uncertainty from the process."

- John Haydon

<http://www.johnhaydon.com/>

ai ACADEMIC IMPRESSIONS 24

## John Haydon



“John Haydon is one of the most sought-after digital marketing experts for nonprofits and charities. He has helped hundreds of nonprofits achieve their best marketing and fundraising results. John is a trainer, coach, consultant, speaker, and author of Facebook Marketing for Dummies”

Read more at <http://www.JohnHaydon.com>



## POLL

# Do you have a written communication plan?

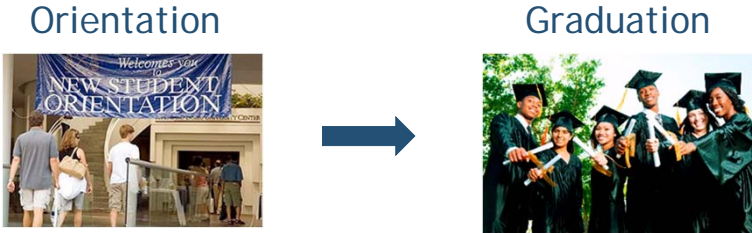
Knowledge Share

If yes, what's been the most helpful component of your communication plan?



**Create Multiple Plans**


Orientation → Graduation



ai ACADEMIC IMPRESSIONS 27

**Create Multiple Plans**

Orientation → Sophomore Year



**Retention Corner**  
NATIONAL AVERAGE  
1st – 2nd Year: 64.2%

*What are some others?*  
**Share your ideas in the chat!**

ai ACADEMIC IMPRESSIONS 28







## Communication Plan Overview

### Master Communication Plan

CAMPAIGN	AUG	SEPT
Registration Dates/Deadlines		
Major Application Deadlines		
Graduation		
Scholarships		
Graduate & Professional School		
Jobs & Internships		
Global Perspective		
College Success		
Social Engagement		
Service/Volunteer		
Alumni		
Student Recognition		
At-Potential Outreach		

List campaign's by **priority order**

Priority defined:

1. Affects a student's **academics**
2. Affects a student's **finances**
3. Date/deadline **not in my control**



## Communication Plan Overview

### Communication Plan

CAMPAIGN:		CAMPUS PARTNER						
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

**COMM DATE**

Planned date/week/day for a piece of communication.

**MESSAGE**

Topic of message. (*actual message crafter later*)

**AUDIENCE**

The intended audience of message. (*1<sup>st</sup> years, transfers, etc.*)  
(*if applicable*)

**CAMPUS PARTNER**

**OFFICE**

Office name

**CONTACT PERSON**

Position/Person

**CONTACT INFO**

Email, phone, etc.

**COMM DATE**

Planned date of their communication to students.

**DELIVERY METHOD**

How you plan deliver your message.



#Altraining

## LAUNCHING COMMUNICATION CAMPAIGNS



### ■ Identifying Potential Barriers



- Money
- Time
- Personnel
- Expertise/Training
- Yourself!



## Communication Committee



### Task:

#### Create Strategic Communication Plan

- Realistic Timeline: 3-4 Months
- Members: DIVERSITY!
  - Internal & external
  - Tech savvy and inexperienced
  - Veteran's and new hires

## Decision Makers



- Who?
- Value?
- Present/Propose

## Creative Application



- Identify various levels of software, hardware, and technology
- Range: Free - \$Dream\$
- Value = \$\$



## Design




- Identify points of interest
- Compliance
  - FERPA
  - ADA
  - Institution Policies
  - Branding
- Start small
- Keep in mind - Temporary!

## ■ Pilot


- Start with a pilot group!
- Identify those with high yield potential
- Don't throw out the old system, yet



## ■ Assess & Edit



- Evaluate your pilot study
- Did it work? Surprises? Edits?
- Rework, and possibly re-pilot



## Present to the Decision Makers

- Pilot feels complete, and accomplishes purpose
- Show evidence of success/effectiveness
- Worth the money/time/personnel/training




## Implement



- Re-design
- Implement on a full scale
- Wean off the old system - take your time
- Expect bugs




**Assess & Edit**



- Evaluate
- Edit
- Implement

Evaluate and Edit once a year.



*#Altraining*

**LEVERAGING PARTNERSHIPS TO  
REPURPOSE CONTENT**



■ Don't reinvent  
the wheel!



Identify partners &  
stakeholders



■ Partners &  
Resources




- Align campaign's with other offices on campus
  - Is someone already doing it?
    - e.g. study abroad fair
  - Collaborate
    - Your offer: free marketing and connections to students



## Partners & Resources

CAMPUS PARTNER			
OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE
Study Abroad			
Student Life			

- Identify offices as you're creating rough draft of plan
- Setup meetings with identified offices
  - If partnership develops, identify a point of contact
- Write down communication dates, when known
  - Comm date is very beneficial when planning for following years



## Partners & Resources



**EHE Student Services**  
 September 14 · 🌐

The Ohio State University - College of EHE Career Services  
 The Ohio State University - College of Education and Human Ecology

**2015**  
 THE OHIO STATE UNIVERSITY  
**CAREER & INTERNSHIP FAIR**  
 SEPTEMBER 15-16 SEPTEMBER 17  
 OHIO UNION  
 This campus-wide career fair is open to Ohio State students across all majors, graduate programs and degree levels.  
[go.osu.edu/osucif](http://go.osu.edu/osucif)  
 Questions? Contact [careersquestions@osu.edu](mailto:careersquestions@osu.edu)  
 Brought to you by Business Careers and the Office of Student Life in collaboration with the University Career Services Committee.  
 THE OHIO STATE UNIVERSITY

Like Comment Share

#Altraining

## MEDIA SELECTION

ai ACADEMIC  
IMPRESSIONS 51

### Media Selection & Budget



- Select the appropriate Delivery Method
- Know the limitations & expense of each delivery method

August

December

May

ai ACADEMIC  
IMPRESSIONS 52

## Selecting the Delivery Method



The screenshot shows an email newsletter titled "Academic Advising News" from the Office of Undergraduate Student Services. It features a congratulatory message for SP14 graduates, a list of "In This Issue..." items including graduation dates and scholarship information, and social media links for Facebook, Twitter, and YouTube. A "Follow us!" section includes icons for Facebook, YouTube, and Twitter.




Logos for digital tools and social media platforms are displayed, including:
 


- Zoom
- Jing (TechSmith)
- Facebook
- YouTube
- Twitter
- Instagram
- groupme
- Camtasia Studio (TechSmith)
- ai ACADEMIC IMPRESSIONS 53

## Media Selection


Email newsletters



The screenshot shows an email newsletter titled "Academic Advising News" from Undergraduate Student Services | College of Education and Human Ecology. It features a photo of a building, a list of "In This Issue..." items including welcome back messages and application deadlines, and social media links for Facebook, Twitter, and YouTube. A "Are you following us?" section includes icons for Facebook, Twitter, and YouTube, along with social media handles: EHEAdvising, @OSUEHE\_Advising, and ehestudentservices.





ai ACADEMIC IMPRESSIONS 54

 **POLL**


**Do you send email newsletters to your students?**

**Knowledge Share**  
If yes, share what software/service you use and/or web links to your newsletters



**Media Selection**  **Email newsletters**

<b>PROS</b>	<b>CONS/CHALLENGES</b>
<ul style="list-style-type: none"><li>• Official university approved method of communication</li><li>• Allows author to be specific and detailed</li><li>• No limit on content amount</li><li>• Easily link to other websites</li></ul>	<ul style="list-style-type: none"><li>• No limit on content amount</li><li>• Time-consuming to create</li><li>• Mobile-friendly</li><li>• Over 100 email clients</li><li>• Tracking - Email on Acid</li><li>• Become a billboard</li></ul>



## Considerations for HTML Newsletters

- Purpose/Plan
- Editions
- Content source
- Creator/Editor (*time!*)
- Frequency/Length
- Outside vs. Internal Information
  - Submission policy
- Institution Policies/Branding Compliance
- Duplication with other Departments
- Accessible

Let's see some examples!



## Newsletter Examples

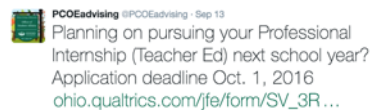
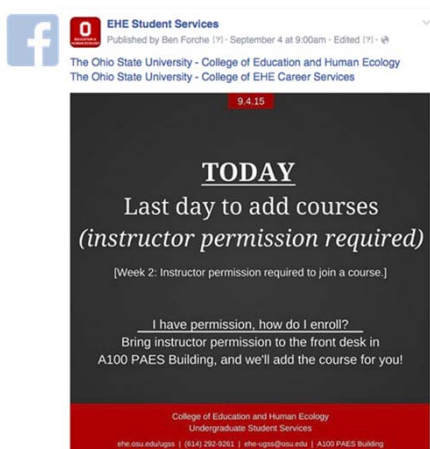
The image displays two examples of HTML newsletters. The first example, titled "Academic Advising News," is from Undergraduate Student Services at the College of Education and Human Ecology, dated September 4th, 2015. It features a red header with the title and a list of topics under "In This Issue...". The second example, titled "The Patton College of Education," is from the Office of Student Affairs, dated Monday, October 17th, 2016. It features a purple header, a grid of four images with captions (Education, Hospitality, Merchandising, Recreation), and a section for "E-NEWS" with links to Workshops, Program Information, Internships, and Jobs. Both newsletters include the "ai ACADEMIC IMPRESSIONS" logo at the bottom.



## HTML Newsletter Software



## Media Selection



### Facebook Tip

Posts with photos see ~40% increase in "engagement"



**Media Selection**  Social media

**“Borrow” my ideas!**



**OHIO**  
UNIVERSITY

 <https://twitter.com/PCOEadvising>




**THE OHIO STATE UNIVERSITY**  
COLLEGE OF  
EDUCATION AND HUMAN ECOLOGY

 <http://facebook.com/EHEadvising>

 <https://instagram.com/ehestudentservices/>


 [https://twitter.com/OSUEHE\\_Advising](https://twitter.com/OSUEHE_Advising)


 **ACADEMIC IMPRESSIONS** 61

**Media Selection**  Social media

**Post Considerations**

	Character Limit	Photos	No. of Photos	Suggested Post Frequency
Facebook	60,000	Yes	unlimited	2x day
Twitter	140	Yes	4	3x day
Instagram	2,200	Yes	1	As needed

 **ACADEMIC IMPRESSIONS** 62




## POLL

# Do you use a text-messaging service with your students?

**Knowledge Share**


If yes, share what service you use and how your experience has been with it?




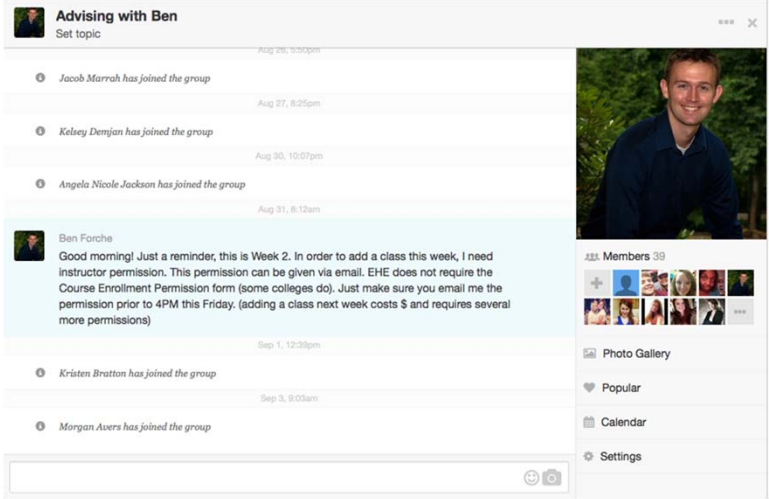
## Media Selection



### Text Messaging


PROS	CONS/CHALLENGES
<ul style="list-style-type: none"><li>• Preferred method of communication among millennial generation</li><li>• Short and to the point messages</li><li>• Can turn off notification feature</li><li>• Phone number not accessible</li><li>• Free</li><li>• Maintains communication feed</li></ul>	<ul style="list-style-type: none"><li>• Not all students will use it</li><li>• Not ideal platform for specific, detailed responses/directions</li><li>• University branding</li><li>• FERPA/Data Fees</li></ul>





**Media Selection**  **Text Messaging**



**Media Selection**  **Screencast**


### Screencast vs. Web Video



**Screencast**


“A **screencast** is a digital video recording of a user's screen or desktop complete with real-time or post-edited narration. It is often done as a video tutorial to allow viewers to follow exactly what the tutor/narrator is doing.”

Source: <https://www.techopedia.com/definition/15721/screencast>



Media Selection


Screencast



Considerations


- Hosting server
- ADA Compliance
- Video Length
- Webcam and microphone

EXAMPLE SCREENCAST  
<http://screencast.com/t/ufggc3j1>



ai ACADEMIC IMPRESSIONS 67

Lots of Media Options, but....



ai ACADEMIC IMPRESSIONS 68

### Budget Considerations

	Software	Price	Skill Level
Email Newsletters	Outlook/Email	FREE	Beginner
	Dreamweaver	\$20/mon	Advanced
	Brackets	FREE	Advanced
	Mail Chimp	FREE (2,000 subscribers)	Beginner
	Notepad/Text Edit	FREE	Expert
Text Messaging	GroupMe	FREE	Beginner
Graphics & Video Editing	Canva	FREE	Beginner
	Camtasia	\$300	Advanced
Screencast	Jing	FREE	Beginner
	Screencast-O-Matic	FREE	Beginner
	QuickTime	FREE	Beginner

**ai** ACADEMIC IMPRESSIONS 69

#Altraining

## AUTOMATING YOUR EVERYDAY COMMUNICATION

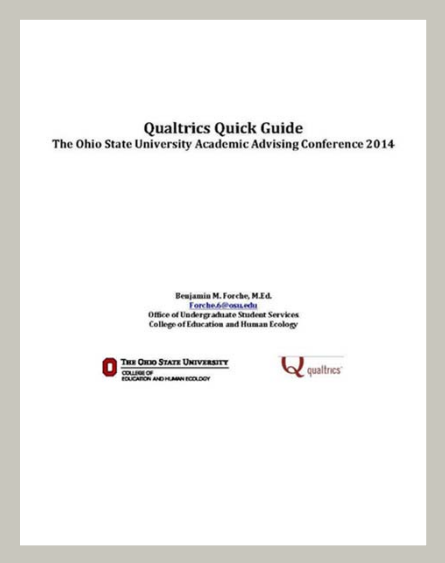

**ai** ACADEMIC IMPRESSIONS 70

■ Automation



ai ACADEMIC IMPRESSIONS 71

■ Automation




Using Qualtrics to automate communication with students, while also assessing behaviors and traits.

← See Qualtrics Quick Guide *handout*

ai ACADEMIC IMPRESSIONS 72




**Automation** 


**EXAMPLE**

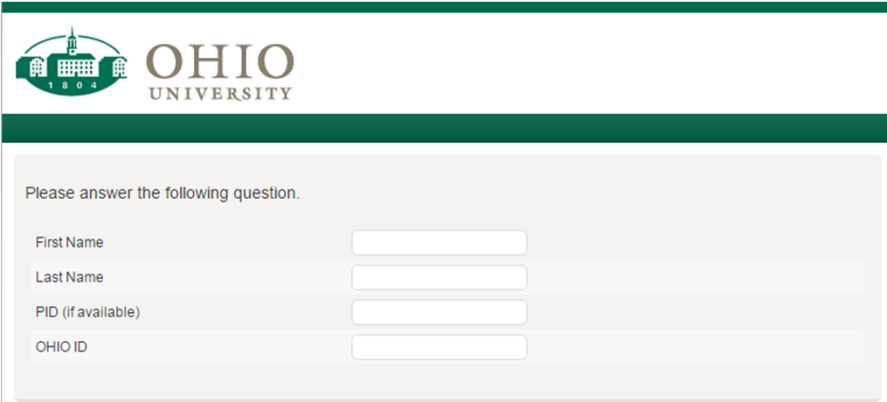
**Survey:** Advising Intake Survey


**Description:** Students “check-in” with this survey when arriving for their advising appointment to determine the reason for the appointment, rank/year, and who they are meeting.

**Automation:** Completed surveys automatically emails student with a student advising satisfaction survey.




**Automation** 






## Automation




Please indicate your current academic standing?










- High School Student
- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- Other




## Automation




Who are you meeting with today?

<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 
<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> 
<input type="radio"/> 	<input type="radio"/> 	<input type="radio"/> Other: <input type="text"/>
<input type="radio"/> 		




## Automation



What is the reason for this meeting? Check all that apply.


- Prospective visit (high school)
- Academic Advising
- Academic Probation
- Praxis Core
- Ohio Assessments for Educators
- Admission to Teacher Candidacy
- Admission to Advanced Standing
- Admission to Professional Internship
- Other

Submit



## Automation

### Automated Email



**Send An Email On Survey Complete:**

Question: Q3 Who are you meeting with today? Joy Cobb Is Not Selected

To Email Address: \${q:/CID/1/ChoiceTextEntryValue/4}@ohio.edu

From Name:

Reply-To Email: trigger@emailserver.com

Subject: Advising Survey

Message:

We appreciate and value your feedback. Please consider taking a few moments to let us know how your visit went. All responses are anonymous.


[https://ohio.qualtrics.com/SE/?SID=SV\\_aWxp6H7P3217L37](https://ohio.qualtrics.com/SE/?SID=SV_aWxp6H7P3217L37)

OHIO UNIVERSITY  
The Patton College of Education

When: Send immediately

Include Response Report

Finish Editing



#Altraining

## ASSESSING YOUR COMMUNICATIONS CAMPAIGN



### ■ Assessment

Surveying Students





Other services/companies



**Assessment** Surveying Students

*1032 students surveyed who were entering Ohio State*

Answer	Response %
High school student	20%
Attending another college/university	45%
Completed high school, but not college/university	2%
Completed some college/university, but not enrolled	8%
Completed a college/university degree (Associates, Bachelor's, etc.)	24%






**Assessment** Surveying Students

*1032 students surveyed who were entering Ohio State*


**Do you use social media?**

	All 1032 students	High school students (152)	Completed a degree (185)
Answer	Response %	Response %	Response %
Facebook	71%	79%	92%
Twitter	51%	53%	29%
Instagram	47%	78%	45%
LinkedIn	15%	4%	53%



## Social Media Analytics




PCOEadvising @PCOEadvising · Nov 5  
Pop-In Advising starts in less than an hour with @PCOE\_KellyCzack and

### Tweet Activity


PCOEadvising @PCOEadvising Pop-In Advising starts in less than an hour with @PCOE_KellyCzack and @ben_forche! Tupper Hall 1-3PM first floor pic.twitter.com/EV9uMINKJP	Impressions	226
	Media views	21
	Total engagements	8
	Detail expands	4
	Media engagements	3
	Retweets	1

Reach a bigger audience  
Get more engagements by promoting this Tweet!

Get started



Click 3 vertical bars for analytics on an individual post



## Social Media Analytics



### Analytics of full Twitter Account

<https://analytics.twitter.com>



Analytics Home Tweets Audiences Twitter Cards Videos (beta) Events Tools

Account home  
PCOEadvising @PCOEadvising

28 day summary with change over previous period

Tweets 15 ↑ 87.5%	Tweet impressions 3,932 ↑ 24.7%	Profile visits 293 ↑ 179.0%	Mentions 1 ↓ 50.0%	Followers 407 ↓ -1
----------------------	------------------------------------	--------------------------------	-----------------------	-----------------------



## Social Media Analytics

**TWEET HIGHLIGHTS**

**Top Tweet** earned 259 impressions  
Don't forget Pop-In Advising is Thursday in Tupper from 1-3PM -- just follow the popcorn smell :) #popcorn #advising pic.twitter.com/8v736qhpTE

**Top media Tweet** earned 238 impressions  
Come see @PCOE\_KellyCzack tonight for Walk-In Advising in 052 Lindley Hall from 5-7PM -- no appointment needed! pic.twitter.com/TCbx6hMvwng

**Top Follower** followed by 162 people  
**Ben Forche** @ben\_forche  
#Father #Husband #AppreciativeAdvising #Photographer #Woodworking #Technology #Apple

**ADVERTISE ON TWITTER**  
Get your Tweets in front of more people  
Promoted Tweets and content open up your reach on Twitter to more people.  
Get started

**NOV 2015 SUMMARY**

Tweets	11	Tweet impressions	2,542
Profile visits	183	New followers	0

**Analytics of full Twitter Account**  
<https://analytics.twitter.com>

**ai ACADEMIC IMPRESSIONS 87**

#Altraining

# OVERCOMING COMMUNICATION CHALLENGES

**ai ACADEMIC IMPRESSIONS 88**



## ■ Challenges

- Time Constraints
- Valid Content
- Developing Partnerships
- Committee Size
- Full-scale too soon
- Technology/software options



## ■ Overcoming Time Constraints

- Create a rough timeline and stick to it!
- Establish hard and soft deadlines
  - Hard Deadline: milestones (pilot start date)
  - Soft Deadline: working meetings (bi-weekly)

All meetings should be working meetings - no homework!



### Valid Content: What should be included?

- Advising office
- College office
- Student Life
- Local community

Decide early on what will be in your communication plan, and don't deviate.

### Developing Partnerships

Not every office will want to collaborate.

- Identify your value and buy-in before meeting.
- What do you want from [insert office name here]

## Committee Size: Who should to be at the table?

- Avoid too many cooks in the kitchen.
- Voices present should not be repeating.
- Diversity

### Example Committee

Assistant Director of Advising
Coordinator of Advising Communication
Education Academic Advisor
Human Sciences Academic Advisor
PhD Student in Higher Ed. Student Affairs
Alum – former student

## Full-Scale



- First year goal: Create a pilot
- Keep the communication plan a working document to allow for flexibility
  - Plan for known
  - Write-in the unknowns

## Technology Options



- Stay flexible and adapt
- Moore's Law
  - “Moore's Law is a computing term which originated around 1970; the simplified version of this law states that processor speeds, or overall processing power for computers will double every two years.”

Source: <http://www.moorelaw.org/>

**ai** ACADEMIC  
IMPRESSIONS 95

#Altraining

## STUDENT PRIVACY CONSIDERATIONS

**ai** ACADEMIC  
IMPRESSIONS 96

## Student Privacy Considerations

### FERPA

"The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education."

- FERPA Website

<http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

### HIPAA

"HIPAA is the federal **Health Insurance Portability and Accountability Act** of 1996. The primary goal of the law is to make it easier for people to keep **health insurance**, protect the confidentiality and security of healthcare information and help the healthcare industry control administrative costs."

- HIPAA Website

<http://www.hhs.gov/hipaa/>



## Student Privacy Considerations




### Email newsletters

- Only send communication to university approved email account.
- Cannot verify identity of third-party email accounts (Yahoo!, Gmail, etc.)
- Always, BCC students, or use a listserv with membership list hidden
- Screen-shot examples - remove student identifiers




## ■ Student Privacy Considerations

 **Text Messaging**


Disclaimer:  
*Standard text messaging rates may apply.  
Consult your provider for more information.*

Do not share any FERPA covered information.

- Cannot verify identities




## ■ Student Privacy Considerations

 **Social media**

If “following” students...


*“Expectation to act”*

Consult with your institution’s legal team for further guidance.





## QUESTION






## EVALUATION

**Thank you!**

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

© Copyright 2016 Academic Impressions

Follow us:    102