IMPROVING STUDENT ENGAGEMENT WITH DIGITAL ADVISING COMMUNICATIONS

Friday, December 2, 2016 :: 1:00 - 2:15p.m. EST

Better use social media, text messaging, and email to effectively connect with students.

OVERVIEW

Learn how to develop a digital advising communication plan aimed to improve student engagement with advisors. You will explore the pros and cons of different communication platforms and leave with examples of successful:

- Planning, development, and launching of advising communication campaigns
- Utilization of social media to connect with students
- Automation of communication to improve efficiency

“This webinar was well worth the time and money! [Benjamin Forche] was exceptional with the information he shared from the handout to his delivery to the action plan he provided, encouraging us to adapt his materials to suit our institutions. I highly recommend attending this webinar, especially if you are looking to enhance communications using technology with your students.”

- Krista H. Malley, Ph.D. Manager for Student Success Oakland University

SAMPLE COMMUNICATION PLAN AND “HOW TO” DOCUMENT

In addition to the live webinar, attendees will receive a resource packet that includes:

→ A communication plan document with sample campaigns and social media tool allocation
→ A “how-to” document for using various technology resources for digital advising

WHO SHOULD ATTEND

Professional academic advisors will gain a better understanding of best practices in digital communication, specifically as they relate to key information transfer for students. Student affairs leaders and communications professionals will also benefit by gaining a better understanding of the key communication points in the advising calendar.

LEARNING OUTCOME

After participating in this online training, you will be able to improve your digital advising communication.

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Conference Director at elizabeth@academicimpressions.com or 720-988-1218 if you’d like additional information about the program.
AGENDA

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- Appreciative Advising
- Creating a strategic digital advising and communications plan
- Launching communication campaigns
  - Identifying target engagement
  - Crafting the message
  - Leveraging partnerships to repurpose content
- Media Selection
  - Social media
  - Text messaging
  - Email
  - Automating your everyday communication
- Assessing your communications campaign
- Overcoming communication challenges
- Student privacy considerations
- Conclusion & Q&A

INSTRUCTOR

Benjamin M. Forche, Academic Advisor, Patton College of Education, Ohio University

Ben is very passionate about the role Appreciative Advising plays in the relationship between a student and advisor. He is also a big proponent in the use of technology in his academic advising relationships with students, through virtual advising, mass communication, and automated systems. Combining these two practices has enabled Ben to connect with his students in a deeper, more meaningful and impactful method that students are seeking and prefer. His incorporation of technology stems from his undergraduate work in Visual Communication Technology. Additionally, technology methods usually involve a certain level of expertise and funding. He has developed the ability to find inexpensive and simple ways to implement technology, that you can start implementing immediately.

Ben earned a Bachelor of Science in Visual Communication Technology from Bowling Green State University, followed by his Master in Education in Higher Education and Student Affairs from University of South Carolina. He previously served at The Ohio State University in the role of Coordinator for Advising Communication in the College of Education and Human Ecology. In his spare time, he enjoys woodworking and spending time with his wife, Mandy, their beautiful daughter, Charlotte, and their two dogs, Joey and Chandler-- yes they love the TV show Friends.
Pricing & Registration (Circle One)

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