

Expanding Modes of Connection

Moving Beyond Email

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Introductions

- Enrollment Management and Marketing/Communications
- Working collaboratively matters
- Find a common goal and move forward with the students' best interests in mind



Stark State
COLLEGE

A photograph of the Stark State College Akron building, showing a modern facade with large glass windows and a brick section. The name 'Stark State College Akron' is visible on the building's exterior.

Stark State College Akron

Students don't do email

- Why?
- How are we supposed to communicate?
- What's the best method of communication?
- It's overwhelming
- Subjects and content doesn't always apply
- One size doesn't fit all



Guided Pathways work

- Deep dive into what goes out to students
- Researched what students were actually receiving
- Resulted in recommendations:
 - Communications review committee
 - Jump start work to revamp all student com plans

How many emails do students receive from marketing in one month?

45 per month

Method & Message

- Auditing communication plans is messy but necessary!
- Mix up your methods
- Messaging and tone are critical



Stark State
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A photograph of a modern building interior. A large blue wall on the right side of the frame features the text "Your **SUCCESS** starts here." in white, with a wavy white graphic below it. The ceiling has several recessed lights. In the background, a glass-walled hallway leads to another area, and a few people are walking through it.

Your **SUCCESS** starts here.



Method

- Emails
- Texts
- Videos
- Written materials

Percentage of students treat emails
from student groups as spam?

72%

Email vs. Text



- Longer than 160 characters
- Complex information
- Formal communications
- Including pictures or graphics



- Immediate action is needed
- Message that can be conveyed in 160 characters
- Informal tone is appropriate

How to access your email

Completing your Financial Aid

Free Fall Tuition

How to Pay your Bill

Buying Textbooks

Classes Start Next Week!

Gateway Student Services



Buying Textbooks

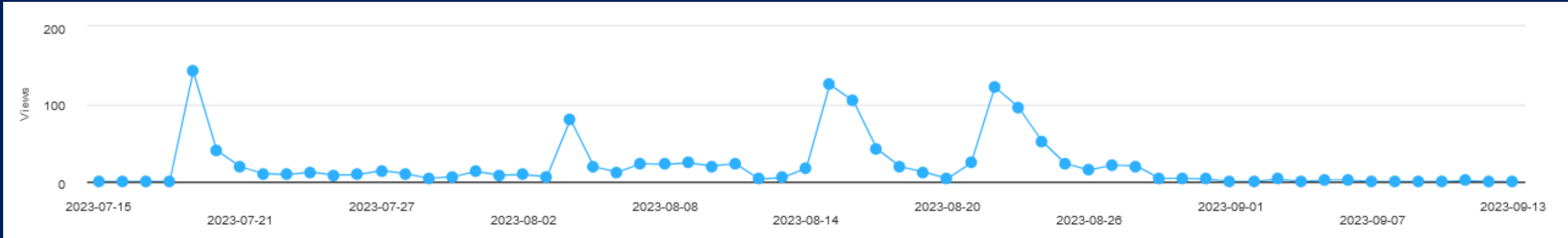
A screenshot of a YouTube video player. The video title is "How to Buy Textbooks" and the channel name is "STARK STATE COLLEGE - GETTING STARTED". The video content shows a woman with glasses and long brown hair sitting at a desk in an office. The video player interface includes a play button, a volume icon, a progress bar showing 0:01 / 1:19, and icons for closed captions, settings, YouTube logo, and full screen. In the top right corner of the video player, there are icons for "Watch later" and "Share". A red vertical bar is visible on the right side of the video player, and a checkmark icon is visible in the bottom right corner of the video player.



STARK STATE COLLEGE - GETTING STARTED

Pay with cash credit or Financial Aid

<https://libguides.starkstate.edu/NewStudentGuide/buyyourbooks>



1265 webpage visits in 61 days

Literature Review

- Eliminate confusing brochures, handouts, etc.
- Identify key documents to make more user friendly
- Have a student review documents for clarity





getting started STUDENT GUIDE

Name _____

Student ID S00 _____

Gateway advisor _____

(if not yet assigned, watch your Stark State email for a message from your advisor)

#1 LOG INTO *mySSC.starkstate.edu*

- username/ _____
- email _____
- password _____

to access *mySSC*

- go to *mySSC.starkstate.edu*
- enter your username and password
– or –
- go to the Stark State homepage: *starkstate.edu*
- navigate to the bottom left corner of the page
- click *mySSC*
- enter your username and password

#2 LOG INTO YOUR EMAIL 3 ways to access your email

- log into *mySSC* > tools > general > email
- visit: *accounts.google.com*
- go to: *http://mail.google.com/hosted/starkstate.net*

scan for more information about MFA



- upon signing into your email, complete the multi-factor authentication (MFA) process

Check your email and *mySSC* daily for important updates.

Your email address is the first initial of your first name, your last name, and your two-digit birth month and two-digit birth day, followed by *@starkstate.net*.

Your default password is your first, middle and last initial, a period, and the first six digits of your social security number (if you don't provide a middle name, use an "x" for your middle initial).

If you have difficulty accessing your account, call 330-494-6170 ext 4357 (HELP) or email *helpdesk@starkstate.edu*

#3 LEARN ABOUT MAJOR AND PLACEMENT

- review placement scores _____
reading _____
mathematics _____
writing _____

- review transcripts - high school/college
- review major and career community

(career community)

watch your email for information regarding future meetings with your advisor

#4 COMPLETE TRANSITION EXPERIENCES

- complete New Student Orientation either on campus or online: *starkstate.edu/orientation*
- new students attend Jump Start *starkstate.edu/jumpstart/*

#5 PURCHASE YOUR TEXTBOOKS

Akron students:

- order textbooks at *shop.starkstate.edu/order-textbooks*
- textbook pickup, A003 _____

Main campus students:

- bookstore, G105
- shop.starkstate.edu/order-textbooks*
books go on sale _____

#6 ORDER YOUR PARKING PASS

- complete with your license plate, make, model & color
- pick up your parking pass at the security desk
- log into *mySSC* > student tools > order parking pass

#7 GET YOUR PHOTO ID

Akron students:

- stop by security office to get your SSC photo ID

Main campus students:

- stop by admissions to get your SSC photo ID
(required to ride SARTA for free)



financial aid guide APPLYING FOR FINANCIAL AID

COMPLETE YOUR FREE APPLICATION FOR FEDERAL STUDENT AID (FAFSA)

#1 GO TO *STUDENTAID.GOV* and choose the **Apply Now** button to fill out a FAFSA

- If this is the first time you're filing a FAFSA, you must create a Federal Student Aid ID (FSA ID) to manage your account and information
- If you've filed a FAFSA before, choose the Log In button to continue

#2 FOLLOW THE PROMPTS to log in and begin your FAFSA

#3 COMPLETE each section

- > **student demographics** including Social Security number and driver's license number if you have one
- > **school selection** Stark State school code: 011141
- > **dependency status** is a series of questions that determines if you will be required to provide parent information

DEPENDENT STUDENT

parent/custodian demographics including parent marital status, marriage date, birth date and Social Security number

parent/custodian financials including tax information pulled over electronically through the IRS data retrieval tool or entered from parent's 1040 and associated schedules

- > **student financials** tax information pulled over electronically through the IRS data retrieval tool or entered from student's 1040 and associated schedules

- > **sign and submit** read signature page and sign with FSA ID

DEPENDENT STUDENT

parent/custodian signature parent creates FSA ID and completes the signature process

#4 CONFIRMATION PAGE is available to print

The department of education will notify you in 1-3 business days whether your FAFSA can be processed successfully.

Stark State will send notifications to your college email

- when your FAFSA is received at Stark State (within 5-7 business days)

- about an incomplete FAFSA or other unfulfilled requirements, including uncompleted mandatory items on your financial aid dashboard (in *mySSC*)

- when your financial aid award offer is ready

If you're required to make a correction to your FAFSA, please contact the College for assistance. **Once you've been admitted to the college, all financial aid communication will go to your Stark State email.**

FSA ID LOGIN INFORMATION save for future use

email/username _____

password _____

challenge answer #1 _____

challenge answer #2 _____

challenge answer #3 _____

challenge answer #4 _____

save key _____

Stark State school code 011141

secure code _____

According to a study at Bowling Green,
approximately how many students reported
checking their school email account daily?

85%

If they find a message from a faculty member, they are
highly likely to read it.





Messages

- Length:
 - Keep texts short
 - Do not exceed the 160 character limit
 - Avoid filler words and get to the point

Messages

- Tone:
 - More informal than formal
 - Use merge fields to personalize
 - name
 - major
 - registered credits
 - 360 Communication
 - Allows student to converse



Stark State
COLLEGE

A photograph of the Stark State College Akron building, featuring large glass windows and a brick section. The building is partially obscured by a large blue and red graphic overlay. The text "Stark State College Akron" is visible on the building's facade.

Stark State College Akron



Messages

- Sender:
 - Tendency to send messages from college/departments
 - STARK STATE:
 - Admissions Team
 - Greater engagement when from a staff member
 - "Hi, this is Drew from Stark State"
 - "This is your advisor Robyn"

Messages

- Actionable:
 - Encourage action with our texts
 - "Schedule appointment here"
 - "Text me with questions"
 - Examples:
 - "There is still time to schedule fall classes. Make sure to register by August 28th"
 - "There is still time to schedule your fall classes. Access the returning advising center online or in-person here returningadvising@ssc.edu





Questions?



Resources



Thank you!

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