Expanding Modes of Connection
Moving Beyond Email

Drew Felberg
Melanie Carr
Robyn Steinmetz
Introductions

• Enrollment Management and Marketing/Communications
• Working collaboratively matters
• Find a common goal and move forward with the students' best interests in mind
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
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
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 ________
Gateway advisor ____________

#1 LOG INTO mySSC.starkstate.edu
- username/
- email
- password

#2 LOG INTO YOUR EMAIL
- 3 ways to access your email
- log into mySSC > tools > general > email
- or google accounts.google.com
- go to: http://mail.google.com/inboxes/starkstate.edu

#3 LEARN ABOUT MAJOR AND PLACEMENT
- review placement scores
- reading
- mathematics
- writing
- review transcripts - high school/college
- review major and 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/onestop
- new students attend Jump Start starkstate.edu/jumpstart/

#5 PURCHASE YOUR TEXTBOOKS
Akron students:
- order textbooks at starkstate.edu/order-textbooks
- textbook pickup, A003
Main campus students:
- bookstore, 8195
- 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 office to get your SSC photo ID
Main campus students:
- stop by admissions to get your SSC photo ID

financial aid guide
APPLYING FOR FINANCIAL AID

COMPLETE YOUR FREE APPLICATION FOR FEDERAL STUDENT AID (FAFSA)

#1 GO TO STUDENT.AID.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 (FASEID) 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

#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.

#5 FSA ID LOGIN INFORMATION
- save for future use

- email/security
- password
- challenge answer #1
- challenge answer #2
- challenge answer #3
- challenge answer #4
- security
- 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
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"
Thank you!

Drew Felberg
Director of Admissions & SSC Akron
afelberg@starkstate.edu

Melanie Carr
Manager of Advising &
Gateway Student Services
mcarr@starkstate.edu

Robyn Steinmetz
Director of Marketing & Communications
rsteinmetz@starkstate.edu