

	15 Units 1st Term	30 Units 1st year	Math/Engl 1st Year	9 Core Pathway Units	Focus	Communication Strategy
Week 1					Clarify	* Email: "Do you know your pathway"
Week 3	X				Enter	*Email: "Ed planning for 15 units" *Advertising: posters "Checklist of momentum points", Canvas message, classroom message, and social media
Week 4	X	X	X		Enter	* Email: "15 and 30" & "Math/English" messages * Advertising: posters and social media specific to 30 unit message "BC's Transfer Worthy 30", Canvas message, classroom message, social media
Week 6					Stay	* Email: "Student Services prep for midterms" * Advertising: social media and classroom speeches registration, student services, & pathways momentum points reminders through Canvas, social media, and flyers
Week 8	X				Stay	* Email: "Update form & ed plan reminder with 15 units" * Advertising: checklist poster – "lists momentum points along with strategies" Canvas message, classroom message, social media
Week 10				X	Stay	* Email: "9 core units and registration" *Advertising: posters, classroom message, Canvas message, social media
Week 14-15	X	X	X	X	Enter	* Email: to students not yet registered or under 15 units "importance of 15 units and 9 core"; to students registered "importance of 30 units & Math/English in 1st year" *Advertising: posters, classroom message, Canvas message, social media