

Pathway Communication Timeline

Spring 2018

Week 1

Message: Do you know your pathway and completion team?

- Email: "Do you know your pathway?"
- Completion Team: Reinforce the message

Week 3

Message: Make an appointment with your counselor/advisor. Consider using late start courses to get you to your 15 units.

- Email: "See your educational advisor/counselor, update your educational plan, and the importance of an accurate declared major" and "Enroll in a late start class!"
- Advertising (posters/social media): "Checklist"
- Completion Team: Remind students of message

Week 4

Message: Take the Renegade Pledge promising to take 15 units a semester and 30 units a year to stay on track.

- Email: "15 and 30" & "Math and English" messages
- Advertising (posters/social media): "BC's Transfer Worthy 30"
- Completion Team: Remind students of message

Week 6

Message: Sign up for tutoring and other student services to stay on track and prepare for registration.

- Email: "Take advantage of our amazing student services before Midterms"
- Advertising (social media & student speeches): "Student Services, Registration, and Pathway reminder"
- Completion Team: post student services advertisement and remind students

Week 8

Message: Complete your update form.

- Email: "Update form"
- Advertising (Checklist poster)
- Completion Team: Remind students about the importance of the update form for upcoming registration. Put up a checklist poster.

Week 10

Message: Registration is coming! If you haven't completed at least 9 units in your program within the first year, take advantage of summer classes now! Remember student services are here for you.

- Email: "9 units and registration"
- Completion Team: Remind students of the "9 units in program" message and distribute flyers to students. Add this message to any of your Pathway emails going out at this time.

Week 14-15

Strategic Messages

- Message 1 (send email to students who have not registered yet: The importance of successfully taking 30 applicable units in the first year, 9 units in your program within the first year, update form, and declaring major.
- Message 2 (send email to all students): The importance of checking your email now and over summer (waitlists, registrations, announcements).