Communicating Care

Adventist Online Learning Conference, Andrews University, 2017

Presented by Glynis Bradfield & Jennifer Espinoza-Ruiz
Why Communication Matters More Online

- Fosters culture of belonging
- Implements proactive advising
- Increases persistence & retention
- Improves course completion & grades
- Prompts timely actions at deadlines
- Nurtures trusting relationships
- Encourages whole-person development
Strategic Communication Plans

- Send clear and consistent messages
- Articulate mission, vision, and goals
- Build a culture of transparent communication as viewed by internal and external audiences
Guiding Questions

- What’s the message?
- Who needs it? Segment
- When is it best read?
- Are action steps clear?
- What format will be most effective?
  - Email, texts, forums, calls
  - Print, digital, social media
Communication Tools

- Email
- Video conferencing
- Phone/text
- CRM – customer relation management
- SIS – student information system
- LMS – learning management system
  - Announcements forum
  - Q&A, Chapel, Community forums
  - Feedback
- Social Media
Supporting the Entire Journey

- **Interests**
  - Relational, spiritual, info to commit
- **Applicants**
  - Timely status updates, compelling reasons to stay
- **Admitted Students**
  - Early orientation, articulation, advising
  - Compelling reasons to enroll & deadline reminders
  - Setting climate of wholistic Adventist education
- **Registered Students**
  - Mature, independent, part-time, transfers
  - Just-in-time policy & procedure reminders
  - Coaching wholistic development
- **Seniors**
  - Career coaching, audit process, exit steps
- **Alumni**
  - Cultivating continuing commitment
Interests & Applicants

- Set goals
  - Click-throughs, google analytics, inquiry-to-applicant

- Segment
  - Personalize at a scalable level
  - Include inspirational thoughts, prayers, faith features

- Plan across mediums
  - Coordinate look, feel, timing of email, social media
  - For one audience or cycle at least, building case study to help secure more resources to expand campaign

- Test and optimize
  - Experiment with email subjects, formats, images, text
  - Vary timing to see what yields highest response rate
  - Split audiences to pilot digital campaigns as an A/B test
  - Keep reflecting and planning smarter each year
Admitted Students

- Continue to connect with key messages
- Convey compelling reasons to enroll
  - Pre-advising with degree plan draft
  - Prompt articulation
- Orientation & advising course
  - Advising meeting re personal goals & calling
  - Registration steps
Registered Students

- Student status automated
  - Interest, Admission, Enrollment
  - Student service course
- Calendar or event based
  - General reminders, holiday greetings
- Individualized/responsive templates
  - Proactive - degree plans, petitions, graduation audit
  - Reactive - answers to questions & concerns
  - Mode – email or call, text, whatsapp, skype
- Discussion forums in student service course
  - News, Prayer Chapel, Community Commons
- Video Conferences
  - Individual or group
- SIS prompts
  - number of days from each enrollment
  - student action (e.g. withdrawal)
- SIS filters
  - campus, course type
  - language or student code
- Encouragement & study skills
- Prompts for actions, just in time
ANDREWS STUDENT ONLINE: DECEMBER 2016

In this Christmas season, the Andrews University School of Distance Education and International Partnerships staff supporting your online studies in 2016, sends you greetings and best wishes for the New Year!

Together we celebrate

... the peace that comes with knowing we are loved,
... the hope in the promise of a better future,
... the beauty of friendship

and with peace, so that your believing lives, filled with the Spirit, may bear fruit even in winter. Romans 15:13 (MSG)

MOVING FORWARD, SERVING OTHERS

Hurricanes, fires, and earthquakes embolden reality recently for many in our Andrews University online learning community. Praying for “peace that surpasses understanding,” as you hold on to this eternal perspective, knowing Who holds our future. Keep your instructor’s information if you have been affected by these disasters... Jennifer and I are happy to pray with and coach you in solutions at any time. Courage whatever challenge you face this week – and may you experience joy in reaching out to some others any day, anywhere, in the spirit of Andrew Chang, VT

learninghub app for studying on the go
Android and Apple users can study on the go by downloading the mobile app at download.moodle.org/mobile. Try it out.

MAKE A PAYMENT PLAN BEFORE MAKING A PAYMENT EACH TERM

Each semester, be sure you have first made a payment plan before making any payments. Whether you’re paying the balance of or the balance after applying scholarships, grants, and loans you likely won’t pay who any unexpected bills.
Responsive Templates

- How to Apply / Re-apply
- Welcome Email
- Activate Username
- Orientation Course
- How to Register
- It’s Not Too Late to Register
- Draft Degree Plan
- Sending Official Transcripts
- Video Conference
- Graduation Form
- Guest Student Interest
- Permission to process petitions
- Pay Using Flywire
- Math Placement Exam
- Credit for Prior Learning: CLEP Exam
- Seize the Summer Course Options
Ending Well

- Career counseling
- Degree audit
- Graduation checklist
- Diploma, transcripts
- Financial exit counseling
- Set up alumni record
Alumni

- Gather stories, continue community
- Surveys re employment & further education
- News and ways to engage
Round Robin

- **Write 1 communication strategy for each:**
  - Interests & applicants
  - Admitted & enrolled students
  - Seniors & alumni

- **Cycle back to read all ideas, and add another you’d like to implement**
Think Pair Share

- Reflect on your communication plans
- Discuss with 1 or 2 colleagues
- Share with group
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