Thank you for attending our presentation today! We hope that you found our presentation to be helpful to take back to your university/unit. Please use this supplemental handout to guide you in your efforts to create email and phone templates that will be helpful for your staff in your strategic outreach efforts to promote student success. Please don’t hesitate to contact us if you have any questions and/or comments.

Presentation Highlights to Remember:

- Developing an early alert structure takes time, and there may be a lot of stakeholders involved. Start with a strategic plan, review data, and establish buy-in and input from colleagues to build its foundation. Break down goals into smaller steps.
- Early Alerts are just one approach to assist with retention efforts; there are many other methods that can equally be promising and supplement the early alert system.
- Building trust with students doesn’t happen overnight. Consistent follow-up and empathy are essential to prove to students that you are an advocate for their success.
- Advisors are only a part of a student’s success team. Instructors, university leadership, and other support service areas also play vital roles in the early report process.
- Adapt to shifts over time and hold meetings to discuss how to improve the system.

Tips for Outreach Efforts:

- Use “flashy” keywords in your subject line to catch students’ attention
- Keep the body of your email message short and to the point
- Consider using bullet points or numbering lists
- Check the use of language to see if your students will understand your message

Conversation Leading Question Examples

Below are some questions you may decide to use in conversations with students who may be identified as academically at-risk based on early alerts or other reporting systems at your institution. Please feel free to modify them based on your unique approach and philosophies.

- Are there any areas you are struggling with in ____ course that I could help you navigate for better success?
- Why do you feel ____? Tell me about any steps you’re taking to address that feeling.
- How do you plan to address _____ challenges, and what’s a realistic timeline for you?
- What actions can you take now and what is outside of your own control?
- How are you going to hold yourself accountable to these goals you’ve established?
Templates:
Some of our RPC coordinators who participate in early alerts have provided some templates they use when outreaching to students. Feel free to take any elements from the template samples below to incorporate into your own communication approaches.

[Sample 1 - Email]

Subject: IMPORTANT: Mid-semester Academic Advising Announcement

Message:
Hello [Student’s Name],

As the middle of the semester approaches, we would like to remind you of some friendly tips that may be useful for your success in this [Term] semester.

1. If you are concerned about your progress in any of your classes, please speak with your instructor. Utilize their office hours to discuss any questions and/or concerns you have about the course content.

2. Tutoring services (for select subjects) are available at [Location] if needed. Click on the following link for more information! [Resource Link]

3. Last day to drop (withdraw) or audit a course is [Date]! Check with Financial Aid prior to making this decision if it applies to you.

4. [Upcoming term] registration has BEGUN! Check your [University Student Portal] account for your assigned enrollment time & date.

5. [Upcoming] registration begins on [Date]. Please schedule an advising appointment with us at [Office Phone Number] or drop by our office on [Office Hours].

We hope you all have a great week, and we wish you luck on your exams, tests, and papers!

Best,
[Your Advisor / Advising Center]

Reflection:
Are there any other pertinent information you would add to this template based on your institution’s policies and available resources?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
[Sample 2 - Email]

Subject: [Your Advising Center] is Here to Help

Message:

Hello [Student’s Name],

I am reaching out to see how your courses are going right now. At this point in the semester, some students may feel discouraged or overwhelmed due to the numerous deadlines and assignments in their courses. I want to invite you in to see a [Your Advising Center] advisor with any questions you may have and/or to help you overcome any hurdles you may be facing prior to your final exams. We’re here to help you understand all of your academic options and also listen to your concerns.

To schedule an advising appointment, please call us at [Office Phone Number]. You can also visit us for drop-in advising on [Drop-in Hours] for any quick questions (less than XX minutes). We are located in [Office Location].

Attached to this email you will find our resource sheet with contacts to various student resources at [Your University]. We hope some of these contacts will be helpful to you.

All the best,
[Your Advisor / Advising Center]

Reflection:
How would you modify this template if the student you are outreaching to is someone you may know well based on your previous advising experiences?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

How would you follow-up and what is your timeline for your follow-up plan? What would you add, change, or remove for your unit’s strategic outreach efforts?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
[Sample 3 - Phone]

Hello, my name is _________. I’m an academic advisor with [Your Advising Center]. May I please speak with _________?

I’m calling you today because our records indicate that you may be facing challenges in some of your courses this semester. We greatly value you as one of our students and would love to chat with you to discuss how we can support your academic pursuits.

I’d like to provide you with any resources you may need. [Your University] offers tutoring, coaching, counseling, wellness workshops, and much more for students. I will send this information to you via your [Your University Email System] so you have it for your reference. Is there anything we can help you with while we are on the phone now?

[Refer to appropriate resources based on conversation]

Based on our conversation, I’d also encourage you to stop by our advising center for a drop-in appointment on [Drop-in Hours] at [Office Location]. You can also schedule a longer appointment to speak with me or another academic advisor by contacting our front desk at [Office Phone Number].

Thanks for chatting with me today. Our center may routinely follow up with you in the future just to ensure you’re doing well academically. I hope you have a great rest of your day.

[Sample 4 - Voicemail]

Hello, my name is _________. I’m an academic advisor with [Your Advising Center] and I wanted to talk to _________ discuss the various academic resources available on campus. Since we weren’t able to speak over the phone, our advising center will be sending a resource list to ________’s [Your University Email System] account. We encourage all students to check their [Your University Email System] regularly for the latest information about their degree program.

We also encourage all students to stop by for a drop-in or full appointment at least once a semester. If you’d like to contact us, please call our front desk at [Office Phone Number]. Our center may routinely check in with students to ensure they’re doing well academically. We hope you have a great rest of your day.

Reflection:
In an effort not to sound like you’re reading from a script, what are some ways you can ensure that your phone conversations are more personalized and conversational?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________