IMPROVING STUDENT ENGAGEMENT WITH DIGITAL ADVISING COMMUNICATIONS

Benjamin Forche, M.Ed.
Director of Student Affairs
Ohio University

Design/Technology Background
• B.S. Visual Communications Technology
  • Photography
  • Videography
  • Print Design
  • HTML & Interactive Design
• Wedding Photographer (5 years)
• Incorporated design work in H.E. since 2008
LEARNING OUTCOME

After participating...

you will be able to improve your digital advising communication.
Improving Student Engagement with Digital Advising Communications

AGENDA

- Appreciative Advising
- Creating a strategic digital advising and communication plan
- Launching communication campaigns
- Media selection
- Assessing your communications campaign
- Overcoming communication challenges
- Student privacy considerations
- Conclusion and Q&A
Appreciative Advising is the intentional, collaborative process of utilizing open-ended, positive questions that lead toward the student achieving overall success in their dreams, plans, and goals.
What’s wrong with this email?

ATTENTION:
Friday is the last day to drop a course. DO NOT MISS THIS DEADLINE!!
Ben

THE OHIO STATE UNIVERSITY

Benjamin M. Forche, M.Ed.
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
What’s wrong with this email?

GAME OVER

CONTINUE

QUIT (Give up)

What’s wrong with this email?

GAME OVER

CONTINUE

QUIT (Give up)

We want this!
Characteristics of Writing Appreciatively

- Positive wording
- Clear and concise
- Spell out acronyms!
  - or don’t use them
- Encourage feedback/questions
- Avoid pronouns, appropriately
- Add context when referring

Doesn’t that take up time?
Doesn’t that take up time?

Sure, but here’s the alternative

Let’s Practice

$S$ dolla dolla bills yall
Collins-Warfield, Amy
Sent: Friday, January 2, 2015 at 11:00 AM
To: Forche, Benjamin

Hey Hows it hangin.

Im looking for information on Scholarships Wheres that at?

Sent using OWA for iPhone
Improving Student Engagement with Digital Advising Communications

Let’s Practice

Hi Amy,
Hope you are doing well!
Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit [http://ehe.osu.edu/scholarships](http://ehe.osu.edu/scholarships)

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-2000, visit their website at [http://ssc.osu.edu/index.htm](http://ssc.osu.edu/index.htm), email them at [sscservice@osu.edu](mailto:sscservice@osu.edu), or visit them in person at 202 W. Lane Ave.

Have a nice day!
Ben

THE OHIO STATE UNIVERSITY

Benjamin M. Ferche, M.Ed.
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210
(614) 292-9261 Office / (614) 688-4609 Fax

Let’s Practice

Hi Amy,
Hope you are doing well!

Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit [http://ehe.osu.edu/scholarships](http://ehe.osu.edu/scholarships)

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-2000, visit their website at [http://ssc.osu.edu/index.htm](http://ssc.osu.edu/index.htm), email them at [sscservice@osu.edu](mailto:sscservice@osu.edu), or visit them in person at 202 W. Lane Ave.

Have a nice day!

Ben

THE OHIO STATE UNIVERSITY

Benjamin M. Ferche, M.Ed.
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
A100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210
(614) 292-9261 Office / (614) 688-4609 Fax
Let’s Practice

Acronyms

Hi Amy,
Hope you are doing well!

AHE (Agriculture, Human Ecology, and Extension) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit [http://ehe.osu.edu/scholarships](http://ehe.osu.edu/scholarships).

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at [http://ssc.osu.edu/](http://ssc.osu.edu/), email them at [admissions@osu.edu](mailto:admissions@osu.edu), or visit them in person if you are in Columbus.

Have a nice day!

Ben

THE OHIO STATE UNIVERSITY

Benjamin M. Forchey, M.Ed.
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
AV100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210
(614) 292-9261 Office / (614) 688-4609 Fax

Let’s Practice

Hyperlinks

Hi Amy,
Hope you are doing well!

Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit [http://ehe.osu.edu/scholarships](http://ehe.osu.edu/scholarships).

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at (614) 292-0300, visit their website at [http://ssc.osu.edu/](http://ssc.osu.edu/), email them at [admissions@osu.edu](mailto:admissions@osu.edu), or visit them in person if you are in Columbus.

Have a nice day!

Ben

THE OHIO STATE UNIVERSITY

Benjamin M. Forchey, M.Ed.
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
AV100 PAES Building, 305 W. 17th Ave., Columbus, OH 43210
(614) 292-9261 Office / (614) 688-4609 Fax
Let’s Practice

Hi Amy,

Hope you are doing well!  [Contact Info]

Ohio State (OSU) and the College of Education and Human Ecology (EHE) both have scholarship opportunities for students. Please note: these are two separate applications.

For more information on EHE scholarships, you can visit [http://ehe.osu.edu/scholarships](http://ehe.osu.edu/scholarships).

For more information on OSU scholarships, you should contact the Student Services Center (SSC) at 614-292-3690 or visit their website at [http://sso.osu.edu/index.html](http://sso.osu.edu/index.html) or visit them in person in Student Union 114.

Have a nice day!

Ben

[THE OHIO STATE UNIVERSITY]

Benjamin M. Forche, M.Ed.,
Coordinator of Advising Communication
Undergraduate Student Services College of Education and Human Ecology
2000 MCES Building, 205 W. 17th Ave., Columbus, OH 43210
EMail: 292-5061 Office: (614) 688-4609 Fax:

CREATING A STRATEGIC DIGITAL ADVISING AND COMMUNICATION PLAN
Improving Student Engagement with Digital Advising Communications

Do I really need a plan?

You’re probably winging it. You’re winging it if you take lots of action with social media and email marketing, but still fail to see results. ... The surest way to achieve your fundraising goals is to have a plan. Plus, writing it down helps remove anxiety and uncertainty from the process."

- John Haydon

http://www.johnhaydon.com/
“John Haydon is one of the most sought-after digital marketing experts for nonprofits and charities. He has helped hundreds of nonprofits achieve their best marketing and fundraising results. John is a trainer, coach, consultant, speaker, and author of Facebook Marketing for Dummies”

Read more at http://www.JohnHaydon.com

---

**POLL**

Do you have a written communication plan?

**Knowledge Share**

If yes, what’s been the most helpful component of your communication plan?
Create Multiple Plans

Orientation → Graduation

Create Multiple Plans

Orientation → Sophomore Year

Retention Corner

National Average: 1st – 2nd Year: 64.2%

What are some others? Share your ideas in the chat!
Develop Categories & Priorities

Tips for Creating an Initial Plan

- Identify points of opportunity
- Avoid “spamming”
- Use Appreciative wording
- Select appropriate media
- Use a Committee
- Review, Revise, Review
### Communication Plan Overview

**Master Communication Plan**

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Communication Plan**

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>COMM. DATE</th>
<th>MESSAGE</th>
<th>AUDIENCE</th>
<th>ACTION</th>
<th>OFFICE</th>
<th>COMM. PARTNER</th>
<th>COMM. DATE</th>
<th>COMM. PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Both are available in your resources!
- **Communication Plan Overview**

**Master Communication Plan**

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>AUG</th>
<th>SEPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Dates/Deadlines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major Application Deadlines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scholarships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate &amp; Professional School</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jobs &amp; Internships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Perspective</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Success</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service/Volunteer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Recognition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At-Potential Outreach</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

List campaign’s by **priority order**

**Priority defined:**
1. Affects a student’s **academics**
2. Affects a student’s **finances**
3. Date/deadline not in my control

---

**Communication Plan Overview**

**Communication Plan**

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>COMM DATE</th>
<th>MESSAGE</th>
<th>AUDIENCE</th>
<th>CAMPUS PARTNER</th>
<th>OFFICE</th>
<th>CONTACT PERSON</th>
<th>CONTACT INFO</th>
<th>COMM DATE</th>
<th>DELIVERY METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Planned date/week/day for a piece of communication.
- Topic of message. *(actual message crafter later)*
- The intended audience of message. *(1st years, transfers, etc.)* *(if applicable)*
  - Office name
  - Position/Person
  - Email, phone, etc.
- Planned date of their communication to students.

How you plan deliver your message.
Identifying Potential Barriers

- Money
- Time
- Personnel
- Expertise/Training
- Yourself!
Communication Committee

Task:
Create Strategic Communication Plan
- Realistic Timeline: 3-4 Months
- Members: DIVERSITY!
  - Internal & external
  - Tech savvy and inexperienced
  - Veteran’s and new hires

Decision Makers

- Who?
- Value?
- Present/Propose
Improving Student Engagement with Digital Advising Communications

---

**Creative Application**

- Identify various levels of software, hardware, and technology
- Range: Free - $Dream$
- Value = $$

---

**Design**

- Identify points of interest
- Compliance
  - FERPA
  - ADA
  - Institution Policies
  - Branding
- Start small
- Keep in mind - Temporary!
• Start with a pilot group!
• Identify those with high yield potential
• Don’t through out the old system, yet

Assess &
Edit

• Evaluate your pilot study
• Did it work? Surprises? Edits?
• Rework, and possibly re-pilot
Present to the Decision Makers

- Pilot feels complete, and accomplishes purpose
- Show evidence of success/effectiveness
- Worth the money/time/personnel/training

Implement

- Re-design
- Implement on a full scale
- Wean off the old system - take your time
- Expect bugs
Assess & Edit

- Evaluate
- Edit
- Implement

Evaluate and Edit once a year.

LEVERAGING PARTNERSHIPS TO REPURPOSE CONTENT
Don’t reinvent the wheel!

Identify partners & stakeholders

"Tell me again - why is your wheel better...?"

Partners & Resources

- Align campaign’s with other offices on campus
  - Is someone already doing it?
    - e.g. study abroad fair
  - Collaborate
    - Your offer: free marketing and connections to students
Partners &
Resources

<table>
<thead>
<tr>
<th>CAMPUS PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFICE</td>
</tr>
<tr>
<td>Study Abroad</td>
</tr>
<tr>
<td>Student Life</td>
</tr>
</tbody>
</table>

- Identify offices as you’re creating rough draft of plan
- Setup meetings with identified offices
  - If partnership develops, identify a point of contact
- Write down communication dates, when known
  - Comm date is very beneficial when planning for following years
MEDIA SELECTION

Media Selection & Budget

- Select the appropriate Delivery Method
- Know the limitations & expense of each delivery method

August December May
Selecting the Delivery Method

Media Selection  
Email newsletters
### POLL

**Do you send email newsletters to your students?**

**Knowledge Share**

If yes, share what software/service you use and/or web links to your newsletters.

---

### Media Selection

**Email newsletters**

#### PROS
- Official university approved method of communication
- Allows author to be specific and detailed
- No limit on content amount
- Easily link to other websites

#### CONS/CHALLENGES
- No limit on content amount
- Time-consuming to create
- Mobile-friendly
- Over 100 email clients
- Tracking - Email on Acid
- Become a billboard
Considerations for HTML Newsletters

- Purpose/Plan
- Editions
- Content source
- Creator/Editor (time!)
- Frequency/Length
- Outside vs. Internal Information
  - Submission policy
- Institution Policies/Branding Compliance
- Duplication with other Departments
- Accessible

Let’s see some examples!

Newsletter Examples

[Image of newsletter examples]
Improving Student Engagement with Digital Advising Communications

### HTML Newsletter Software

- MailChimp
- DW
- Brackets

### Media Selection

- **Social media**

- **Facebook Tip**
  Posts with photos see ~40% increase in "engagement"
Media Selection

“Borrow” my ideas!

Social media

Ohio University

ThE OHIO STATE UNIVERSITY

College of Education and Human Ecology

https://twitter.com/PCOEadvising
http://facebook.com/EHEAdvising
https://instagram.com/ehestudentservices/
https://twitter.com/OSUEHE_Advising

Media Selection

Post Considerations

<table>
<thead>
<tr>
<th></th>
<th>Character Limit</th>
<th>Photos</th>
<th>No. of Photos</th>
<th>Suggested Post Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>60,000</td>
<td>Yes</td>
<td>unlimited</td>
<td>2x day</td>
</tr>
<tr>
<td>Twitter</td>
<td>140</td>
<td>Yes</td>
<td>4</td>
<td>3x day</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,200</td>
<td>Yes</td>
<td>1</td>
<td>As needed</td>
</tr>
</tbody>
</table>
Do you use a text-messaging service with your students?

Knowledge Share
If yes, share what service you use and how your experience has been with it?

Media Selection

Text Messaging

PROS

- Preferred method of communication among millennial generation
- Short and to the point messages
- Can turn off notification feature
- Phone number not accessible
- Free
- Maintains communication feed

CONS/CHALLENGES

- Not all students will use it
- Not ideal platform for specific, detailed responses/directions
- University branding
- FERPA/Data Fees
Media Selection

Text Messaging

Picture of GroupMe

Screencast vs. Web Video

Screencast

“A screencast is a digital video recording of a user’s screen or desktop complete with real-time or post-edited narration. It is often done as a video tutorial to allow viewers to follow exactly what the tutor/narrator is doing.”

Source: https://www.techopedia.com/definition/15721/screencast
Improving Student Engagement with Digital Advising Communications

Media Selection

- Screencast
- Jing
- SCREENCAST
- YouTube
- Camtasia Studio

Considerations
- Hosting server
- ADA Compliance
- Video Length
- Webcam and microphone

EXAMPLE SCREENCAST
http://screencast.com/t/ufgqc3j1

Lots of Media Options, but....

What about the money?!
### Budget Considerations

<table>
<thead>
<tr>
<th>Software</th>
<th>Price</th>
<th>Skill Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlook/Email</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
<tr>
<td>Dreamweaver</td>
<td>$20/mon</td>
<td>Advanced</td>
</tr>
<tr>
<td>Brackets</td>
<td>FREE</td>
<td>Advanced</td>
</tr>
<tr>
<td>Mail Chimp</td>
<td>FREE (2,000 subscribers)</td>
<td>Beginner</td>
</tr>
<tr>
<td>Notepad/Text Edit</td>
<td>FREE</td>
<td>Expert</td>
</tr>
<tr>
<td>GroupMe</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
<tr>
<td>Canva</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
<tr>
<td>Camtasia</td>
<td>$300</td>
<td>Advanced</td>
</tr>
<tr>
<td>Jing</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
<tr>
<td>Screencast-O-Matic</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
<tr>
<td>QuickTime</td>
<td>FREE</td>
<td>Beginner</td>
</tr>
</tbody>
</table>

---

**#AItraining**

### AUTOMATING YOUR EVERYDAY COMMUNICATION
Improving Student Engagement with Digital Advising Communications

Automation

Using Qualtrics to automate communication with students, while also assessing behaviors and traits.

← See Qualtrics Quick Guide handout
EXAMPLE

Survey: Advising Intake Survey

Description: Students “check-in” with this survey when arriving for their advising appointment to determine the reason for the appointment, rank/year, and who they are meeting.

Automation: Completed surveys automatically emails student with a student advising satisfaction survey.
Improving Student Engagement with Digital Advising Communications

**Automation**

Please indicate your current academic standing:
- High School Student
- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- Other

**Automation**

Who are you meeting with today?
- Samantha Coughlin
- Kelly Clark
- Curt Fruin
- Greg Harter
- Melissa Teague
- Bob Zivic
- Ms. Kelly Davidson
- Jay Cebb
- Post Demo

Other
Improving Student Engagement with Digital Advising Communications

Automation

What is the reason for this meeting? Check all that apply.
- Prospective visit (high school)
- Academic Advising
- Academic Probation
- Praxis Core
- Ohio Assessments for Educators
- Admission to Teacher Candidacy
- Admission to Advanced Standing
- Admission to Professional Internship
- Other

Submit

Automation

Automated Email

Send An Email On Survey Complete:
- To Email Address: 3pJQ111130e5766l6q250@e.0t.o
- From Name:
- Reply-To Email: trig@mailserver.com
- Subject: Advising Survey
- Message:

We appreciate and value your feedback. Please consider taking a few moments to let us know how your visit went. All responses are anonymous.

https://chic.qualtrics.com/SV-3E7tDk8VwMop673P5217L37

OHO UNIVERSITY
The Patric College of Education

Send Immediately: 

Include Response Report

Finish Editing
ASSESSING YOUR COMMUNICATIONS CAMPAIGN

Surveying Students

- Google Forms
- Qualtrics
- SurveyMonkey
- surveygizmo
- Typeform
- Wufoo
Improving Student Engagement with Digital Advising Communications

Assessment

Surveying Students

1032 students surveyed who were entering Ohio State

<table>
<thead>
<tr>
<th>Answer</th>
<th>Response %</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school student</td>
<td>20%</td>
</tr>
<tr>
<td>Attending another college/university</td>
<td>45%</td>
</tr>
<tr>
<td>Completed high school, but not college/university</td>
<td>2%</td>
</tr>
<tr>
<td>Completed some college/university, but not enrolled</td>
<td>8%</td>
</tr>
<tr>
<td>Completed a college/university degree</td>
<td>24%</td>
</tr>
</tbody>
</table>

Do you use social media?

<table>
<thead>
<tr>
<th>Answer</th>
<th>All 1032 students</th>
<th>High school students (152)</th>
<th>Completed a degree (185)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
<td>79%</td>
<td>92%</td>
</tr>
<tr>
<td>Twitter</td>
<td>51%</td>
<td>53%</td>
<td>29%</td>
</tr>
<tr>
<td>Instagram</td>
<td>47%</td>
<td>78%</td>
<td>45%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>15%</td>
<td>4%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Improving Student Engagement with Digital Advising Communications

Social Media Analytics

Click 3 vertical bars for analytics on an individual post.

Analytics of full Twitter Account

https://analytics.twitter.com
Improving Student Engagement with Digital Advising Communications

Social Media Analytics

Analytics of full Twitter Account
https://analytics.twitter.com

OVERCOMING COMMUNICATION CHALLENGES
Challenges

- Time Constraints
- Valid Content
- Developing Partnerships
- Committee Size
- Full-scale too soon
- Technology/software options

Overcoming Time Constraints

- Create a rough timeline and stick to it!

- Establish hard and soft deadlines
  - Hard Deadline: milestones (pilot start date)
  - Soft Deadline: working meetings (bi-weekly)

All meetings should be working meetings - no homework!
Valid Content: What should be included?

- Advising office
- College office
- Student Life
- Local community

Decide early on what will be in your communication plan, and don’t deviate.

Developing Partnerships

Not every office will want to collaborate.

- Identify your value and buy-in before meeting.
- What do you want from [insert office name here]
Committee Size: Who should to be at the table?

- Avoid too many cooks in the kitchen.
- Voices present should not be repeating.
- Diversity

<table>
<thead>
<tr>
<th>Example Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Director of Advising</td>
</tr>
<tr>
<td>Coordinator of Advising Communication</td>
</tr>
<tr>
<td>Education Academic Advisor</td>
</tr>
<tr>
<td>Human Sciences Academic Advisor</td>
</tr>
<tr>
<td>PhD Student in Higher Ed. Student Affairs</td>
</tr>
<tr>
<td>Alum – former student</td>
</tr>
</tbody>
</table>

Full-Scale

- First year goal: Create a pilot
- Keep the communication plan a working document to allow for flexibility
  - Plan for known
  - Write-in the unknowns
Technology Options

- Stay flexible and adapt
- Moore’s Law
  - “Moore’s Law is a computing term which originated around 1970; the simplified version of this law states that processor speeds, or overall processing power for computers will double every two years.”

Source: http://www.mooreslaw.org/

#AItraining

STUDENT PRIVACY CONSIDERATIONS
Student Privacy Considerations

FERPA

“The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.”
- FERPA Website

HIPPA

“HIPAA is the federal Health Insurance Portability and Accountability Act of 1996. The primary goal of the law is to make it easier for people to keep health insurance, protect the confidentiality and security of healthcare information and help the healthcare industry control administrative costs.”
- HIPPA Website
  http://www.hhs.gov/hipaa/

Student Privacy Considerations

Email newsletters

- Only send communication to university approved email account.
- Cannot verify identity of third-party email accounts (Yahoo!, Gmail, etc.)
- Always, BCC students, or use a listserv with membership list hidden
- Screen-shot examples - remove student identifiers
Improving Student Engagement with Digital Advising Communications

Student Privacy Considerations

Text Messaging

Disclaimer:
Standard text messaging rates may apply. Consult your provider for more information.

Do not share any FERPA covered information.
- Cannot verify identities

Student Privacy Considerations

Social media

If “following” students...

“Expectation to act”

Consult with your institution’s legal team for further guidance.
Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.