STRATEGIES WORKSHEET

Create and Implement a Communication Plan that Provides for a Clear Means of Top-Down, Bottom-Up, and Lateral Communications (b) Between students and the University to identify and correspond with offices and authorities on campus

Communication issues were raised by several students and staff at Town Hall meetings. Specific issues that students mentioned were communication about financial aid, campus organizations, housing, and opportunities for involvement, especially for new and transfer students. Communication between potential and current students and the university is also a key part of recruitment and retention.

Modes of communication have changed drastically. In 2017, 61% of high school students were open to receive communications from universities via text message (Ruffalo Noel Levitz, 2017). ECU does not currently communicate with prospective students via text.

Changes in communication also provide opportunities for bottom-up feedback from students, including "social listening," which is the practice of finding out what people are saying about an organization on social media and responding as appropriate. Social listening provides invaluable data about how people perceive ECU and is part of providing excellent customer service (Clark, Fine & Scheuer, 2017; Maben & Gearhart, 2018). ECU's Communications & Marketing Department has basic social listening software but it is not thorough enough and the department lacks enough staff members to properly keep up with social listening.

This strategy will involve the following:

1. Make communication and navigation more convenient for current and prospective students
    a. Implement consistent, ADA compliant wayfinding signage in campus buildings
    b. Research and implement a 24/7 texting service that allows students to text questions and receive responses
    c. Provide campus information through a mobile application or mobile friendly intranet
2. Implement consistent messaging to students
    a. Determine messages that need to be delivered to students regularly (deadlines, policies, etc.) and create interdepartmental procedures for delivering those messages
3. Implement means of accepting direct and indirect feedback from students
    a. Research and implement social listening
    b. Implement an on-going feedback mechanism for students to provide anonymous feedback on their experience

B. Contribution to Other Goals

This strategy will also contribute to the following other goals:

- Goal 2: Maintain strong undergraduate and graduate enrollments and high retention, graduation, and job placement rates
- Goal 3: Create and nurture an inclusive, dynamic, and engaging experience for all stakeholders

C. Specific Actions, Elements, Steps, and Timelines

[To be left blank for now per consultants]

D. Potential Models and Useful Information