

Differentiated Care Communication Plan: Fall 2023

Short Term Plan Targets

Who	What	How Much	When	Why
IPEDS Fall 2023, FTIC, Credential-Seeking	Meet with assigned Advisor	Increase & Maintain No Gap Fall 2022 Overall Rate: 71% Black: 69% Latinx: 70% White: 69%	Fall 2023 End of Semester	A leading indicator to creating a future-oriented Educational Plan
IPEDS Fall 2023, FTIC, Credential-Seeking	Created future-oriented Education Plan	Increase & Reduce Gap Fall 2022 Overall Rate: 69% Black: 62% Latinx: 69% White: 69%	Fall 2023 End of Semester	Supports one of the most influential data elements informing our Persistence Prediction Score (SNAPP)
IPEDS Fall 2023, FTIC, Credential-Seeking	Attain a 1 st Fall Harper GPA of 2.5 or greater	Increase & Reduce Gap Fall 2022 Overall Rate: 56% Black: 38% Latinx: 50% White: 59%	Fall 2023 End of Semester	Supports one of the most influential data elements informing our Persistence Prediction Score (SNAPP)
IPEDS Fall 2023, FTIC, Credential-Seeking	Earn a Moderate or High number of Credits during 1 st Fall (If FT, 12 or more; if PT, 6 or more)	Maintain & Reduce Gap Fall 2022 Overall Rate: 59% Black: 43% Latinx: 53% White: 63%	Fall 2023 End of Semester	Supports one of our IEMS and is a Momentum Metric that is predictive of completion; reducing equity gaps for this metric can directly impact equity gap reduction in graduation rates.
IPEDS Fall 2023, FTIC, Credential-Seeking	Persist to Spring Semester	Increase & Maintain No Gap Fall 2022 Overall Rate: 83% Black: 81% Latinx: 79% White: 84%	Spring 2024 Enrollment Census 1	Supports an IEM related to Fall to Spring persistence, which is a leading indicator of Fall-to-Fall Persistence.

IPEDS FTIC Cohort Explanation

Definition: New, first time in college, credential seeking, starting in a fall semester.

Influences: Official College Fall-to-Fall Retention and Graduation Rates (*the graduation rate only considers those who started full time*).

Active Cohorts: Considering the official Graduation Rate uses a three-year timeline, there are three active cohorts at most points in the year. During the Fall 2023 semester, the following IPEDS cohorts will be considered 'active' since they have not yet met the 3-year deadline to graduate.

- Fall 2023 Cohort > Have through Summer 2026 to earn a credential
- Fall 2022 Cohort > Have through Summer 2025 to earn a credential
- Fall 2021 Cohort > Have through Summer 2024 to earn a credential

Delivery Mode Legend



Snail Mail



Advisor: Student Meeting



Event



Starfish



Phone Call



Email
























Text



















Internal Auditing






Plan Tactics

Week	Focus	Audience	Delivery Mode	Message Source
Pre-Semester	Awareness of five elements that support high 3-year year graduation rates	New, FTIC, Degree-Seeking Students & Home Influencers		Marketing
	Start Smart Enrollment to support College Policy	New, FTIC, Degree-Seeking Students entering with <12 credits		New Student Advisors
	ENG/MTH Enrollment to support IEMs/DERA	New, FTIC, Degree-Seeking Students		New Student Advisors
	President's Address Marketplace Event	Harper Employees		All Advisors
Ongoing Weeks 1-16	Early Alert - Supporting successful course completion and persistence of IPEDS designated students.	Any student, but with a focus on active IPEDS Cohorts (new, FTIC, Credential Seeking) with an At-Risk or Moderate Risk Persistence Prediction Score		Starfish Early Alert Surveys and 'Any Time' Feedback / Assigned Advisor Follow Up
Week 1 August 21	Maintaining FA Eligibility	Continuing Students w/Financial Aid Warning Status		Orientation Leaders
	FYS 101 Early Class Engagement	All FYS 101 Students who have Never accessed Blackboard		Auto Starfish Generated Email / Orientation Leader Calls
Week 2 August 28	Welcoming & Belonging	All Credential-Seeking Students		Salesforce. Executed by One Stop, but email is sent from the Assigned Advisor
		At-Risk , New, Credential-Seeking Students		Assigned Advisor
		Moderate Risk , New, Credential- Seeking Students		Orientation Leaders
Week 3 September 4	FYS 101 Ongoing Class Engagement (Begins Week 3 and continues until Week 14)	All FYS 101 Students who are not accessing Blackboard on a regular basis		Auto Starfish Generated Email
		At-Risk & Moderate Risk FYS 101 Students who are not		Orientation Leaders

Week	Focus	Audience	Delivery Mode	Message Source
		accessing Blackboard on a regular basis		
	Harper Wellness Bash Event: September 6	All Students		All Advisors
Week 4 September 11	Future Educational Plan	All Credential-Seeking Students who have an Ed Plan		Starfish Kudos Email from the Assigned Advisor
		All Credential-Seeking Students who need to create an Ed Plan <i>Differentiated language among At-Risk/Moderate Risk (drop in availability) and Low Risk</i>		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor
	Classroom Visits	All Students in Start Smart Sections		FYS: C Suite Advisors Non-FYS Start Smart: A Suite Advisors
	Hullabaloo Event	All Students		All Advisors
Week 5 September 18	Not Too Late for Financial Assistance for Current Year	IPEDS Cohort Yr 1 students who have not submitted a FAFSA or Alternative Application for the current AY		SignalVine Text / Executed by One Stop (all replies/communication goes to One Stop)
Week 6 September 25	"Resources to the Rescue" Fair Invitation	All Credential-Seeking Students		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor
		At-Risk & Moderate Risk Students from any active IPEDS Cohort		SignalVine Text / Executed by One Stop (all replies/communication goes to One Stop)
	Future Educational Plan	At-Risk , Credential- Seeking Students who do not have an Ed Plan and do not have a future appointment scheduled		Assigned Advisor

Week	Focus	Audience	Delivery Mode	Message Source
Week 7 October 2	Advisor Meeting	Moderate Risk , Credential-Seeking Students who are Black or Latinx and have not met with an advisor this semester		Orientation Leaders
	Create a Resume with the JPRC	All Credential-Seeking Students who are at the 50%+ threshold toward satisfying their program requirements		Salesforce / Executed by One Stop, but email is sent from the jprc@harpercollege.edu
	Kudos for Kudos	Students who received two or more faculty issued Kudos		Starfish Kudos Email from Dean of Students
Week 8 October 9	Not Attending at Midterm > In Danger of Receiving an F <i>(Begins Week 8 and continues through Week 9)</i>	Any student marked as not attending at midterm.		Banner workflow executed by the Registrar's Office. Emails go to students the day after the faculty member submits their midterm attendance.
	"Resources to the Rescue" Fair Sponsored by Academic Advising	All Students		All Advisors
Week 9 October 16	Get Ready to Register	All Students		Registrar's Office /Marketing
	Get Ready to Register <i>(Spring 2024 schedule tentatively available October 14)</i>	All Credential-Seeking Students		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor
	Stop Out Outreach	Students from active IPEDS Cohorts who are not enrolled		SignalVine Text / Executed by One Stop (all replies/communication goes to One Stop)
		Students from active IPEDS Cohorts (Cohort 1, 25%+ complete; Cohort 2, 50%+ complete; Cohort 3, 60%		One Stop

Week	Focus	Audience	Delivery Mode	Message Source
		complete) who were last enrolled Fall 2022 or earlier.		
		Students from active IPEDS Cohorts (Cohort 1, 25%+ complete; Cohort 2, 50%+ complete; Cohort 3, 60% complete) who were last enrolled Spring 2023 or Summer 2023.		Assigned Advisor
Week 10 October 23	Developmental Education Course Compliance Registration Hold > Connect with Advising for Course Planning	New, Degree-Seeking Students from Summer 2023 or Fall 2023 who placed at the developmental level and neither did not register for dev courses in Fall 2023, nor have any planned for Spring 2024.		Salesforce / Executed by One Stop in collaboration with the Testing Center
Week 11 October 30	Not Attending at Midterm > In Danger of Receiving an F	All Credential-Seeking Students who have been marked in one or more courses as not attending and the student does not yet have an earned grade in the course or a withdrawal.		Assigned Advisor
	Harper Open House: November 1 (5:00-7:00 PM)	Prospective Students		Select Advisors
Week 12 November 6	Advertise Upcoming PICU Transfer Fair – with GECC messaging (PICU slated to occur November 14)	All Students		Salesforce / Executed by One Stop
	Kudos for Kudos	Students who received two or more faculty issued Kudos		Starfish Kudos Email from Dean of Students
	Students Who Might Be Able to Graduate	Students from active IPEDS Cohorts who have completed graduation requirements or are in progress of completing yet have not petitioned. Also,		IPEDS Cohort Tracking Report. Executed by the Registrar's Office

Week	Focus	Audience	Delivery Mode	Message Source
		identify those w/o a credential who may qualify to earn the IAI GECC.		
Week 13 November 13	Finish the Semester Strong	All Credential-Seeking Students <i>Differentiated language among At-Risk/Moderate Risk (drop in availability) and Low Risk</i>		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor
	Enrollment Day Event: November 15	All Students		All Advisors
Week 14 November 20	<i>Placeholder for Wellness Center Event</i>	All Students		All Advisors
Week 15 November 27				
Week 16 December 4	Enjoy Winter Break and How to Engage with Advising Between Semesters	All Credential Seeking Students		Starfish Kudos Email from the Assigned Advisor
	Kudos for Kudos	Students who received two or more faculty issued Kudos		Starfish Kudos Email from Dean of Students