Student Communications via SSC CAMPUS – Use of the “Send Message” Action

Purpose:
1. Promote effective communication between advisor and students
2. To reduce the risk of email overload, and maintain the integrity of the registrar’s policy on availability of student lists (data reports and queries).
3. Maintain the integrity of the advisor/student relationship, particularly the importance and urgency of direct advisor/student communication.

Overview:
- As students are frequently sent large amounts of bulk email, the CAMPUS platform should be used to communicate official advising related information, policy, reminders, alerts and action items that impact the standing, progression, retention, and graduation of students.
- As a communication tool, CAMPUS should be used by advisors to communicate directly with their assigned students (either in groups or individually).
- In cases where advisors are not assigned students, communication via campus should only occur with students the advisor has direct responsibility for or has/is developing a relationship with.
- The CAMPUS platform should not be used to market events to large groups of students. There are other platforms and better methods for marketing events to students at UMass.
- It is highly recommended that each school/college/major (depending on administrative structure) should have a representative who manages and tracks what communications should be sent, when, and by whom. It is also best practice to develop communication schedules and share them across your college (and with Student Success) to reduce duplication, over-communication, and ensure consistency of message/purpose.

Remember:
- There should be specific actions and/or outcomes of email sent to students that is related to advising (official advising related information, policy, reminders, alerts and action items that impact the standing, progression, retention, and graduation of students).
- The marketing of events to large groups of students via the CAMPUS platform is highly discouraged due to the risk of overuse and duplication of messages across students falling into multiple populations.
- The platform will remain an effective student/advisor communication tool as long as the significance of the messages sent remains high (from the student perspective) and the frequency of messages sent remains low (within the context of all the messages a student receives from UMass).

For assistance in developing a policy, schedule, or outreach campaigns feel free to attend a Bi-Weekly Campus Advisor Development Session (BiCAD), contact Student Success at our CAMPUS@umass.edu email, or give us a call at 5-6493.