Communicating with Students and Parents

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Agenda

• Organizational Structure Change
• Simplification
• Communication Cycle
• Award Notification
• MyUI
• Q & A

Organizational Structure Change

• OSFA reorganized to create a department focused on communications in July 2018
  • Sara Even
  • Alli Schlue
• Align work with Enrollment Management and Strategic Communications
Simplification

Reading level matters
- Average reading level of 16 to below 12
- Use MS Word to test this for all communications (website, email, handouts, etc)

Website analysis
- Use Google Analytics to track traffic
- Remove pages with no/few hits
- Address redundancies

Email analysis
- Keep messages limited to immediate action item
- Use images to drive action when possible
- Automate with operational processes
- Use MAUI or Dispatch reports to identify common populations

Communication Cycle

Basic financial aid info included in Admissions outreach to prospective and admitted students
- FAFSA filing campaign
- Automatic emails alerting students and parents of problems with the FAFSA
- Automatic emails to students and parents about missing or incomplete forms
- Award notification
- Targeted orientation outreach
- Targeted missing form outreach

Enrolled hours vs financial aid hours mismatch
- Annual financial aid policy reminder
- Excelling @ Iowa outreach
- Past due U-Bill outreach
- Midterm warnings
- Satisfactory Academic Progress alerts
- Scholarship cancellations
- Miscellaneous emails throughout the year
Award Notification

- Completely overhauled for 2019-2020
- Personalized and simplified
- Paper awards sent to first-year and transfer undergraduates with follow-up emails sent to students and parents of dependent students one week later
- Emails sent to returning students, graduate/professional students, and parents of dependent students

MyUI

- Simplified and made more intuitive
- Generic and personalized instruction options available for missing forms
- Allows students to upload missing forms securely
- Color coded for action items

Questions?
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