To Withdraw or Not To Withdraw??

A Technology-Driven Campus-Wide Approach to Students' End-of-Semester Decision Making



Remote Learning Challenges

- COVID
- Increased demand for advising services
- Faculty and advisor reports
- Blackboard usage data
- Increased requests for tech support
- Late semester critical changes to deadlines and policies
- CUNY/State budget crisis



Lehman's Advising Landscape





Solution:

Centralizing Advising Initiatives

- Calling campaigns
- Early Alert
- Hobson's CRM/text messaging
- Zoom Support Room
- Registration Forms
- Decision Trees



Calling Campaigns: Campus-wide Collaboration

- Campus wide approach to student success
- Teams Virtual Support Center
- Power Automate Student Follow
 Up Form
- Hobson's Connect for Script and List Distribution

Hello Mikhait,

Thanks for being part of our Spring 2021 calling campaign. We are excited that you have agreed to participate in this most important campaign. The goal of the day is to ensure that every student who wants to return to Lehman for the Spring 2021 term has the ability to do so. Your calls today will go a long way to ensure that our students feel supported and cared for

Whether you are faculty, staff, or student we know that you don't have all the answers. To ensure that you have the best opportunity to address student concerns and make the most of your call we have taken two new steps to empower you during your discussions with students:

- MS Teams: Please follow this <u>link</u> to access the Call Campaign MS Team. During the calls, you can use
 the various channels to get assistance from specialists in each department. If you are unsure, please use
 the general channel and @Christopher Buonocore will be on call to review and assist.
- MS Form for Student Follow Up: If you fill out this form it will generate an automated email to the student
 with additional support information, see attached for sample. It will be sent to the student from
 microsoft@powerapps.com and you will be BCCd, so that you have a record.

Here are you calling campaign links:

- Calling Script: https://staticiad.askadmissions.net/curry/ehmanretain/usermedia/CallCampaign/Undergraduate_Script_1-22-2021.docx
- Calling List: https://static.askadmissions.net/cunvlehrnanretain/usermedia/CallCampaign/Sp21_Call_List_UGRD_21.xlsx

Thanks again, Richard Finger



Calling Campaigns: Campus-wide Collaboration

1. Your preferred signature *	
Whatever you enter here is where the email will come "from". So you might s as apposed to "Chris"	want to type "Professor White" or "Dr. Smith"
Enter your answer	
2. Your email address *	
Enter your answer	
3. Student EMPLID *	
Erster your answer	
I. Student first name *	
Enter your answer	
. Student email address *	
Enter your answer	

Dear William,

It was nice to connect with you today! We have developed the list of resources below to help put you in touch with the right department in the most efficient way possible.

I hope that you will use this guide and know that we are committed to supporting you.

Sincerely,

enn

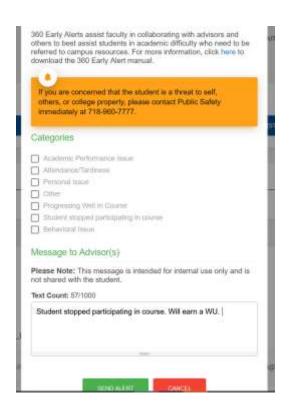
- Registration Assistance Lab Live availability Monday Friday 9am 5pm to assist students with claiming their accounts, answer basic questions, and make referrals.
- Academic Advising Assistance Connect and schedule appointments with advising units on campus.
- Major/Minor Advising Assistance Access to departmental advising schedule via the "Undergraduate Advising" and "Graduate Advising" tab.
- . Academic Department Referral Form Form for students who are having difficulty connecting with a major/minor advisor.
- Registration Assistance Form Form for students who know the courses that they need to enroll in but are having difficulty completing their registration.
- Financial Aid: Email financial.aid@lehman.cuny.edu or visit the Financial Aid website
- Bursar; Email Bursar.Department@lehman.cuny.edu or visit the Bursar Office website
- View the Academic Calendar
- . The Counseling Center offers free and confidential services in a safe environment
- Instructional Support Services Program offers academic coaching and tutoring
- · Student Disability Services if applicable

If you want to unsubscribe from these emails, please use this form.



Early Alert: AA & EM Collaboration

- Reopened Early Alert during last
 10 days semester
- Report students who will earn a
 WU or F grade in course
- Updated messaging to student to align with withdrawal deadline an CR/NC policy





Hobsons CRM/Text Messaging

Thursday, June 3, 2021		Are you still trying to	All students with reg appointments for term
Thursday, June 3, 2021			
		register for a Summer	excluding incoming FTFT (exclude already
	Email, Txt Msg	Class?	registered from text)
Wednesday, June 9, 2021	Email/Text	Blackboard Log-in nudges	All students registered for Term
Monday, June 14, 2021		Congratulations on your	
		summer enrollment,	
		payment reminder and	
	Email	payment plan info	
Friday, June 18, 2021		Reminder: Virtual	
		Departmental Advising	
		Day this Tuesday and	All students with reg appointments - NOT
	Email	Wednesday	registered excluding incoming FTFT
Saturday, June 19, 2021		Summer 2021 - Study with	
		a Friend or Family	
	Email	Member	All undergraduate and graduate students
Tuesday, June 22, 2021		Payment reminder;	
		Financial Liability	
	Email	reminder to protected stu.	students with balance > threshold
Thursday, June 24, 2021		while the College is	
		Closed for Summer	All students with reg appointments for term
	Email	Friday's	excluding incoming FTFT
Monday, June 28, 2021	Email	Summer Withdrawal	
		Reminders	All students registered for Term

Handle your holds early!

According to our records, you have the following hold(s) on your account that will prevent your registration.



Please follow each link for detailed information on how to resolve these holds so that you can proceed with registration.

O Advisement Hold (ADV) - You must schedule an appointment with an academic advisor by clicking here.

If you are an entering transfer student, click here to connect with a Live Agent for further assistance. Click on the Lehman Lighting Bot and type "agent."

- Bursar Hold Check your CUNYfirst Self Service Center and review the 'Holds'. For details about payment options, visit the <u>Bursar's website</u>.
- Financial Aid requirement Review your CUNYfirst To Do List and submit the required document(s) or information.
- ☐ Graduate Admissions Hold Check your CUNYfirst Self Service Center and review the 'Holds.' Submit required documents to the Office of Graduate Admissions.
- D Immunization Hold Check your CUNYfirst Self Service Center and review the 'Holds' For details about immunizations requirements, visit the <u>Student Health Center</u>. The documents can be submitted online through Lehman 360.
- Office of the Registrar (Declaration of Major Hold) Official Federal and TAP regulations state, all students who have earned at least 60 credits MUST declare a Major (Academic Plan) by the established major declaration deadline listed in the academic calendar (click here). Failure to officially declare your Major will make you ineligible for TAP (NYS Aid) and Title IV (Federal Financial Aid).



CR/NC Zoom Support Room:

- Collaborative effort across all academic advising units
- Staffed during entire CR/NC opt-in period
- Shared guidelines/training
- Shared Teams site for questions/scheduling
- Advertised on Lehman's homepage, CR/NC website, and in all communications



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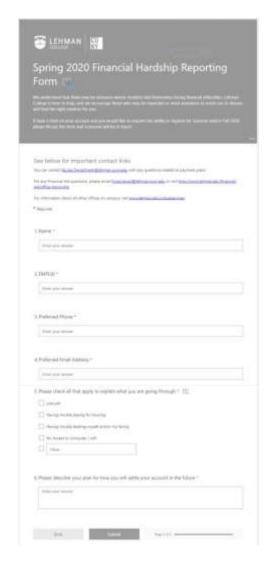






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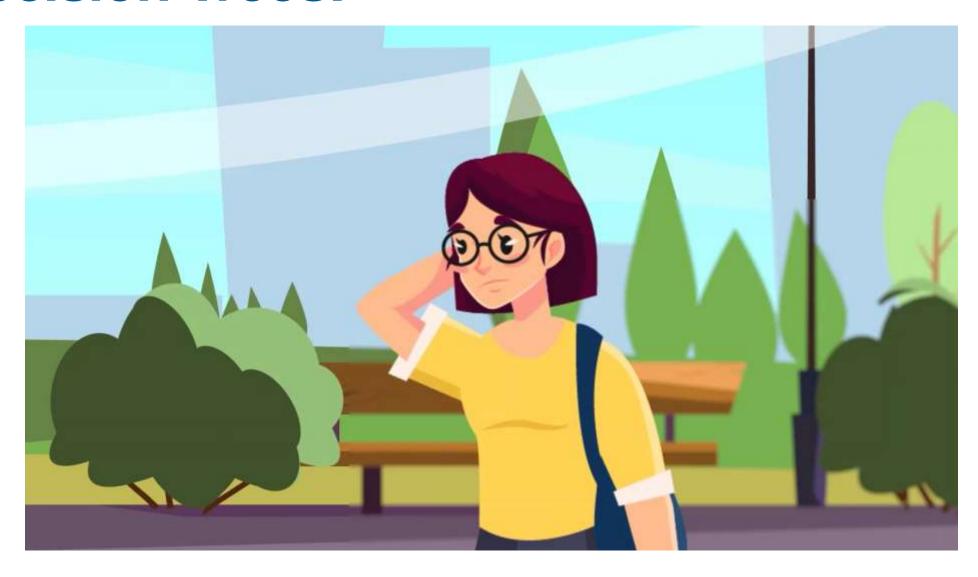


Decision Trees:

- More advanced utilization of MS Forms
- Built-in logic displays specific questions/advice in response to student input
- Utilized to guide students through independent end-of-term decisions regarding their academic record
 - Withdrawal
 - CR/NC



Decision Trees:



Outcomes:

- Over 10,000 calls made
- 1300 end-of-semester alerts triggered
- Hundreds of thousands of behavioral nudges
- 300 visits to CR/NC Zoom Support Room
- 5,000+ forms submitted
- Nearly 2,000 decisions assisted via the Decision Trees

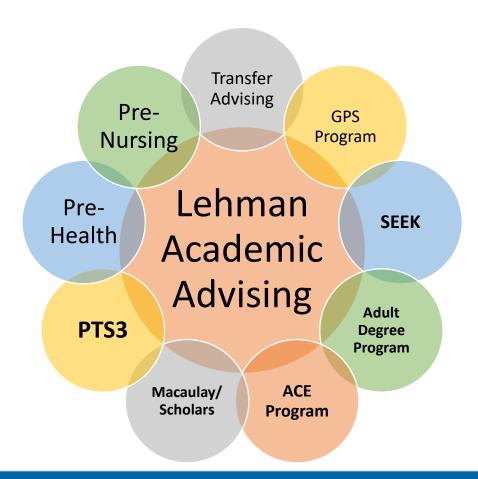


Outcomes:

- Enrollment revenue targets met during FY '21
 - Surpassed targets for Summer and Fall '20
 - Surpassed readmission target by 20% for Spring '21
- Reduced WU, F and D grades in comparison to previous semesters



Lehman's New Advising Landscape



- Create a proactive and unified approach to withdrawal and CR/NC interventions
- Leverage Blackboard usage data for early interventions
- Expand use of DegreeWorks data in behavioral nudging campaigns
- Collaborate for a successful EAB implementation
- Understanding how CPL can be used as ongoing part of student success strategies

