

## Differentiated Care Communication Plan: Fall 2025

### Short Term Plan Targets

Who	What	How Much	When	Why
IPEDS Fall 2025, FTIC, Credential-Seeking	Meet with assigned Advisor	<p><b>Increase &amp; Maintain No Gap</b></p> <p>Fall 2024 Overall Rate: 71%</p> <p>Black: 70%</p> <p>Latinx: 70%</p> <p>White: 71%</p> <p><i>Source: 360</i></p>	Fall 2025 End of Semester	A leading indicator to creating a future-oriented Educational Plan
IPEDS Fall 2025, FTIC, Credential-Seeking	Created future-oriented Education Plan	<p><b>Increase &amp; Reduce Gap</b></p> <p>Fall 2024 Overall Rate: 72%</p> <p>Black: 68%</p> <p>Latinx: 71%</p> <p>White: 73%</p> <p><i>Source: 360</i></p>	Fall 2025 End of Semester	Supports one of the most influential data elements informing our Persistence Prediction Score (SNAPP)
IPEDS Fall 2025, FTIC, Credential-Seeking	Attain a 1 <sup>st</sup> Fall Harper GPA of 2.5 or greater	<p><b>Increase &amp; Reduce Gap</b></p> <p>Fall 2024 Overall Rate: 59%</p> <p>Black: 38%</p> <p>Latinx: 49%</p> <p>White: 67%</p> <p><i>Source: 360</i></p>	Fall 2025 End of Semester	Supports one of the most influential data elements informing our Persistence Prediction Score (SNAPP)
IPEDS Fall 2025, FTIC, Credential-Seeking	Earn a Moderate or High number of Credits during 1 <sup>st</sup> Fall (If FT, 12 or more; if PT, 6 or more)	<p><b>Maintain &amp; Reduce Gap</b></p> <p>Fall 2024 Overall Rate: 60%</p> <p>Black: 43%</p> <p>Latinx: 53%</p> <p>White: 66%</p> <p><i>Source: 360</i></p>	Fall 2025 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 2025, FTIC, Credential-Seeking	Persist to Spring Semester	<p><b>Increase &amp; Reduce Gap</b></p> <p>Fall 2024 Overall Rate: 86%</p> <p>Black: 81%</p> <p>Latinx: 82%</p> <p>White: 88%</p> <p><i>Source: 360</i></p>	Spring 2026 Enrollment Census	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 2025 Cohort > Have through Summer 2028 to earn a credential
- Fall 2024 Cohort > Have through Summer 2027 to earn a credential
- Fall 2023 Cohort > Have through Summer 2026 to earn a credential

## Delivery Mode Legend

 Snail Mail	 Phone Call	 Text
 Advisor: Student Meeting	 Email	 Event
 Internal Auditing	 Starfish	 Blackboard Blackboard Message
 Tracked via Excel	 Embedded Advisor Visit	

Plan Tactics

Week	Focus	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian
Pre-Semester	Awareness of five elements that support high 3-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	
	IPEDS outreach focusing on Black and Latine students who have not yet enrolled – to be completed 6 weeks prior to start of term.	Black and Latine, IPEDS Fall 2024 students who are not enrolled in next term.		Assigned Advisors	
	Outreach to encourage enrollment amongst Black and Latine students that have not yet enrolled – to be completed 6 weeks prior to start of term.	Black and Latine, with enrollment from FA24 to recent that have not yet enrolled for FA25.		SignalVine Text / Executed by One Stop (all replies and communication goes to One Stop)	
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 <b>At-Risk</b> or <b>Moderate Risk</b> Persistence Prediction Score		Starfish Early Alert Surveys and 'Any Time' Feedback / Assigned Advisor Follow Up	
Week 0 August 12	Remind students of important dates including drop dates and advisor drop-in hours.	All new students	 Blackboard	Blackboard message	
Week 1 August 18	Maintaining FA Eligibility	Continuing Students w/Financial Aid Warning Status		One Stop/Financial Aid	
	FYS 101 Early Class Engagement	All FYS 101 Students who have Never accessed Blackboard		Auto Starfish Generated Email Orientation Leader Calls	

Week	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian	
Week 2 August 25	Welcoming & Belonging: Checking on student's first semester Path progress	All Credential-Seeking		Salesforce. Executed by One Stop, but email is sent from the Assigned Advisor	
		<b>At-Risk, New, Credential-Seeking Students</b>		Assigned Advisor	
		<b>Moderate Risk, New, Credential- Seeking Students</b>		Orientation Leaders	
Week 3 Sept 1	FYS 101 Ongoing Class Engagement <i>(Begins Week 3 and continues until Week 14)</i>	All FYS 101 Students who are not accessing Blackboard on a regular basis		Auto Starfish Generated Email based on raised flags.	
		<b>At-Risk &amp; Moderate Risk</b> FYS 101 Students who are not accessing Blackboard on a regular basis		Orientation Leaders call based on raised flags.	
	Targeted Resources Email for underrepresented students. Resources will include items such as Success Services, clubs, Cultural Center, etc.	IPEDS, <b>At-Risk</b> , Credential-Seeking Students		Salesforce. Executed by One Stop, but email is sent from the Assigned Advisor	
Week 4 Sept 8	Educational Planning:	All Credential-Seeking Students who have a future Ed Plan <ul style="list-style-type: none"><li><i>Email Subject: Work Your Path to Success!</i></li></ul>		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	
		All Credential-Seeking Students who need to create a future Ed Plan <ul style="list-style-type: none"><li><i>Email Subject: Plan your Path to Success with an Educational Plan!</i></li></ul>		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	
	PICU Fair Invitation	Enrolled students who completed the "Learning more		SignalVine Text / Executed by One Stop (all replies and	

Week	Focus	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian
		about you" (starfish Intake) since Spring 2025 start end indicated a desire to transfer.		communication goes to One Stop)	
	Classroom Visits Begin	All Students in Start Smart Sections		<b>FYS:</b> C Suite Advisors <b>Non-FYS Start Smart:</b> A Suite Advisors & Embedded Advisors	
	Send early encouragement to students from their assigned advisor. (Note: this should move to week 5 in next plan)	All case-managed enrolled students		SF Kudos from Advisors	
	BSSS and CTP Classroom Visits (Begins Week 4 and continues until Week 10)	Various Classes		BSSS and CTP Advisors	
Week 5 Sept 15	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 and communication goes to One Stop)	
	Future Educational Plan	<b>At-Risk</b> , Credential- Seeking Students who do not have an Ed Plan and do not have a future appointment scheduled		Assigned Advisor (this is a 3-week campaign instead of 2)	
Week 6 Sept 22	Introduction to Student Success Coach and support provided.	CTP Students		CTP Academic Advisor/Student Success Coach	
Week 7 Sept 29	Advisor Meeting Reminder	<b>Moderate Risk</b> , 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%+		Salesforce / Executed by One Stop, but email is sent from jprc@harpercollege.edu.	

Week	Focus	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian
		threshold toward satisfying their program requirements			
	Kudos for Kudos	Students who received two or more faculty-issued Kudos		Starfish Kudos Email from Dean of Students	 Include AED
Week 8 October 6	“Resources to the Rescue” Fair Invitation: Resources to assist students through their Path to Success progress.	All Credential-Seeking Students		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	 Include AED
	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.	
Week 9 October 13	Get Ready to Register	All Students		Registrar’s Office /Marketing	
	Stop Out Outreach: <i>Jump Back on the Path to Success</i>	Students from active IPEDS Cohorts who are not enrolled		SignalVine Text / Executed by One Stop (all replies and communications goes to One Stop)	
		Students from active IPEDS Cohorts (Fall 2024, 50%+ complete; Fall 2023, 60%+) who were last enrolled Fall 2024 or earlier.		One Stop	
		Students from active IPEDS Cohorts (Fall 2024, 50%+ complete; Fall 2023, 60%+) who were last enrolled Spring 2025 or Summer 2025.		Assigned Advisor	
	“Resources to the Rescue” Fair Invitation: Resources to assist students through their Path to Success progress.	<b>At-Risk &amp; Moderate Risk</b> Students from any active IPEDS Cohort about Resource Fair		SignalVine Text / Executed by One Stop (all	

Week	Focus	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian
				replies/communication goes to One Stop)	
Week 10 October 20	Developmental Education Course Compliance Registration Hold > Connect with Advising for Course Planning	New, Degree-Seeking Students from Summer 2025 or Fall 2025 who placed at the developmental level and neither did not register for dev courses in Fall 2025, nor have any planned for Spring 2026.		Salesforce / Executed by One Stop in collaboration with the Testing Center	
	Resources to the Rescue Fair 10/22/25	All Students		Assigned Advisors	
	Kudos	New students starting in 2 <sup>nd</sup> 8 weeks; identified through New Assignment Report.		SF Kudos from Academic Advisor – Campaign made in SF and kudos sent by Advisor	
	Get Ready to Register for Spring 2026	All Credential-Seeking Students who have an educational plan.		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	 Remove Fast-Track
		All Credential-Seeking Students who do <b>not</b> have an educational plan.		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	 Remove Fast-Track.
Week 11 October 27	Proactive UNX outreach	All Degree Seeking students with Degree Works progress at 75%-92% and receive financial aid.		Executed using Salesforce; email is sent from the Assigned Advisor.	
	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		Assigned Advisor	

Week	Focus	Audience	Delivery Mode	Message Source	Data Pulled by Sebastian
		student does not yet have an earned grade in the course or a withdrawal.			
<b>Week 12</b> Nov 3	Reminder to register early because classes fill quickly, and they are not offered each term.	Currently enrolled Interior Design and HVAC students		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	
	Reminder to register early as classes fill quickly are not offered each term. Message recommending students meet with the Program Coordinator.	Currently enrolled Fashion Design students.		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor	
<b>Week 13</b> Nov 10 (Registration Begins)					
<b>Week 14</b> Nov 17	Finish the Semester Strong	All currently enrolled, credential-Seeking Students.		Salesforce / Executed by One Stop, but email is sent from the Assigned Advisor <b>(include advisor phone #)</b>	
<b>Week 15</b> Nov 24	Proactive UNX Outreach to try to confirm future course planning as aid will stop after graduation.	All Degree Seeking students with DW progress bar at 93%+ that receive Financial Aid.		Assigned Advisor	
<b>Week 16</b> Dec 1	Kudos for Kudos	Students who received two or more faculty issued Kudos		Starfish Kudos Email from Dean of Students	
<b>Finals Week</b> Dec 8	Enjoy Winter Break and How to Engage with Advising Between Semesters	Fall 2025 currently enrolled students.		Starfish Kudos from the Assigned Advisor	
<b>Post-Term</b> <b>(Date TBD by OSFA &amp; Registrar)</b>	POS to UNX process	Students awarded a degree <u>and</u> are registered in Spring 2025.		All Advisors, sent by Registrar and OSFA.	