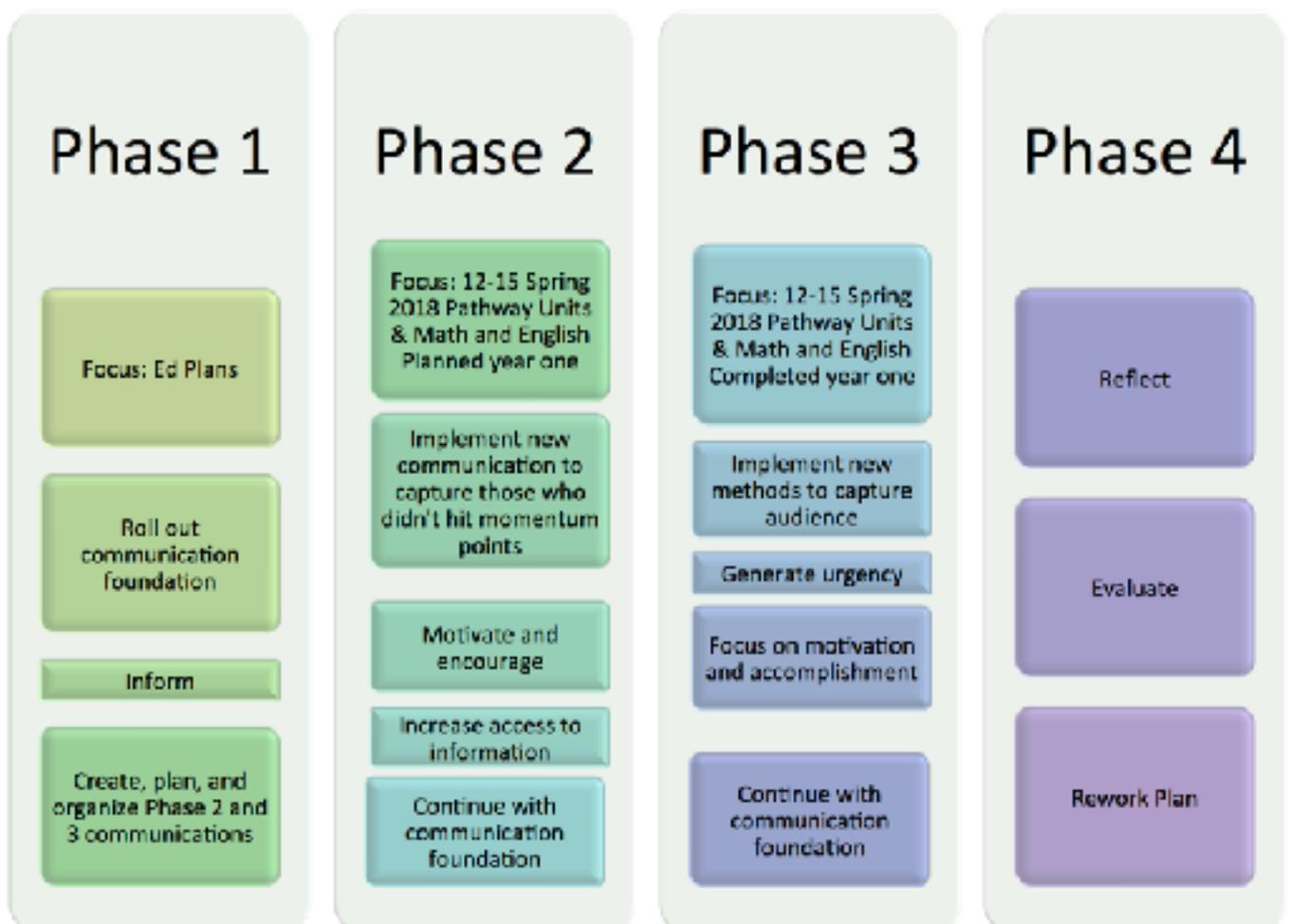


BC Pathways Implementation Team; Communication Core Plan for Fall 2017

Phase One Message: The importance/impact of Educational Plans and Updating Profiles. Congratulate those who have done these and encourage those who have not.

Phase Two Message: Congratulate those who completed Ed Plans and Updates. Communicate the impact of 15 units a semester and completing Math and English in the first year.

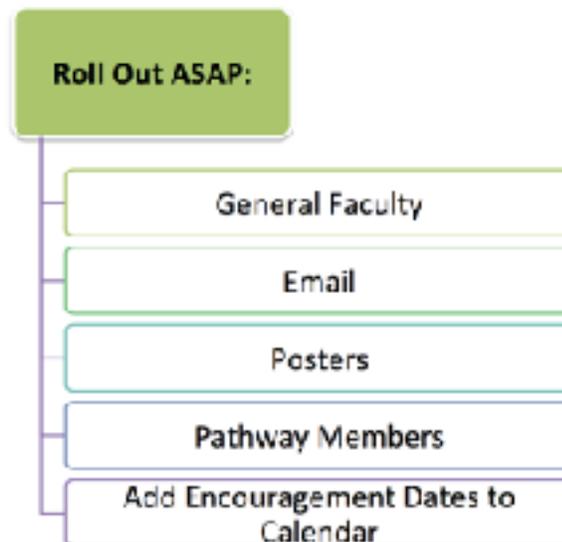
Phase Three Message: Target those who haven't yet hit momentum points or completed important tasks. Continue to focus on the impact of 15 units a semester and completing Math and English in the first year.



BC Pathways Communication Implementation Communication Team (volunteers from the Implementation team): Nick, Jessica, Julian, Grace and Steve.

BC Implementation Team and Communication Core Team will:

1. Disseminate clearly the momentum points in an effort to share information consistently and correctly.
2. Share the new Brand image with all pathways teams and ensure all materials are printed and disseminated with the Brand Logo image.
3. Make, plan, and disseminate the general materials for the communication stages (email, text, handouts, posters, video scripts, speeches, and more) to provide to the faculty, staff, and students.
4. Provide examples and inspirational materials to the pathways teams to alter as they see fit for their specific and unique pathway.
5. Craft a 2 min. video introducing Pathways which will be used to educate all types audiences and inspire the career pathway videos. Provide an example script to the Pathways teams.
6. Set dates for dissemination of certain momentum point communications.
7. Set points and language when texting, calling, and provide general date recommendations for registration bootcamps, speeches, and presentations given upcoming registration dates and other considerations.
8. Create general examples and frameworks for the pathway teams and clarity for members and the general BC family.
9. Create a clear set of expectations/inspirations.
10. Track what each pathway is actually doing and what they plan on doing.
11. Ensure the BC Pathways website is updated with information and branding.



Continue- Altered to Phase 2 Messaging

- Email
- General Faculty
- Posters
- Pathways Members

Implement

- Speeches
- Canvas
- Website Blast
- QR Codes
- Handouts (faculty/student)
- Advertise the Main Presentation "A Pathway to Your Dreams"
- Videos

Timeline Phase Two
Oct 16, 2017 -Nov 25, 2017

Continue

- Videos
- QR Codes
- Handouts
- General Faculty

Continue -Altered to Phase 3 Messaging

- Email
- Posters
- Pathways Members
- Speeches

Implement

- Pathway Based Registration Bootcamps
- Texting & Calling
- "A Pathway to Your Dreams" Large Presentation

Timeline Phase Three
Nov 26, 2017 -Dec 16, 2017

*** The information herein is to be interpreted as a recommendation and is not to be seen as a requirement of any person. The intent of this document is not to limit participation or declare expectation, but rather to provide each important member of the team a set of tasks that clarifies how their role/background/expertise would greatly help our BC Pathways team stay on track, communicate clearly with all, and in so doing, best help our students reach their goals and dreams.**

Example of an Important Communication Consideration:

Math: once they take the non college level math they fail to take the college level math the next semester— thus we need to target communicate with students in the lower level classes strategically.

Communication Phase 1 Now-October 15, 2017	
Message Focus: Ed Plans and Updating Online to ensure ease of Registration.	
Dean	<p>Help to educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way. Ensure you know when the stages of implementation are and what communication messages should be altered at each point to help others stay consistent.</p> <p>Consider communicating in one or more of the following ways:</p> <ol style="list-style-type: none"> 1) Email the department chairs reminding them to remind their faculty at meetings and to send an email themselves, 2) Attend a department meeting to remind them of the milestones and thank them for their help in helping students succeed. 3) Ensure regular meetings are being held and assignments being given that allow the communication plan to stay on track. 4) Additionally, look around for places that an advertisement would be smartly placed. Let the team know of any locations that would be especially helpful for student reminders.
Counselor Faculty	<p>Help educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way. Ensure you know when the stages of implementation are and what communication messages should be altered at each point to help others stay consistent.</p> <p>Consider communicating in one or more of the following ways:</p> <ol style="list-style-type: none"> 1) Send an email to students in your pathway reminding them about Ed Plans and the importance of updating their information online. 2) Reinforce the Ed plans, updates, and momentum points in any meetings with students. 3) Help educate the group with data regarding the importance/impact of Pathways.

Communication Phase 1 Now-October 15, 2017

Message Focus: Ed Plans and Updating Online to ensure ease of Registration.

Discipline Faculty	<p>Help educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way. Ensure you know when the stages of implementation are and what communication messages should be altered at each point to help others stay consistent.</p> <p>Consider communicating in one or more of the following ways:</p> <ol style="list-style-type: none">1) Remind students to complete Ed Plans and the importance of declaring their degree/intent for education.2) Updating their BC profile so they can register on time and get funding and completion.3) Place a poster inside/outside the classrooms in which they teach.
Academic Dev Faculty	<p>Help educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way. Ensure you know when the stages of implementation are and what communication messages should be altered at each point to help others stay consistent.</p> <p>Consider communicating in one or more of the following ways:</p> <ol style="list-style-type: none">1) Remind students to complete Ed Plans and the importance of declaring their degree/intent for education.2) Updating their BC profile so they can register on time and get funding and completion.3) Place a poster inside/outside the classrooms in which they teach
Data Coach	<p>Consider contributing to the team in the following ways:</p> <ol style="list-style-type: none">1) Report to team basic data such as: Ed plan completion rates, units, and math and English milestones as needed.2) Provide data to be used in handouts/advertising or other communication for the specific pathway in a timely manner.3) Be creative and inspired in bringing insightful information to the team.4) Post any advertisements the BC Implementation team have ready and handout any momentum point materials that are ready.

Communication Phase 1 Now-October 15, 2017

Message Focus: Ed Plans and Updating Online to ensure ease of Registration.

Financial Aid	Consider contributing to the team in the following ways: <ol style="list-style-type: none">1) Quick and simple verbal reminders when encountering students that encourage milestones and general Pathway importance.2) Post any advertisements the BC Pathways Implementation Team (PIT) have provided and handout momentum point materials that have been provided to you by the team.3) Ensure you know when the stages of implementation are and what communication messages should be altered at each point to help others stay consistent and be thoughtful in the timeline and what you might be able to communicate with the team that would be helpful.4) Remind your Pathway team and the Implementation team of any important dates that may alter the standing for students or impact them negatively so that we can consider ways to help students strategically.
Student Support Experts (library, tutoring, SI, classified staff and more). Thank you for your help!	Consider contributing to the team in the following ways: <ol style="list-style-type: none">1) When you encounter students provide a quick and simple verbal reminder that will encourage milestones and/or remind students of the importance/impact of Pathways.2) Post general and specific advertisements in and around your areas as provided to you by the implementation team and/or specific areas.3) Handout any momentum point materials that were provided to you by the PIT (Pathways Implementation Team).4) Remind Deans, Department Chairs, and other members when a new phase begins and remind them what they could do to help at these times.5) Report any ideal areas for placement of Pathways reminders that will help students.
Things to start work on. Start to consider who might want to participate in various communication attempts.	Entire team should consider: <ol style="list-style-type: none">1. Clear messages you most want your pathway students to know and how you want it communicated2. Momentum point language to be certain it is exactly as the core team asserted and thus all students get the same messages.3. Leaving a spot for the new upcoming logo/branding image for BC pathways on your materials.

** The information herein is to be interpreted as a recommendation and is not to be seen as a requirement of any person. The intent of this document is not to limit participation or declare expectation, but rather to provide each important member of the team a set of tasks that clarifies how their role/background/expertise would greatly help our BC Pathways team stay on track, communicate clearly with all, and in so doing, best help our students reach their goals and dreams.*

Types of Communication

