

BAKERSFIELD COLLEGE LEARNING & CAREER PATHWAYS

COMMUNICATION TEMPLATES | 2019

Instructions: Please feel free to change these templates as needed for your pathway. These are a guide in starting the conversation with students. Things in parenthesis, highlighted in yellow, need your attention. You will be expected to enter the appropriate information requested in those spaces.

EMAIL TEMPLATES	CANVAS ANNOUNCEMENTS	SMS TEXT BLAST	ADVERTISING
<p>Audience: Students not registered in 15 units</p> <p>Subject: Not yet at 15 units?</p> <p>Message:</p> <p>Currently you are not registered in 15 units. Did you know you can finish in two years if you take 15 units each semester?</p> <p>Finishing earlier means: 1.) your education will cost you less, and 2.) earn you more income faster!</p> <p>We understand that some students are simply not able to take 15 units, but you should know that there may be ways to help you accomplish your goals in less time, and we would like to help you do that.</p> <p>Please contact the counseling center today at 661-395-4421.</p> <p>With Renegade Pride,</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>Not registered in 15 units. Did you know you can finish in two years if you take 15 units each semester?</p> <p>Finishing earlier means: 1.) your education will cost you less, and 2.) earn you more income faster!</p> <p>We understand that some students are simply not able to take 15 units, but you should know that there may be ways to help you accomplish your goals in less time, and we would like to help you do that.</p> <p>Please contact the counseling center today at 661-395-4421.</p>	<p>Currently you are not registered in 15 units. Did you know you can finish in two years if you take 15 units each semester? Contact counseling at 661-395-4421</p>	<p>Website slider outlining courses still open.</p>
EMAIL TEMPLATES	CANVAS ANNOUNCEMENTS	SMS TEXT BLAST	ADVERTISING
<p>Audience: New students – Welcome</p> <p>Subject: Do you know your [insert LCP name] Pathway team?</p> <p>Message:</p> <p>Welcome to BC!</p> <p>As a new renegade you should know that BC is committed to your success. We pledge to assist</p>			<p>Posters/Social Media: "Checklist Posters"</p>

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<p>you in managing the confusion of selecting the right classes, getting good grades, and completing your goal whether that is to transfer or getting that high-paying job. In order to better assist students BC has created Guided Pathways.</p> <p>Pathways are designed around students' interests and program of study. Within the pathway we have completion teams full of faculty experts, counselors or advisors, financial aid experts, and many more dedicated to supporting your success. These completion teams help students make informed choices, develop an educational plan, and get the real scoop about transfer and career opportunities.</p> <p>We, the [insert LCP name] Pathway team, are your support, and we're dedicated to helping you complete your educational goals as quickly as possible. Expect to get emails from us, but we won't spam your inbox or newsfeed. The information we send will be important information timed at just the right time. Enjoy your semester!</p> <p>With Renegade Pride,</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>			
<p>Audience: Returning students – Welcome</p> <p>Subject: Welcome Back!</p> <p>Message:</p> <p>Welcome to a new semester!</p> <p>As you continue on your journey here at BC we wanted to remind you to take advantage of your amazing [insert LCP name] Pathway team. As a reminder pathways are designed around students' interests and program of study. Within the pathway we have completion teams full of faculty experts, counselors or advisors, financial aid experts, and many more dedicated to supporting your success. These completion teams help students make informed choices, develop an</p>			

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<p>educational plan, and get the real scoop about transfer and career opportunities.</p> <p>We, the [insert LCP name] Pathway team, are your support, and we're dedicated to helping you complete your educational goals as quickly as possible. Expect to get important information from us timed at just the right time. Enjoy your semester!</p> <p>With Renegade Pride,</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>			
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<p>Audience: Students who have not attempted 30 units</p> <p>Subject: Take the Renegade Pledge of 15 units a semester or 30 units a year to stay on track</p> <p>Message:</p> <p>To finish a degree in two years, you need to take 15 (yes, 15 and not 12) units each semester or 30 units in a year. We understand full time at 15 units is not for everyone however you would be surprised at the support available to you here at BC, to help you accomplish this goal. Don't worry – it's not too late to find another class!</p> <p>Next week we'll give you a list of support available, but for now, you should look at the list of late-start classes that are still available. See https://www.bakersfieldcollege.edu/academic/schedule.</p> <p>With Renegade Pride,</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>Take the Renegade Pledge to get through in two: Complete 15 units per semester and see a counselor between the 4th and 7th weeks to stay on track and transfer in 2 years.</p>	<p>Get through in two: Take 15 units per semester and see a counselor between the 4th and 7th wks to stay on track and transfer in 2 yrs.</p>	<p>Posters/Social Media: "BC Transfer Worthy 30 Poster"</p>
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<p>Audience: All Students – Recourses and Services</p> <p>Subject: Don't Wait! Get Tutoring, Health Appointments, and more!</p> <p>Message:</p> <p>Sign up for tutoring and other student services to stay on track and prepare for registration.</p> <p>Your major exams are coming (or are already here) and BC has everything you need to succeed. From library hours, to tutoring and SI help, to free food and health services, BC has it all. See below some of the great ways to increase your chances of success this semester!</p> <p>The BC Tutoring Center offers free tutoring to all currently enrolled BC students in a wide range of classes. Appointments can be made by going to the Tutoring Center in CSS 203. Walk-in assistance is available for Math and English! Evening tutoring appointments are available on Mondays and Wednesdays. https://www.bakersfieldcollege.edu/student/tutoring</p> <p>SI Leaders: If your class has an SI, you should take advantage of this incredible opportunity! SI leaders have already passed the class and have the confidence and recommendation of the professor. Ask your professor or SI for the study hours. You can also contact Eileen Pierce at 395- 4202 in CSS-193 epierce@bakersfieldcollege.edu for more information.</p> <p>Student Health Center: Providing access to high value, student centered, and culturally competent health services. You can get physical and emotional health appointments. The Health Center is located at Campus Center 3, across from the cafeteria. Flu shots are also available! https://www.bakersfieldcollege.edu/student/health</p> <p>BC Library: The library is simply the best! The computer area fills up fast around midterm time, so plan now for your big papers. Remember to</p>	<p>Are you struggling with a Math class? Go visit Alana at our Math Hub on campus in MS 113. Need help writing an essay? Schedule an appointment with our Writing Center in SS-133. You can also get one-on-one tutoring at the Tutoring Center or group tutoring at Supplemental Instruction. All of these services are free to you as a BC student so take advantage today!</p>	<p>Are you struggling in a particular class or subject? There are free services on campus that can help. Explore all we have on campus and take advantage of our Academic Support.</p>	
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<p>take advantage of their quick workshops on online research, scholarly research, and so much more. https://www.bakersfieldcollege.edu/library/works_hops</p> <p>The Renegade Pantry: The Renegade Pantry serves the Bakersfield College student population by providing daily access to food, clothing, and hygiene items. To struggling college students, a bag of groceries or a quick snack offered on campus may be just the boost needed to pass a test, make it through the day, and continue their college success. The Renegade Pantry is located between the cafeteria and the SGA conference room on the way to the bookstore. https://www.bakersfieldcollege.edu/pantry</p>			
EMAIL TEMPLATES	CANVAS ANNOUNCEMENTS	SMS TEXT BLAST	ADVERTISING
<p>Audience: Students without a CSEP on file</p> <p>Subject: Complete your Comprehensive Student Education Plan</p> <p>Message:</p> <p>Do you have a Comprehensive Student Education Plan (CSEP)?</p> <p>The CSEP is your roadmap to taking the courses you need to complete your goal at BC.</p> <p>In order to maintain priority registration status, you need to have a “Comprehensive Student Education Plan” (CSEP).</p> <p>Priority registration means you get to register early and you will have a much better chance to get the courses you need.</p> <p>See your counselor or advisor to complete your CSEP: https://www.bakersfieldcollege.edu/counseling or call 661-395-4421.</p> <p>With Renegade Pride,</p>	<p>Do you have a Comprehensive Student Education Plan (CSEP)?</p> <p>The CSEP is your roadmap to taking the courses you need to complete your goal at BC.</p> <p>In order to maintain priority registration status, you need to have a “Comprehensive Student Education Plan” (CSEP).</p> <p>Priority registration means you get to register early and you will have a much better chance to get the courses you need.</p> <p>Contact your counselor or advisor</p>		<p>Social Media/Student Speeches: “Student services, registration, and pathway reminder”</p>

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<p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>to complete your CSEP.</p>		
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<p>Audience: Current Students – Priority Registration</p> <p>Subject: Looking for Priority Registration?</p> <p>Greetings [insert LCP name] pathway,</p> <p>It is time for you to update your information in order to register for classes for next semester. Registration will open in [insert month appropriate for the next term i.e. “November for spring registration” or “April for summer/fall registration”].</p> <p>What does this mean for you? Priority Registration! If you do not update your information with BC, by completing the steps listed below, you will not be assigned a priority registration date.</p> <ul style="list-style-type: none"> • Login to InsideBC (https://insidebc.kccd.edu) • Click the “MyBanWeb” menu at top left, • Scroll down to the “Update Form” menu item. <p>It only takes a couple of minutes to complete it but it must be done before you can be assigned a priority registration date.</p> <p>With Renegade Pride,</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>UPDATE FORMS must be completed before you can REGISTER for a new semester, every time! Don’t miss out on the classes you need to finish! Login to Inside BC > MyBanWeb > Update Form. Have Questions? Check out the Counseling Center or contact the [insert LCP name] Pathway counselor or advisor [insert contact info]</p>	<p>Registration is coming! Fill out your Update Form through InsideBC & get your CSEP with a counselor. Bakersfieldcollege.edu/counseling</p>	<p>Classroom PPT Slide: “Importance of update form.”</p>
EMAIL TEMPLATES	CANVAS ANNOUNCEMENTS	SMS TEXT BLAST	ADVERTISING
<p>Audience: Current Students – Not registered for upcoming term</p> <p>Subject: Not registered? Registration is open!</p>	<p>Fall 2018 Registration is open! Don’t forget to register for [insert term] classes right</p>	<p>Currently you are not registered. Did you know you</p>	<p>Banner on side of CSS Building and in Delano</p>

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<p>Message:</p> <p>Greetings [insert LCP name] pathway,</p> <p>Fall 2018 Registration is open!</p> <p>To stay on track, you must take 30 units each year, 9 of those within your degree program.</p> <p>Have you updated your comprehensive student education plan (CSEP) and declared your major?</p> <p>If you have not done this yet schedule an appointment to see your pathway counselor or advisor right away, classes are filling quickly.</p> <p>Don't forget to register for [insert term] classes right away.</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>away. To stay on track, you must take 30 units each year, 9 of those within your degree program. Make sure you have updated your student ed plan (SEP) and declared your major. If you have not done this yet schedule an appointment to see a counselor or advisor right away, classes are filling quickly.</p>	<p>can finish in two years if you take 15 units each semester? Contact counseling at 661-395-4421</p>	
<p>Audience: All Students – General messaging</p> <p>Subject: Stay Updated!</p> <p>Message:</p> <p>Greetings [insert LCP name] pathway,</p> <p>Stay Updated! Check your emails regularly throughout the summer. We will keep you posted on important information regarding class waitlists, registrations, announcements, and exciting activities.</p> <p>You do not want to miss out!</p> <p>Your [insert LCP name] Pathway team Website: [insert LCP website and Facebook page if available]</p>	<p>Stay Updated! Check your emails regularly throughout the summer. We will keep you posted on important information regarding class waitlists, registrations, announcements, and exciting activities. You do not want to miss out!</p>		