**Helen’s Ocelot best practices** (after a whole 2 months using Ocelot!)

* Work closely with your Pathways counselor and advisors. Don’t hesitate to ask for directions to filter specific populations in Starfish.
* Be mindful about Institutional Research requests
  + Think of the students who might be contacted and shouldn’t be.   
    Example: When we began to prepare for outreach to students who had dropped COMM B1 I went back and asked IR to filter out students who had subsequently enrolled in different courses that meet the Oral Communication requirement. This filtered out 58 students.
  + Advice from Grace Commiso: Filter your lists from Institutional Research by email address to filter out BC employees taking non-credit classes.
  + Dan Hall is our secret weapon. He can help you figure out the right things to filter in IR requests.
* Pay attention to how long a campaign is projected to take until all messages are delivered and don’t freak out if the campaign lies to you right after you press “send”. Every so often a campaign will list a delivery time of 13 days or some other ridiculous time. Walk away for a few minutes and it will fix itself.
* Babysit your campaigns: Camp out on your computer and answer student questions for 2 hours after you send the campaign and check in each day for the next 3 days.
* I agree with Kimberly. Longer texts are often effective and lead to thoughtful engagement with students who deeply appreciate the information.
* Stay positive. You will make mistakes and contact the wrong students on occasion. Sometimes even the newest list will be out-of-date. Apologize, remain friendly.

**Ocelot Campaign scripts**

**Outreach to Majors** (these are all COMM, I’ve sent similar for JRNL as well)

**1 week prior to the start of the semester:**

Hi #First\_Name#,

This is Helen Acosta, the Chair of the Communication Department at Bakersfield College.  I've developed a microsite to support your success this semester: <https://bit.ly/3z1CZBW>

This site includes:

-A Home Page where you'll find: COMM Major Drop-in on Zoom invitation, Welcome from the Chair, COMM Spring, 2022 Student Needs Survey (help us build a Spring, 2022 schedule that works for you).

-A LIVE list of Open COMM and JRNL classes

-CSU Associate Degree for Transfer (ADT) benefits and course recommendations from previous COMM Majors

-IGETC ADT benefits and course recommendations from previous COMM Majors

-Important Dates: Dates to secure early registration, financial aid dates and transfer application dates all in one place.

I will be near my phone all day, feel free to reply to this text with any COMM major questions you may have. For general BC questions, visit the Student Information Desk on Zoom. Hours: Monday-Thursday 8 AM-6 PM and Friday and Sunday 9 AM-1 PM. <https://bit.ly/bc-sid>

I hope you'll drop by the COMM Major drop-in on Monday to meet our new Dean and say "hi" to me.

Date: Monday, August 16  
When: Anytime between Noon and 2pm  
Where: <https://bit.ly/bc-sid> (Zoom link)

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**Friday before the start of the semester:**

Hi #First\_Name#,

This is Helen Acosta, the Chair of the Communication Department at BC.  I know you may be sick of texts from BC. I'm hoping this one will help you complete your degree more quickly.

A few things people rarely tell BC students:

(1)You can take most of your requirements in any order.

(2) You have options for most General Education requirements: If your ed plan says you can only take 1 class to meet the requirement (other than ENGL B1a), visit the "general education patterns" page on the BC website. If you need help understanding your options, stop by my office hours and I'll give you a hand.

(3) You can TRIPLE count many of your Communication classes (GE, Major, COMM Certificate).

Here is a live list of our OPEN Communication classes (now with more Zoom options): [Communication Major Fall 2021 - OPEN COMM classes (google.com)](https://sites.google.com/view/communication-major-fall-2021/open-comm-classes)

 OFFICE HOURS

I have face-to-face office hours in my office at Bakersfield College, FA 47 on Mondays and Wednesdays from 12:00-1:15.

I have Zoom Student Office Hours Monday-Thursday from 12:00-1:15

Zoom Meeting ID: 944 5523 3617

Link: <https://bit.ly/3ybBEr8>

I'm also happy to arrange times to meet individually in Zoom.

Reply to this text tonight or tomorrow if you have Communication course questions or want to set a time outside my office hours to meet. I'm prepping for classes on Tuesday. It may be a while before I notice that you've texted but, I will reply.

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**Week 4 reminders**

Hi #First\_Name#,

This is Helen Acosta, BC Communication Department Chair.

Reminders:   
(1) Earn early (priority) registration for Spring 2022 now.   
Step One: Complete the update form <https://www.bakersfieldcollege.edu/how-to-library/how-to-update-form>

Step Two: Meet with a counselor between now and the end of week 7 to make sure your Comprehensive Student Education Plan is complete and up-to-date.

Meet your pathway counselors and advisors: <https://youtu.be/O5B35zd7GIg>

How to make a counseling appointment on Starfish: <https://www.bakersfieldcollege.edu/counseling>

Step Three: Maintain good academic standing. If you maintain a 2.0, succeed in at least 50% of classes you attempt, and you only take classes that meet your general education and major requirements you are safe. For financial aid purposes, the success rate required is higher: 67%.

(2) If you are graduating this Fall or next Spring, file for graduation now <https://www.bakersfieldcollege.edu/admissions/graduation-requirements>

If you need support with enrollment or have questions about financial aid, visit the student information desk <https://bit.ly/bc-sid> (Monday - Thursday: 8 a.m.-6 p.m., Friday: 8 a.m.-12 p.m., Saturday: 9 a.m. to 1:00 p.m.) or, to get support while you are on campus, follow the directions found at: <https://www.bakersfieldcollege.edu/student>

Send me an email at [hacosta@bakersfieldcollege.edu](mailto:hacosta@bakersfieldcollege.edu) if you would like to meet to discuss how to complete your degree as quickly as possible.

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**Week 5 outreach to majors re: JRNL B5**

Hi #First\_Name#,

This is Helen Acosta, Chair of the Communication Department at Bakersfield College. Are you planning to transfer to CSU Bakersfield as a Communication Major? At CSUB, you will have a choice to focus on Journalism, Public Relations, or Digital Media. As a career field, Public Relations shows continued projected growth and provides a wide variety of career opportunities for Communication Majors locally, nationally, and internationally. Take JRNL B5 as one of your elective courses to get to 60 units and see if this field might be a good fit for you. JRNL B5 begins Tuesday, October 19th on Zoom.

JRNL B5 Public Relations, TTH 8:00-9:25, Zoom, 10/18-12/13, CRN  74036

If you need support with enrollment or have questions about financial aid, visit the student information desk <https://bit.ly/bc-sid> (Monday - Thursday: 8 a.m.-6 p.m., Friday: 8 a.m.-12 p.m., Saturday: 9 a.m. to 1:00 p.m.) or, to get support while you are on campus, follow the directions found at: <https://www.bakersfieldcollege.edu/student>

Send me an email at [hacosta@bakersfieldcollege.edu](mailto:hacosta@bakersfieldcollege.edu) if you would like to meet to discuss how to complete your degree as quickly as possible.

**Week 7 Outreach (sending today):**

Hi #First\_Name#,

This is Helen Acosta, BC Communication Department Chair.

October 1st is a big day at BC!

Fill out your financial aid applications for 2021-2022. Financial Aid staff are available via zoom Monday-Thursday 8:00am-4:00pm <https://www.bakersfieldcollege.edu/finaid> and are hosting over 20 virtual workshops this month: <https://www.bakersfieldcollege.edu/workshops/finaid> Have your 2019 tax return or income information available.

CSU Fall 2022 Application period, Oct 1-Nov 30.  Apply here if you plan to graduate from BC in Spring or Summer 2022 and want to begin your junior year at a CSU next Fall: <https://calstate.liaisoncas.com/applicant-ux/#/login>  
  
 Need help with your application? Take a BC Transfer workshop: <https://www.bakersfieldcollege.edu/transfer>.

If you are graduating this Fall or next Spring, file for graduation now (Spring Grads: This will improve your Spring registration date!) <https://www.bakersfieldcollege.edu/admissions/graduation-requirements>

If you need support with enrollment or have questions about financial aid, visit the student information desk <https://bit.ly/bc-sid> (Monday - Thursday: 8 a.m.-6 p.m., Friday: 8 a.m.-12 p.m., Saturday: 9 a.m. to 1:00 p.m.) or, to get support while you are on campus, follow the directions found at: <https://www.bakersfieldcollege.edu/student>

Send me an email at [hacosta@bakersfieldcollege.edu](mailto:hacosta@bakersfieldcollege.edu) if you would like to meet to discuss how to complete your degree as quickly as possible.

**Outreach for GE courses**

**Waitlisted students 2 weeks before the semester started:**

Hi #First\_Name#,

This is Helen Acosta, Chair of the Communication Department at Bakersfield College. Since you are waitlisted for a section of COMM B1 Public Speaking, I thought you would be interested in one of these new sections of Public Speaking that opened today: <https://bit.ly/3yOflZH>

If you need assistance moving from a waitlist to an open class, visit the Student Information Desk (Zoom link) Monday-Thursday 8 AM-6 PM and Friday and Sunday 9 AM-1 PM and one of our advisors will give you a hand: <https://bit.ly/bc-sid>

If you have specific questions about Communication classes, respond to this text and I'll be glad to answer your questions. Since it is Summer and I am often away from my phone, it may take me several hours to reply.

**Waitlisted students 5 days before the semester started:**

Hi #First\_Name#,

This is Helen Acosta, Chair of the Communication Department at Bakersfield College. You are waitlisted for a section of COMM B1 Public Speaking. Our professors don't tend to add beyond 30 in COMM B1. To assure that you can complete this requirement this semester, please shift to an open section that has no more than 15 open seats TODAY: <https://bit.ly/3yOflZH>

To drop your current waitlisted class: Login into your account through Inside BC, go to My BanWeb; add drop classes; find your waitlisted class to drop; select drop down box, next to the title of course to drop; click submit changes. These steps should drop the course.

To add an OPEN COMM B1 class with no more than 15 open seats: <https://www.bakersfieldcollege.edu/how-to-library/register-for-classes>

If you need help adding or dropping, the Student Information Desk is open today from Noon to 4pm for last-minute support (zoom link): <https://bit.ly/bc-sid>

If you have specific questions about Communication classes, respond to this text and I'll be glad to answer your questions. I'm prepping for my classes that begin this week. it may take me a while to respond but I will respond today.

**Low-enrolled sections about to be canceled:**

Hi #First\_Name#, This is Helen Acosta, Chair of the BC Communication Department. You are registered in a low-enrolled section of COMM B1. I recommend switching to another section as this section will likely be canceled tomorrow. I don’t want you to miss out on meeting your oral communication requirement this Fall.  Here is a live list of open sections. Choose a section with no more than 12 open seats to be safe: <https://sites.google.com/view/communication-major-fall-2021/open-comm-classes>

To drop your current class: Login into your account through Inside BC, go to My BanWeb; add drop classes; find your class to drop; select drop down box, next to the title of course to drop; click submit changes. These steps should drop the course.

To add an OPEN COMM B1 class with no more than 12 open seats: <https://www.bakersfieldcollege.edu/how-to-library/register-for-classes>

I will be available to answer questions this evening. Feel free to reply to this text.

**Students who dropped between the beginning of priority registration and census and didn’t subsequently enroll in another section or another course that meets the requirement:**

Hi #First\_Name#,

This is Helen Acosta, Chair of the Communication Department at Bakersfield College. If you need a class to meet your Oral Communication requirement this semester, we have 3 new 2nd 8-week Zoom sections that just opened:

COMM B1 Public Speaking, Zoom, MW 11:10 am-2:20 pm, 10/18-12/08, CRN  74551

COMM B1 Public Speaking, Zoom, MW 6 pm-9:10 pm, 10/18-12/08, CRN  74552

COMM B4 Persuasive Communication, TTH 7:45 am-11:00 am, 10.18-12/08, CRN  74526

If you need help with enrollment or have questions about financial aid, visit the student information desk <https://bit.ly/bc-sid> (Monday - Thursday: 8 a.m.-6 p.m., Friday: 8 a.m.-12 p.m., Saturday: 9 a.m. to 1:00 p.m.) or, to get support while you are on campus, follow the directions found at: <https://www.bakersfieldcollege.edu/student>