



Communicating with 21st-Century Students:

#SayWhat?



Discussion Topics

- Who is your audience?
- What is social media?
- Using social media at your institution
- Collaboration with other departments
- Examples of social media used by schools
- Unsexy email
- FERPA implications
- Talking points

Who is your audience?

DEFINING THE GENERATIONS:

Silent Generation (traditionalists):

- Born 1925-1945
- Disciplined, self-sacrificing, cautious
- Wireless radio, motor vehicle, aircraft

Baby Boomers:

- Born 1946-1964
- Optimistic, driven, team-oriented
- TV, audio cassette, transistor

Write
me!

Call
me!

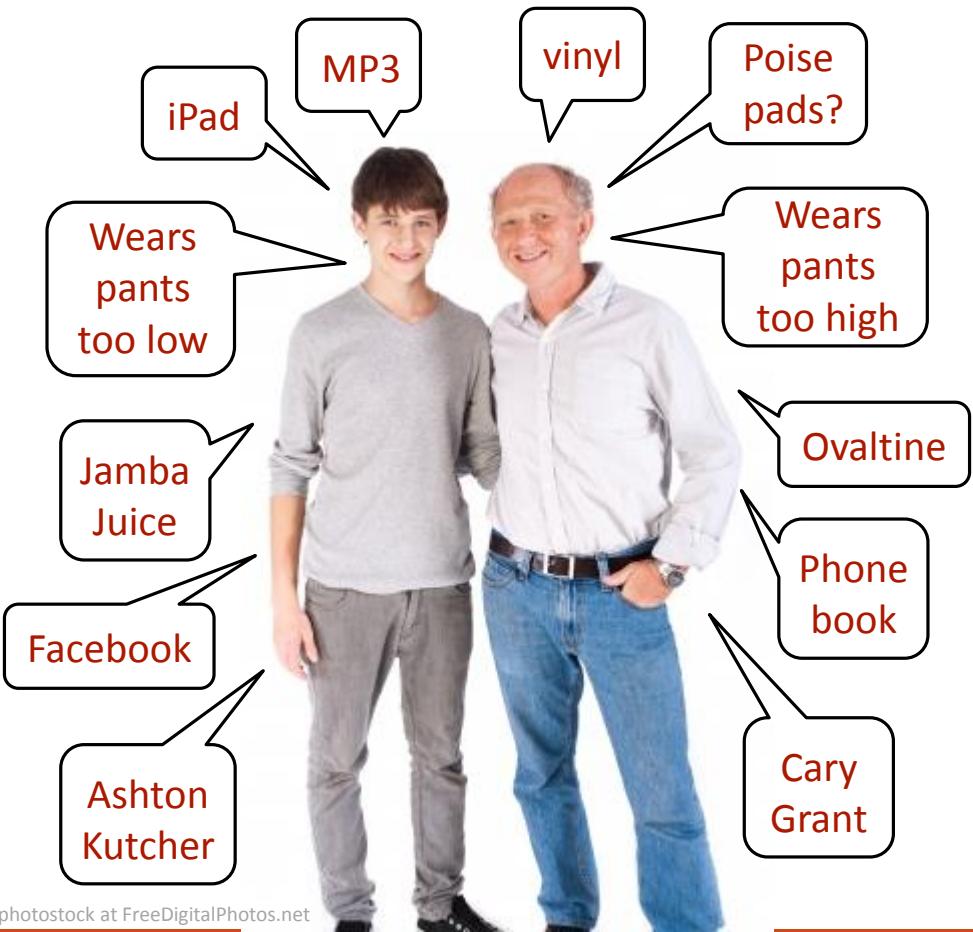


Image courtesy of photostock at FreeDigitalPhotos.net

Generation X:

- Born 1965-1980
- Cautious, skeptical, unimpressed with authority, self-reliant
- VCR, Walkman, IBM PC
- Mainly use technology for convenience purposes; it has yet to become central to their social lives



Generation Y (The Millennial Generation):

- Born 1981-1994
- Respect authority, optimistic, focused
- Internet, Email, SMS, DVD, Playstation, Xbox, iPod
- View technology as a critical part of their life and work; are constantly “on” and connected
- Tend to embrace new technologies for socializing and working, and adapt quickly
- Raised around email: texting, tweeting, and sharing are intertwined into everything they do



Generation Z (or iGen):

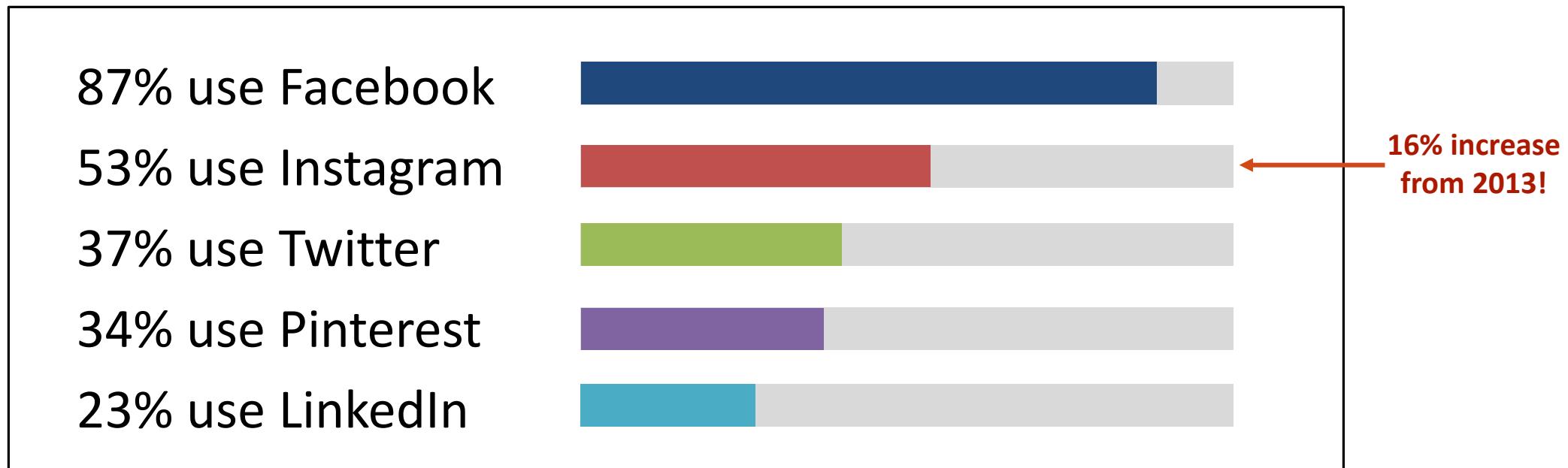
- Born 1995-2010; entering college now
- Most recent generation not as well defined
- MacBook, iPad, Google, Facebook, Twitter, Wii, PS3, Android
- Appreciate less formal communication styles, fast delivery of content, data, and images



Reaching today's traditional students

SOCIAL MEDIA IS KEY:

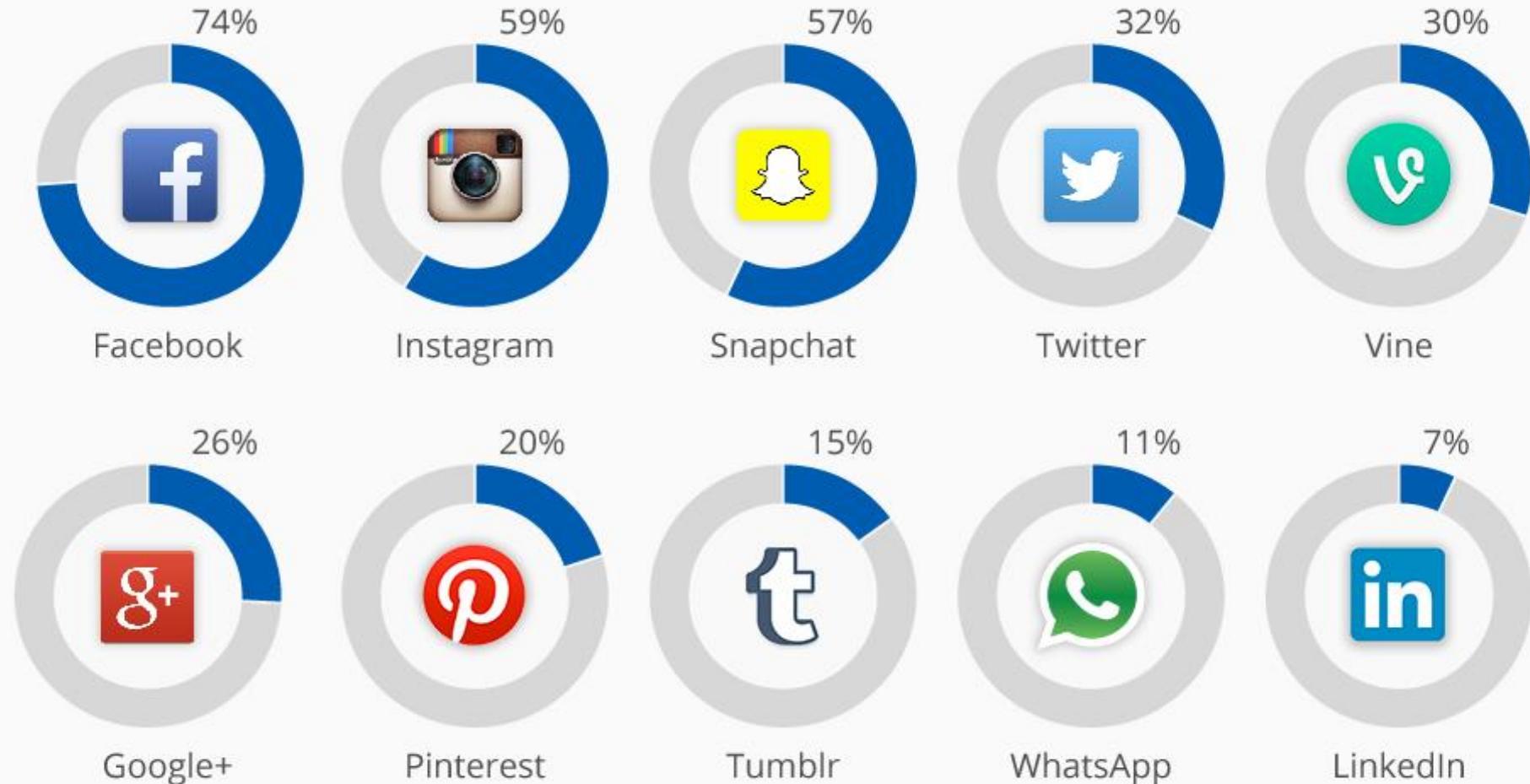
According to a 2014 Pew Research Center study, among Internet users ages 18-29:



Source: http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf

Young Americans Haven't Abandoned Facebook (Yet)

% of Americans aged 12-24 who currently ever use the following social networks*



* based on 2,002 interviews of people aged 12 and older conducted between January 6 and February 9, 2015

Source: Edison Research & Triton Digital

What IS social media?

VARIOUS FORMS OF ELECTRONIC COMMUNICATION THROUGH WHICH USERS CREATE ONLINE COMMUNITIES TO SHARE INFORMATION, IDEAS, PERSONAL MESSAGES AND OTHER CONTENT



Facebook

ONLINE SOCIAL MEDIA NETWORKING SITE



Users (as of January 2015):

- 1.393 billion monthly active users
- 72% online adults visit Facebook at least once a month
- 890 million daily active users, 157 million of whom are from the U.S.
- Average time spent on Facebook per user per day: 21 minutes

The problem?

- Younger students don't use it as much as other social media
- "...now seen as an awkward family dinner party we can't really leave."
- Group functionality and Facebook messaging are most popular parts of site for younger users



Instagram

ONLINE MOBILE PHOTO-SHARING SITE

Users (as of January 2015):

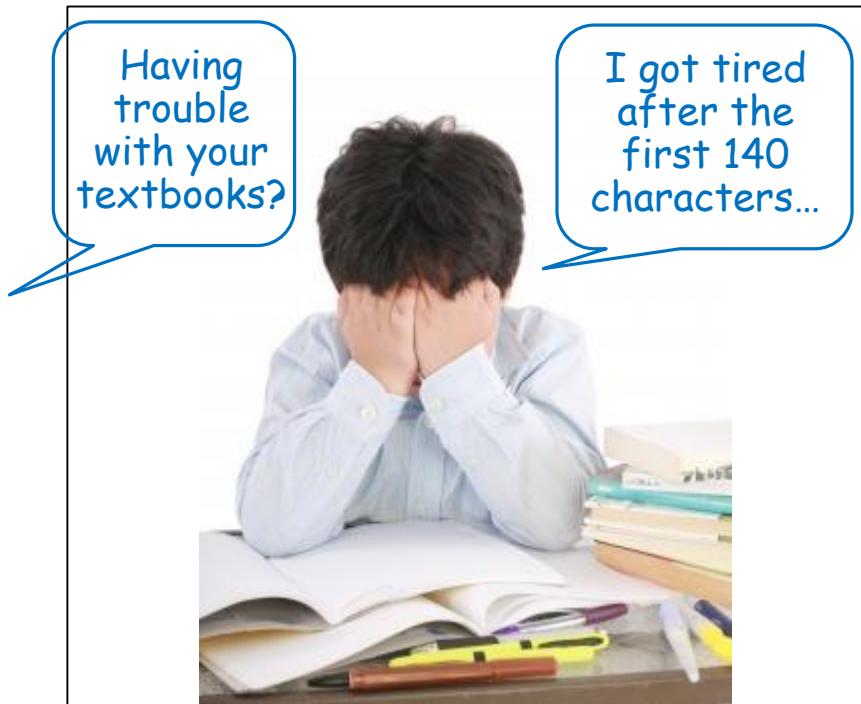
- 300 million monthly active users; 75 million daily active users
- Most used social media outlet for teens*
- 85-90% of users are under age 35
- Quality over quantity: can edit photos with filters, but people usually don't post large quantities of pictures or post multiple times a day

The problem?

- Maximum video length: 15 seconds; photos are small for downloading
- Only 13% overall use the site, although usage is growing
- Primarily photos, not text, may limit schools' ability to have functional usage

Twitter

ALLOWS FOR SHORT MESSAGES, “TWEETS”



Users (as of December 2014):

- 288 million monthly active users
- Average time per month spent by users: 170 minutes
- Tweets are easy to create and go to all followers

The problem?

- Limited characters/short messages (140 characters)
- 44% of Twitter users have never sent a tweet
- Tweets can get buried in followers’ feeds
- Not ideal for visual content

An aside:

WHAT THE HECK IS A HASHTAG, ANYWAY?!?



A hashtag is simply a label for content

- Used on social media sites

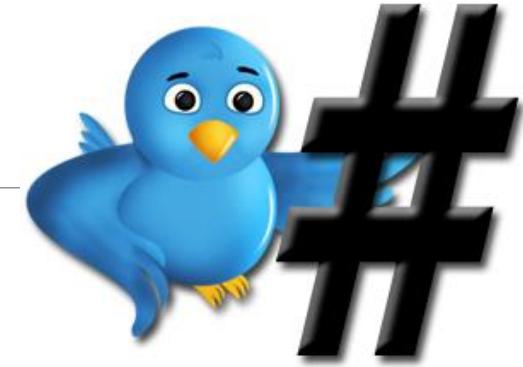
Often associated specifically with Twitter, but used also with Instagram, Facebook, Pinterest, Google+...

- Can be a single word, abbreviation or phrase—you make it up

Tips for creating hashtags

- No spaces are allowed between words
- No punctuation or symbols are allowed (other than the beginning #)
- Make your hashtag unique to prevent confusion
- Associate your hashtag with your content: #FACHAT is NASFAA's Financial Aid Chat

Image courtesy of Ambro at FreeDigitalPhotos.net





Pinterest

WEB AND MOBILE APP FOR PHOTO SHARING

Users (as of January 2015):

- 50.5 million unique U.S. visitors
- 70-80% of users are female
- 5.06% of global referral traffic; behind Facebook at 24.63%
- 97.38 minutes per average visit

The problem?

- More for sharing Internet photos; not personal
- Younger audiences prefer Instagram or Snapchat
- Advertising-supported product



LinkedIn

BUSINESS-ORIENTED NETWORKING SITE



Users (as of February 2015):

- 347 million members
- 107 million U.S. users
- Specializes in professional networkers, although students do use
- Percentage of users that check in daily: 40%

The problem?

- Younger students don't use it as much as other social media
- Students may not think of it for financial aid contacts let alone for job searches later in college
- Not social, so less draw



Snapchat

PHOTO MESSAGING APP

Users (as of August 2014):

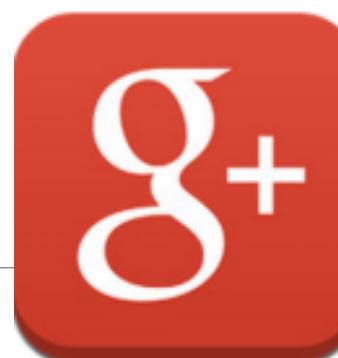
- 16.5 million daily active users
- 70% of users are female; 71% are under 25 years old
- 700 million average snaps per day
- Snapchat Stories allows option to string together pictures and videos taken throughout the day

The problem?

- Photos are only available for viewing for 1-10 seconds; Snapchat Stories last 24 hours
- Students use more for fun than information



Others



VINE

- Short-form video sharing service where users can record and edit six-second looping clips
- 40 million users, but lags behind other social media sites
- Used for short-form comedy and music performances and stop-motion animation

TUMBLR

- Microblogging platform and social networking website
- As of March 1, 2015, more than 86.9 million posts created on site daily
- Difficult to find people because identity is not attached

GOOGLE+

- Social networking and identity service with 20 million unique mobile monthly users
- Good for photos and Hangouts (instant messaging/video chats), but not widely used by students
- Hard to organize and track groups, can't search, and too similar to Facebook

Others



YIK YAK

- Anonymous social media app that allows communication within a 10-mile radius of campus
- No photos, just text; uses GPS to determine zones

MEDIUM

- Newer self-publishing blogging platform and social networking website
- “Recommend” function helps make site a community
- Difficult to find people because identity is not attached

BLOGGER

- Blog-publishing service that allows multi-user blogs with time-stamped entries
- Users can have up to 100 blogs per account
- Limited storage space and less functionality than other sites

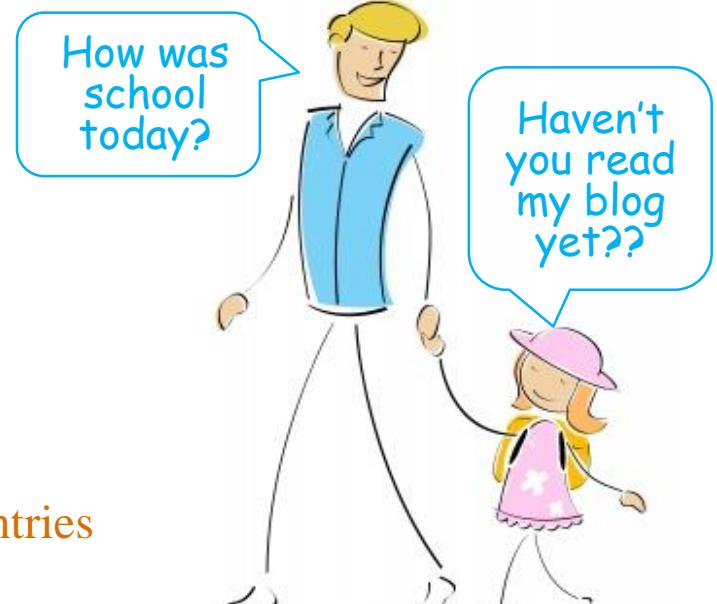
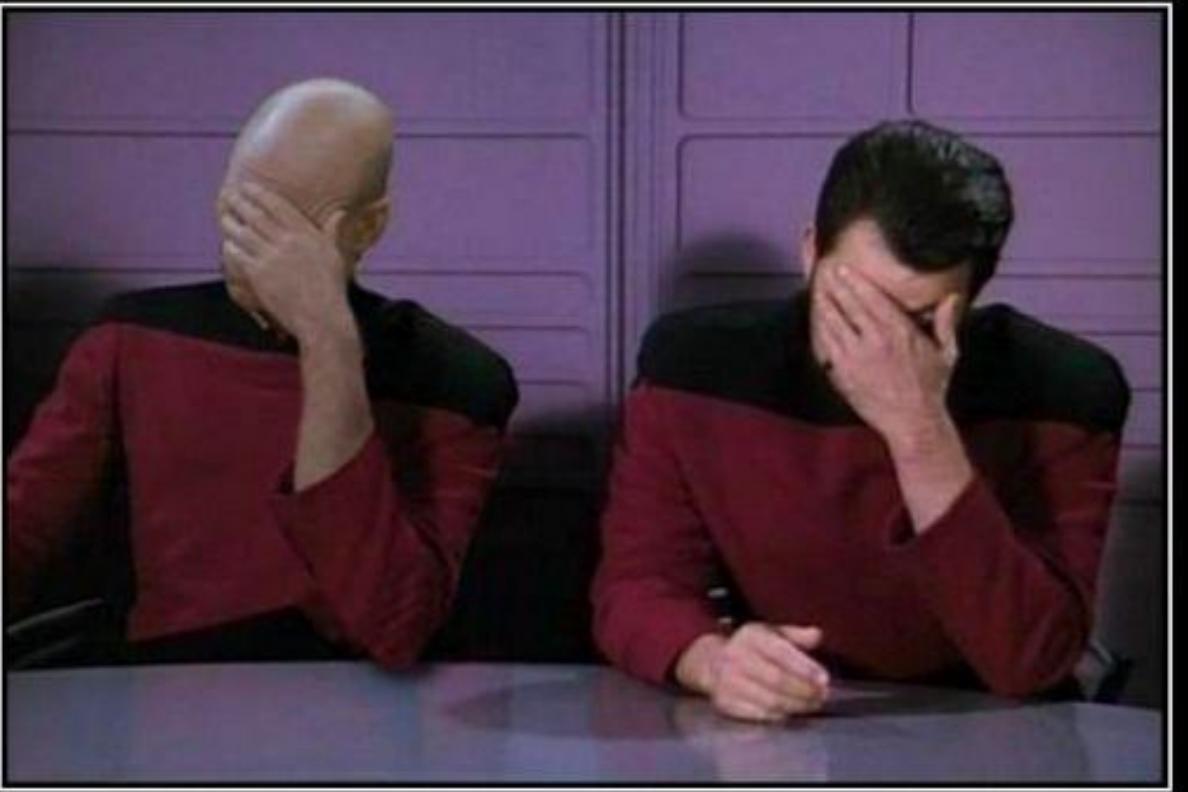


Image courtesy of digitalart at FreeDigitalPhotos.net



DOUBLE FACEPALM

FOR WHEN ONE FACEPALM DOESN'T CUT IT

DIY.DESPAIR.COM

Just when you
thought there
couldn't be more...



Manage social media



HOOTSUITE

Manage and schedule posts to multiple social media profiles

- Publish and share photos to all social networks at once
- Manage multiple social network accounts on Facebook, Twitter and LinkedIn
- Schedule a post or tweet to be sent at a later time or AutoSchedule for the best time of day
- Shorten links with Ow.ly
- Monitor real-time search and track results

The problem?

- Can be difficult to create a message that will work on multiple sites
- Can use up to three social profiles for free, but costs for more extensive use and analytics



Generations and social media

GENERATION Z

- The most connected generation: all technology, all the time
- Drive social media and pop culture
- Always into the newest and latest
- Live lives online, which allows global connections

GENERATION Y

- Social network-heavy users
- Communicate through social networks rather than emails
- Always on-line and sharing; like graphic or video content
- Not bound to a stationary computer; mobile use of smartphones and tablets
- Some are leaving Facebook for Tumblr, Instagram, Pinterest

No, Mom!
To reset your
defaults, scroll down
to preferences, then
open the appropriate
dialog box...



Image courtesy of Ambro at FreeDigitalPhotos.net

Generations and social media

GENERATION X

- An estimated two-thirds use Facebook; fewer than 15% use Twitter
- Check email regularly for business and personal communication
- Like interactive communication

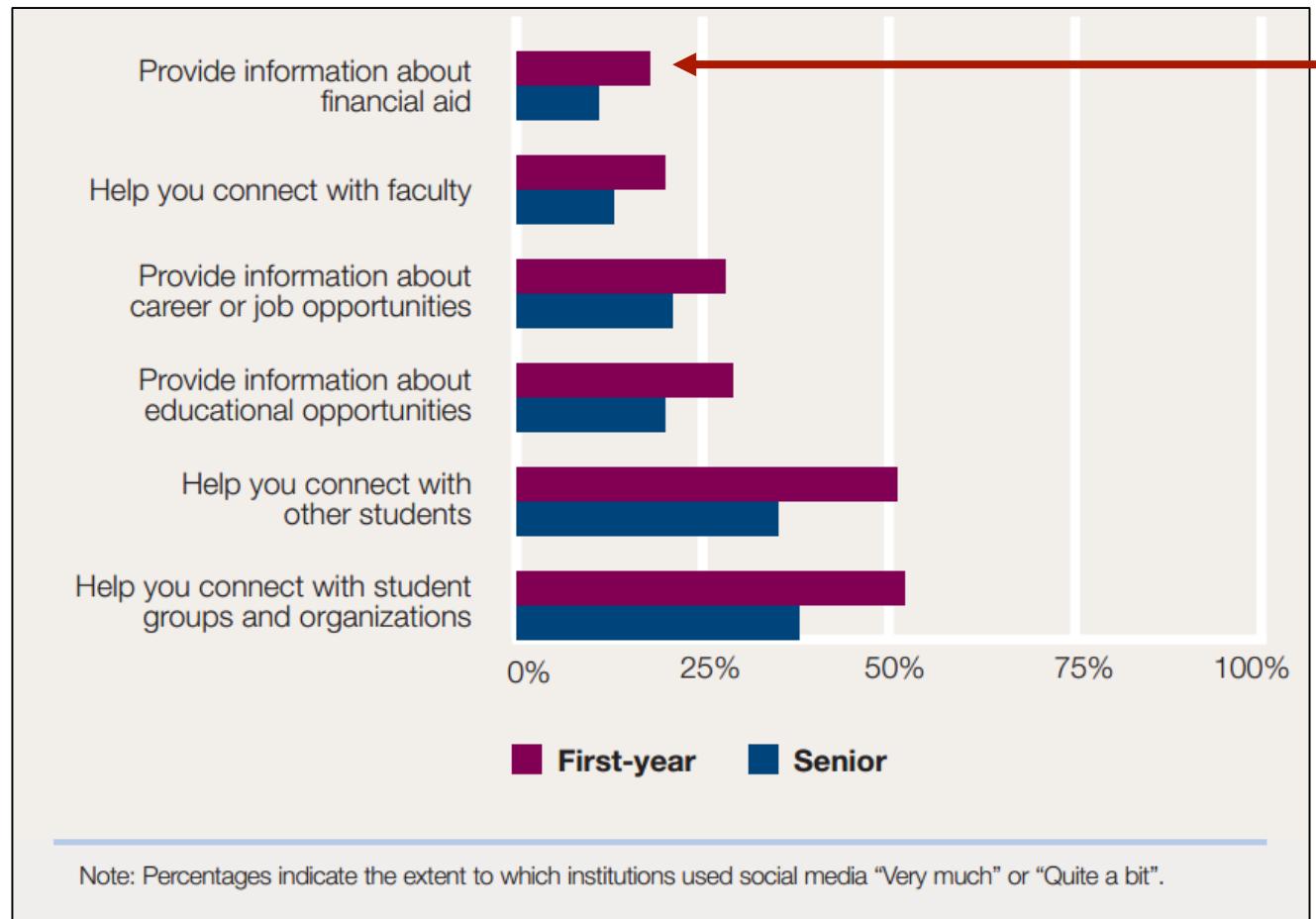
BOOMERS

- Retain more separation of professional and personal information
- Have more privacy concerns than younger generations
- May have different definitions of what “news” is than later generations



Image courtesy of Stuart Miles at FreeDigitalPhotos.net

Campuses and social media



Significant room for improvement!

- Survey results show institutions made less use of social media for educational information than to help students connect with groups, organizations and other students
- First-year students reported more institutional use of social media than seniors

Source: http://nsse.iub.edu/NSSE_2014_Results/pdf/NSSE_2014_Annual_Results.pdf

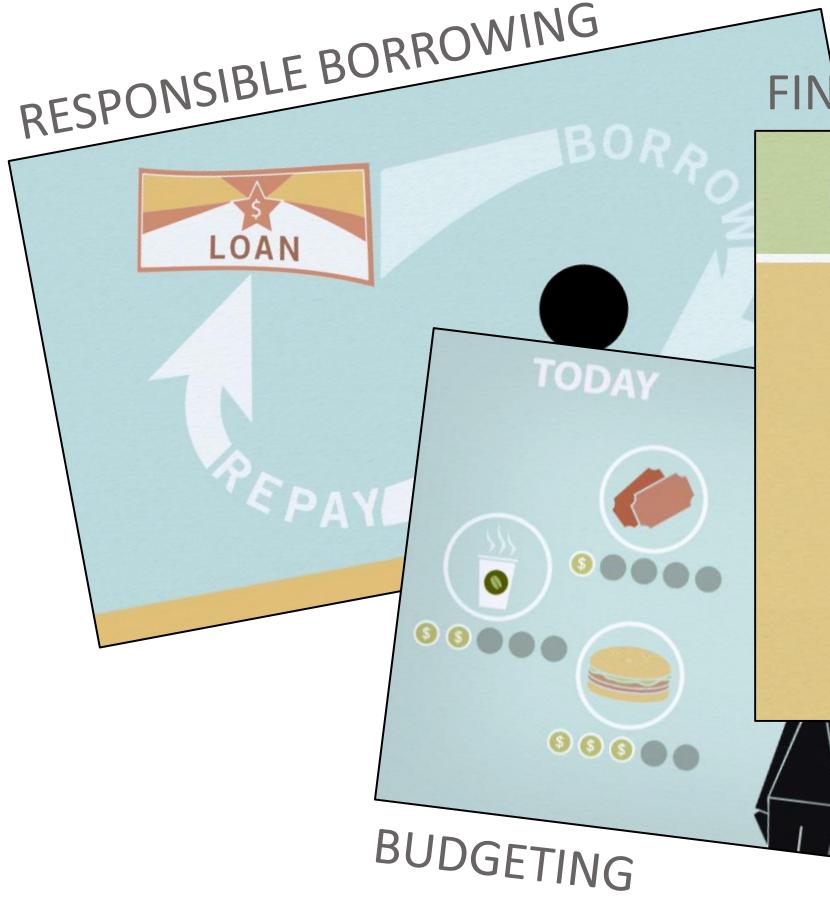
Other ways to reach today's students

- IMAGES
 - YOUTUBE VIDEOS
 - INFOGRAPHICS
 - FSA TOOLKIT RESOURCES
 - FSA LINKS
- 

- Embed on website
- Include in “Financial Aid Night” presentations
- Display on campus monitors
- Post via social media during peak seasons
- Incorporate in relevant email communications
- Play shorter videos on campus TVs

FSA videos

RESPONSIBLE BORROWING



FINANCIAL AID PROCESS

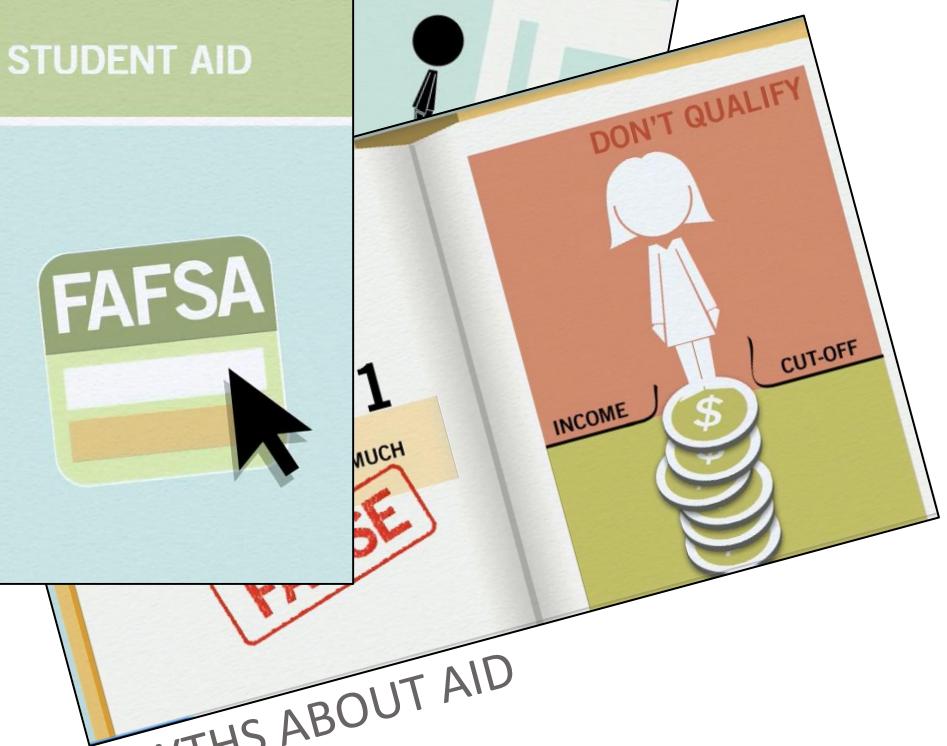
FREE APPLICATION FOR FEDERAL STUDENT AID



TYPES OF AID



MYTHS ABOUT AID



SIMPLE STEPS TO TRANSFER TAX

The IRS Data Retrieval Tool (IRS DRT) Electronically Trans

EASY Transfer info with the click of a button.

FAST Instant info

H



1 Log in to your current FAFSA, or start a new FAFSA at www.fafsa.gov

3 Click the "Link to IRS" button and log in with the IRS to retrieve your tax return information.

2 In the finances section of the FAFSA, you will see a "Link to IRS" button if you are eligible to use the IRS DRT.

4 Review your tax return information, and select the tax data that will be transferred into your FAFSA.

WHERE

AVAILABLE

The IRS DRT is available the first Sunday in February.

The IRS DRT can be used by both students and parents.

TRANSFER

Depending on whether you filed your taxes electronically or by mail, you may be able to use the IRS DRT as little as two weeks from when you filed your tax return.

Federal Student Aid
An Office of the U.S. Department of Education

ELIGIBILITY FOR FEDERAL STUDENT AID

Most students are eligible to receive financial aid from the federal government to help pay for college or career school. Your age, race, or field of study won't affect your eligibility for federal student aid. While your income is taken into consideration, it doesn't automatically prevent you from getting federal student aid.

To receive federal student aid, you'll need to...

Qualify to obtain a college or career school education, either by having a high school diploma or General Educational Development (GED) certificate, or by completing a high school education in a homeschool setting approved under state law.

AND

Be enrolled or accepted for enrollment as a regular student in an eligible degree or certificate program.

AND

Be registered with Selective Service. If you are a male, type of registrant:

Have a valid Social Security number unless you are from the Republic of the Marshall Islands, Federated States of Micronesia, or the Republic of Palau.

Sign certifying statements on the Free Application for Federal Student Aid (FAFSA) stating that:

- you are not in default on a federal student loan and do not owe a refund on a federal grant and
- you will use federal student aid only for educational purposes.

AND

Maintain satisfactory academic progress in college or career school.

In addition, you must...



Be a U.S. citizen or U.S. national.
You are a U.S. citizen if you were born in the United States or certain U.S. territories. If you were born



Have a GREEN CARD.
You are eligible if you have a Form I-551, or I-551C, also known as a green card, showing you are a U.S. permanent resident.



Have an ARREST-DEPARTURE RECORD.
Your Arrest-Departure Record (I-84) from U.S. Citizenship and Immigration Services must show one of the following:



Have BATTERED IMMIGRANT STATUS.
You are designated as a "battered immigrant-quarantine alien" if you are a victim of abuse by your spouse or partner, or your child.



Have a T-1 or T-2 visa.
You are eligible if you have a T-1 or a parent with a T-2 visa.

GETTING A FEDERAL STUDENT LOAN

Student fills out a Free Application for Federal Student Aid (FAFSA) at www.fafsa.gov

U.S. Department of Education sends a Student Aid Report (SAR) to the student and student's selected colleges.

The SAR includes your FAFSA answers and basic eligibility information.

U's

If student accepts a Direct Subsidized Loan, college notifies U.S. Department of Education and requires first-time borrowers to sign promissory note and complete loan entrance counseling.

L

Last entrance counseling helps you understand your obligation.

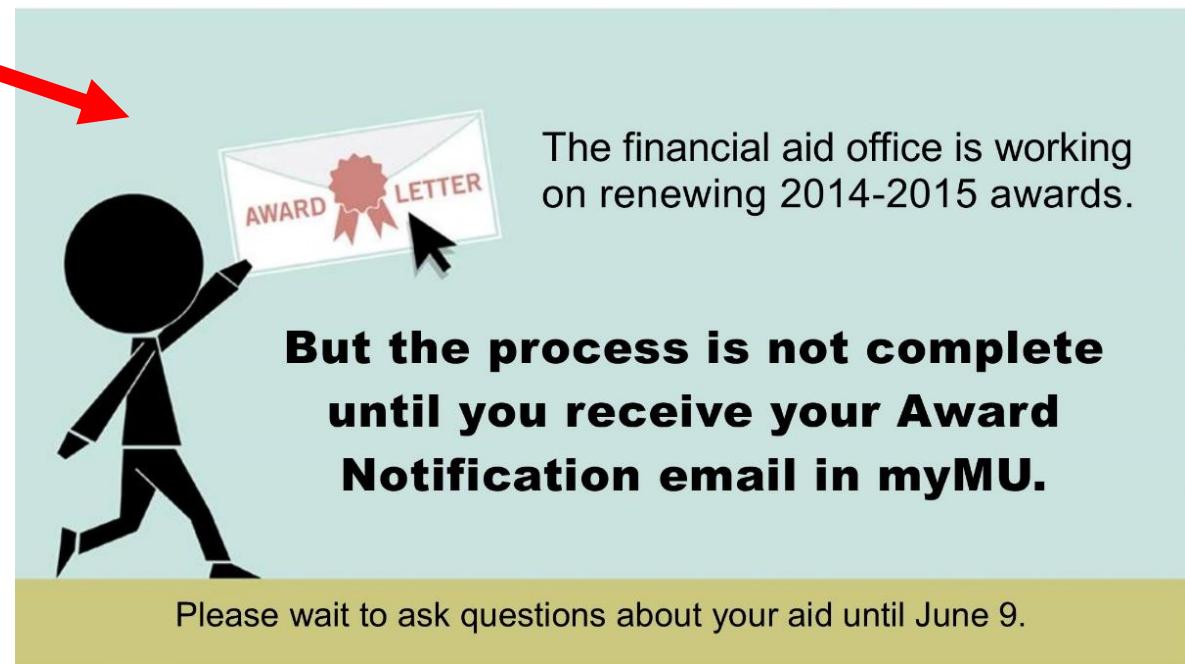
Using FSA Resources

Change this



- Personalize images
- Piece images together
- Use text boxes to give more info

To this!



Quick access information

BULLETS

How much money can I borrow in federal student loans?

- If you are an undergraduate student:
 - Up to \$5,500 per year in Perkins Loans depending on your financial need, the amount of other aid you receive, and the availability of funds at your college or career school.
 - \$5,500 to \$12,500 per year in Direct Subsidized Loans and Direct Unsubsidized Loans depending on certain factors, including your year in college.
- If you are a graduate student:
 - Up to \$8,000 each year in Perkins Loans depending on your financial need, the amount of other aid you receive, and the availability of funds at your college or career school.
 - Up to \$20,500 each year in Direct Unsubsidized Loans.
 - The remainder of your college costs not covered by other financial aid in Direct PLUS Loans. Note: A credit check is required for a PLUS loan.
- If you are a parent of a dependent undergraduate student:
 - The remainder of your child's college costs that are not covered by other financial aid. Note: A credit check is required for a parent loan (called a PLUS loan).

CHARTS

Basic Requirements	
Financial Need	Demonstrate financial need (<i>for most programs</i>)
Citizenship	You must be a U.S. citizen or an eligible noncitizen
Social Security Number	You must have a valid Social Security number (with the exception of students from the Republic of the Marshall Islands, Federated States of Micronesia, or the Republic of Palau)
Selective Service	You must be registered with Selective Service , if you're a male (you must register between the ages of 18 and 25)
Enrollment	<p>You must be enrolled or accepted for enrollment as a regular student in an eligible degree or certificate program</p> <p>You must be enrolled at least half-time (6 credits for undergraduates and 4.5 credits for graduates) to be eligible for Direct Loan Program funds</p> <p>Pell Grant eligible classes must be added no later than the 'census date'. At BYU, the census date is the semester add/drop deadline</p>

Collaborating with other departments

ADMISSIONS, STUDENT ACCOUNTS, OTHER STUDENT SERVICES

- Offices often have similar messages or messages that can be combined
 - *Admissions/FA: Apply for admissions and complete the FAFSA*
 - *Business Office/FA: Balances are due ____; financial aid is transmitted ____.*
 - *Records/FA: Mid-term grades will be posted ____; did you know that your GPA and completion rate impacts your financial aid?*
 - *Important upcoming dates for the week/month/semester for all offices*

SCHEDULE POSTINGS ON MASTER CALENDAR

- Ensure important dates/messages aren't missed
 - *Create an office timeline and coordinate with other offices*
 - *Don't spam students multiple times in one day*
 - *Track "hits" on different social media sites to see what times of day/semester/year are getting most traffic*



Image courtesy of photographic1980 at FreeDigitalPhotos.net

Collaborating with other departments

USE SOCIAL MEDIA TO DIRECT STUDENTS TO PORTAL OR WEBSITE

- Pictures, memes, short messages with active links
 - *Let students know what they can do on institution's portal*
 - *Show students where to find things on school's website*
 - *Direct students to school calendar or where to find important dates*
 - *Give links to financial aid*

BE PROACTIVE IN YOUR MESSAGES

- Use “to do” lists in your communications; checklists with deadlines can help students:
 - *Pay bills and receive refunds on time*
 - *Avoid financial stress*
 - *Teach financial responsibility and financial literacy*
- Increases efficiency
- Creates positive interaction with Financial Aid and other offices

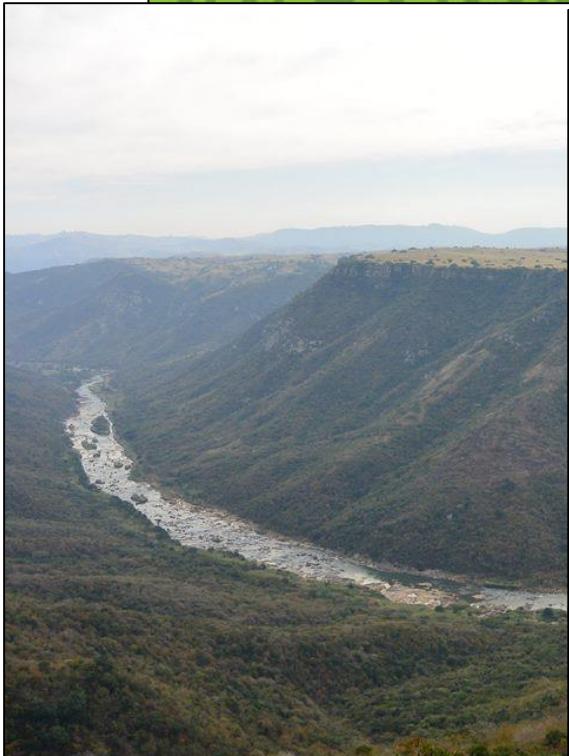
Don't forget more traditional methods...

PROSPECTIVE STUDENTS AND PARENTS

- Combine Admission and Financial Aid topics into batch email messages
- Use postcards to bullet important Admission, FA and Business Office deadlines
- Put Financial Aid inserts in with Business Office statements or payment plan info
- Create a welcome packet that includes all forms prospective students need to complete
- Create packet of info from multiple departments that is sent with award letter
- Coordinate with high school counselors to include Financial Aid information into high school programs

CURRENTLY ENROLLED STUDENTS

- Put table tents in dining hall with important dates, deadlines, FAFSA reminders, SAP policy, etc.
- Coordinate with IT Department to create campus commercials or videos for campus TVs
- Use bulletin boards/messaging boards throughout campus and residence halls
- Coordinate with academic side to distribute warning/suspension information
- Collaborate with professors/activities coordinators to create workshop opportunities



Winners will be announced
Please note submitted
after the contest (web)



Financial

xamples

 Mizzou Financial Aid @MizzouSFA

Hays C. Kirby M
Contest
Various Awards
3/1/2015
bit.ly/1C103LX

RETWEETS 4 FAVORITES 3

10:15 AM - 6 Feb 2015

 Student Financial Aid
University of Missouri

Contact | Help | Important Dates | Search | FAFSA Code: 002516

Home Cost of Attendance Types of Aid Eligibility Applying for Aid Receiving Aid Forms

Upcoming Deadlines

- Dec. 15th Scholarship deadline Scholarship application deadline for first-time college students
- Feb. 1st Scholarship deadline Scholarship application deadline for continuing and transfer students
- March 1st FAFSA deadline Mizzou's priority deadline for submission or renewal of the FAFSA

Information For

- Prospective Undergraduates Graduates Parents Consumer Information Disclosures

 myZou »

[Find your Adviser](#) [File Your FAFSA](#) [2014-15 Award Letter Guide](#) [IRS Data Retrieval](#) [Path to Success](#) [Loans: Repay Away](#)

Frequently Asked Questions about the **FAFSA**

Student Financial Aid University of Missouri

0:00 / 3:04 YouTube

Student employment Paying for college Applying for scholarships

Tweets

Mizzou Financial Aid @MizzouSFA That's all for this week! As usual, if you want to see previous week's posts, check out this list: bit.ly/1iuCJNG Expand

Mizzou Financial Aid @MizzouSFA HubShout Internet Marketing Scholarship \$1000 3/1/2015 bit.ly/1zfdsnJ Expand

Mizzou Financial Aid @MizzouSFA GMR Web Team Marketing Scholarship Program \$1000 bit.ly/1C12wG5 Expand

Mizzou Financial Aid @MizzouSFA Blacks at Microsoft Scholarship \$5000 3/1/2015 bit.ly/VteXrz Expand

Mizzou Financial Aid @MizzouSFA National Assoc. of Women in Construction 4/13/2015

Tweet to @MizzouSFA

Follow Follow

man Journalism

TRIC

Financial aid social media examples

KU Financial Aid & Scholars
February 5 at 9:04am

Did you know you can renew your federal student loans online? Renewal for 2017-18 is now open! [37017:video-0](#)

WELCOME

KU Financial Aid & Scholarships

KU Financial Aid & Scholarships shared Federal Student...

KU Financial Aid & Scholarships

KU Financial Aid & Scholarships

University

To be considered for financial aid, you must file the Free Application for Federal Student Aid (FAFSA) online at www.fafsa.gov.

KU.FINANCIALAIDTV.COM

Timeline About Photos Reviews More

Like Comment Share 2 1

Like Comment Share 2

FINANCIAL AID WORKSHOPS

Thur, Feb. 5 • 11 am - 2 pm

Mon, Feb. 9 • 5:30 - 7:30 pm

Tues, Feb. 17 • 11am - 2 pm

Mendocino Hall • Room 2007

csus.edu/faid/events/FA_Awareness.html



sacstatefaid

Follow

4 days ago

Good morning Hornets! The Financial Aid Awareness month starts today! Need help filing your #FAFSA? Come by one of our workshops during these dates! [...](#)
#FinancialAid #SacState

sacstatefaid, phatboieatcake, danielito916 and 5 others like this.



danielito916

@toch_916 @bigcpt74

Follow

ire out your #StudentLoans
for you
epay-loans #sacstate

m_co and 4 others like

those payments.



Leave a comment...

...



Leave a comment...

...



There's an app for that...

WEBSITES MUST BE MOBILE FRIENDLY

- Students look at messages on smartphones if they have Internet-based email and portals

But is your site user-friendly or basically just like looking at a tiny laptop screen?

- Messages from school can pop-up as a notification on phones

Students check mobile notifications if only to make messages go away!

- Orientation sessions could demonstrate how to download and use school's app(s)

More likely to reach students when they know what technology is available and how to navigate it

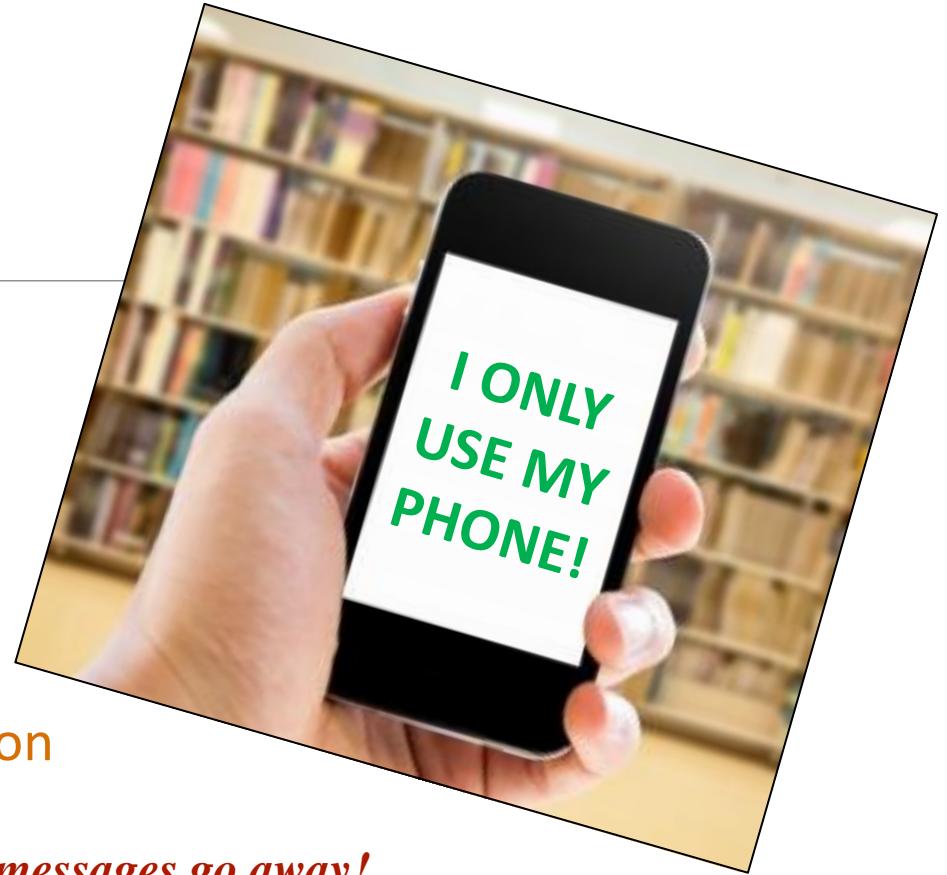


Image courtesy of pannawat at FreeDigitalPhotos.net



It's a mobile world

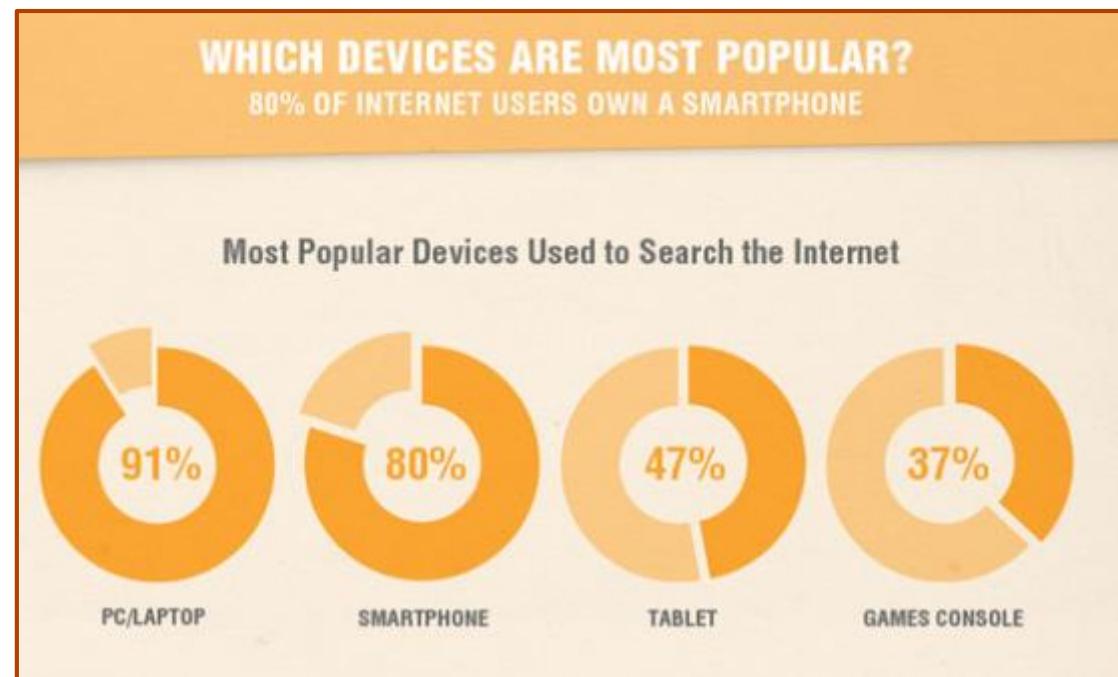
BY THE NUMBERS

- 90% of American adults have a cell phone
 - *58% of these own a smartphone*
- 98% of 18-29 year olds have a cell phone
 - *83% of these own a smartphone*

Source: Pew Research Center Internet Project Survey

- 80% of Internet users own a smartphone
 - *global statistic*
- 80% of smartphone owners use it to search the Internet

Source: Global Web Index data



Examples of school apps

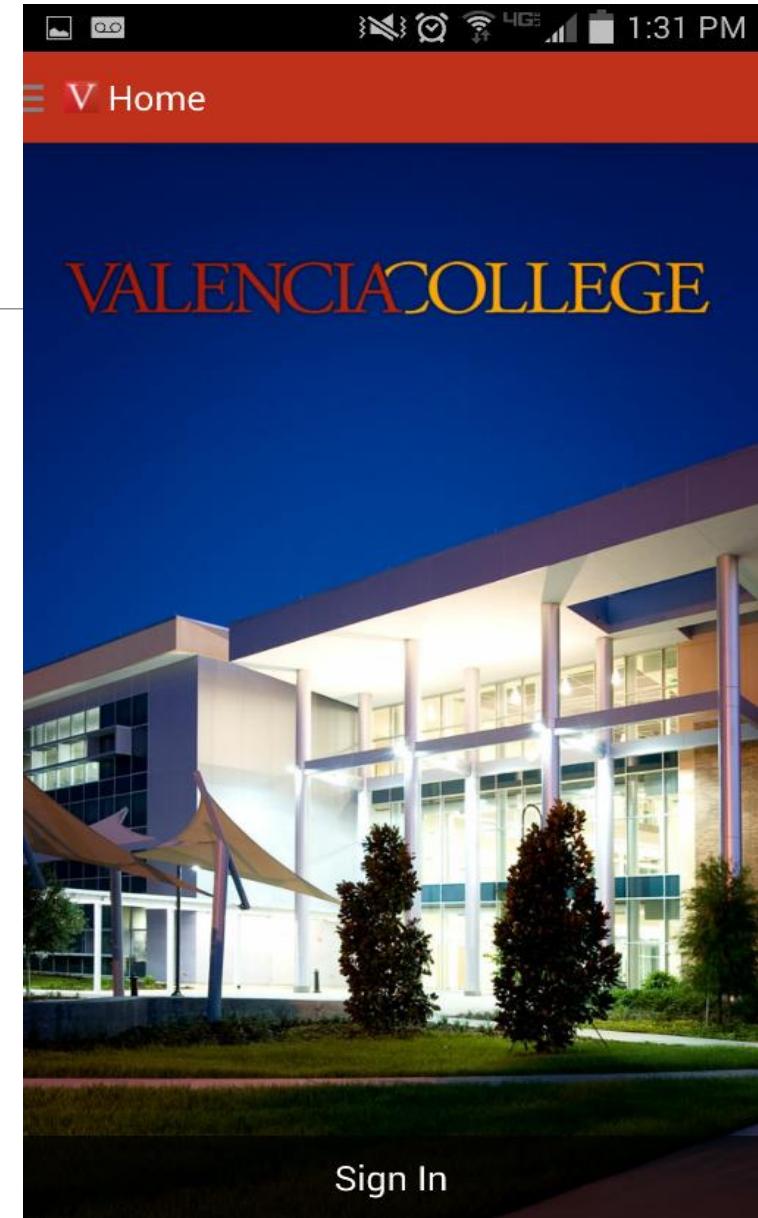
VALENCIA COLLEGE

- Free mobile app available to students
 - Access to the college faculty and staff phone directory, campus maps, course schedule, news and events, photos and videos, account balance, and grades
- Instructions on how to get app available on school's website
- App is downloaded via the App Store or Google play

Class schedule, grades, and news—all in one handy app.
Download it for free.



- Students must log in to app with student ID



<http://valenciacollege.edu/mobile/>

Examples of school apps

TEXAS A&M

- University provides suite of free mobile apps
 - Get the latest on news, sports, bus schedules, contact info, etc.
- Can use mobile device's browser or from a dedicated app



<http://www.tamu.edu/mobile/>



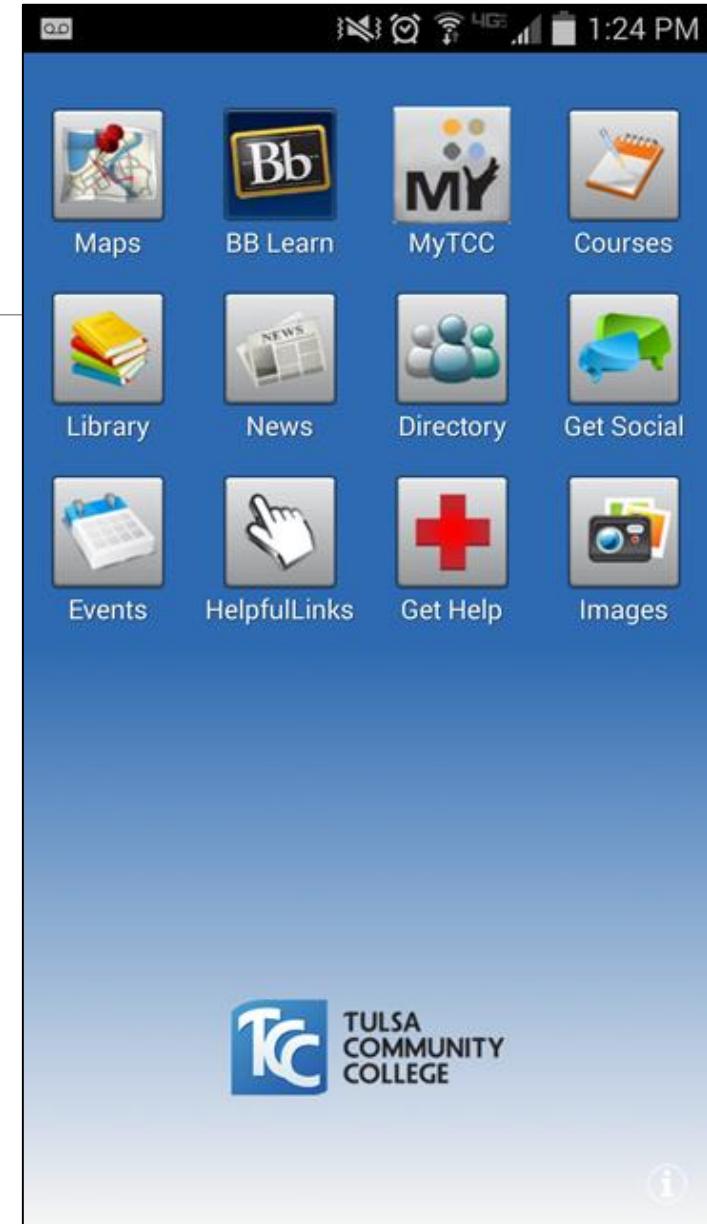
Examples of school apps

TULSA COMMUNITY COLLEGE

- Similar look and apps to Texas A&M
- Social component allows students to link to school's Facebook, Instagram, Twitter and YouTube directly
 - *Links student's account with school's social media*



Image courtesy of KROMKRATHOG at FreeDigitalPhotos.net

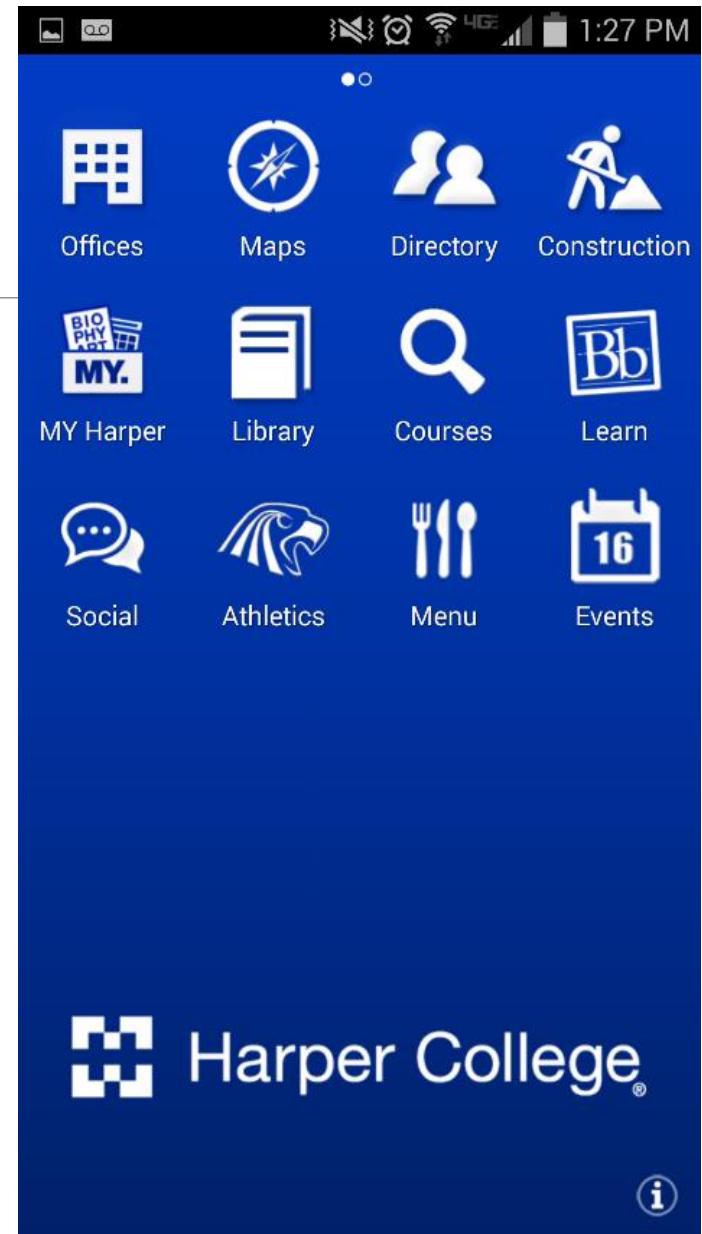
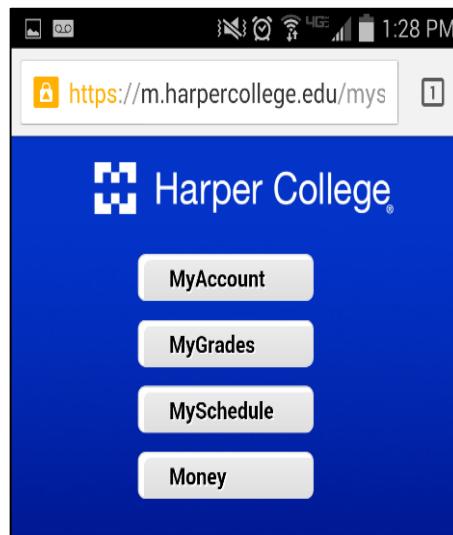
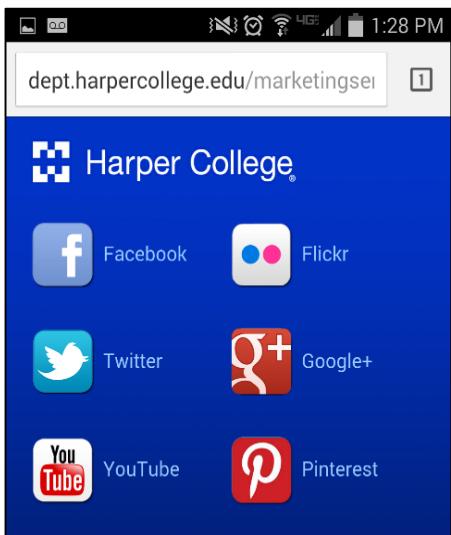
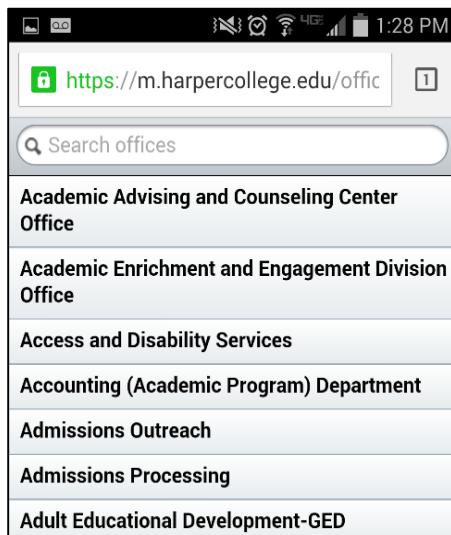


<http://m.tulsacc.edu/TCC2.0-Smartphone-App?device=mobile>

Examples of school apps

HARPER COLLEGE

- Probably the most helpful app of examples given
 - Has mobile-friendly course catalog search feature
 - Has comprehensive directory
 - Has link to student's school portal where students can access their account, see their schedule, grades and financial info



<http://www.harpercollege.edu/harpermobile/>

Creating apps

THIRD-PARTY DEVELOPERS OFTEN BEST OPTION

- Many schools won't have time/staff/technology to do this on their own
- Most third-party companies will offer free quotes
- Using a professional can help eliminate glitches
 - *Compatibility with different operating systems*
 - *Ensure school has all apps it wants*
 - *Eliminate need for writing code in-house*
- App developers
 - *Zaporoo*
 - *AppMakr*
 - *TheyMakeApps*
 - *AppsMe*



Image courtesy of KROMKRATHOG at FreeDigitalPhotos.net

College App Map

Get Online, Make Friends, and Find Your Way To and Through College!

Select your grade below, see the college success steps you need to complete, and discover great apps!

[HOME](#) [APP LIST](#) [ABOUT US](#) [BLOG](#) [RESOURCES](#)



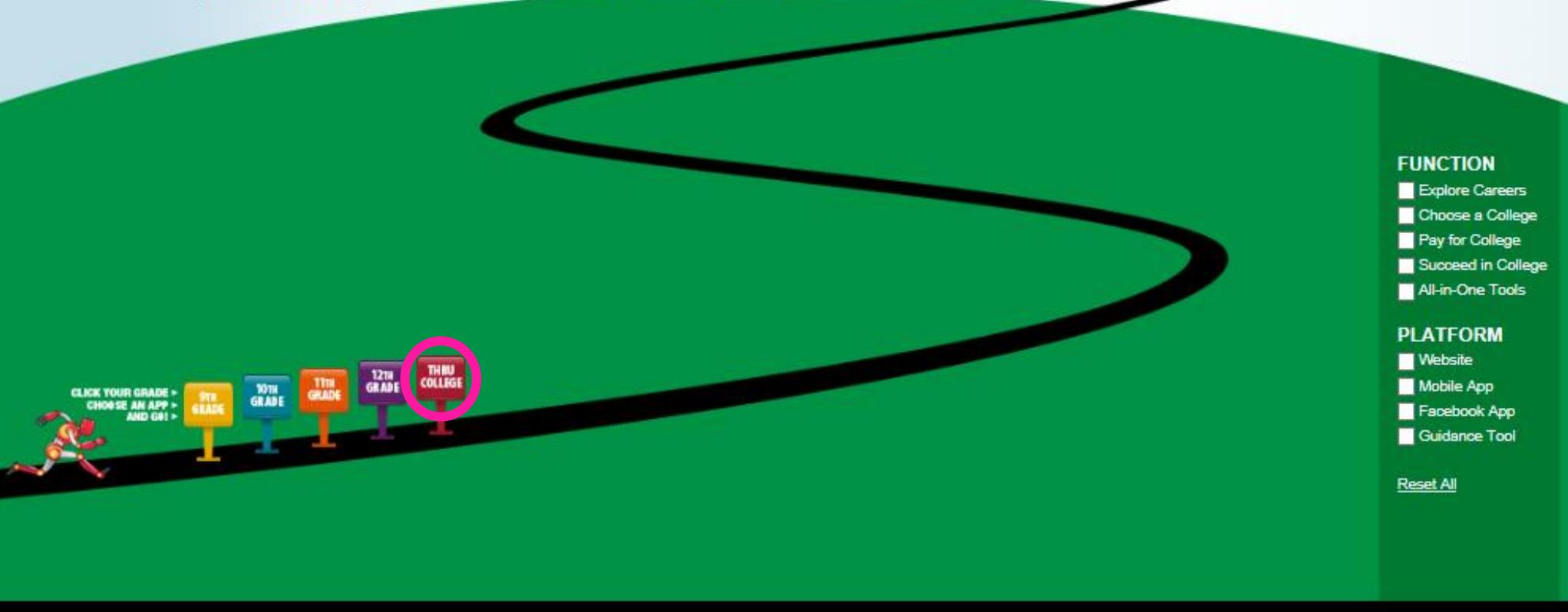
FUNCTION

- Explore Careers
- Choose a College
- Pay for College
- Succeed in College
- All-in-One Tools

PLATFORM

- Website
- Mobile App
- Facebook App
- Guidance Tool

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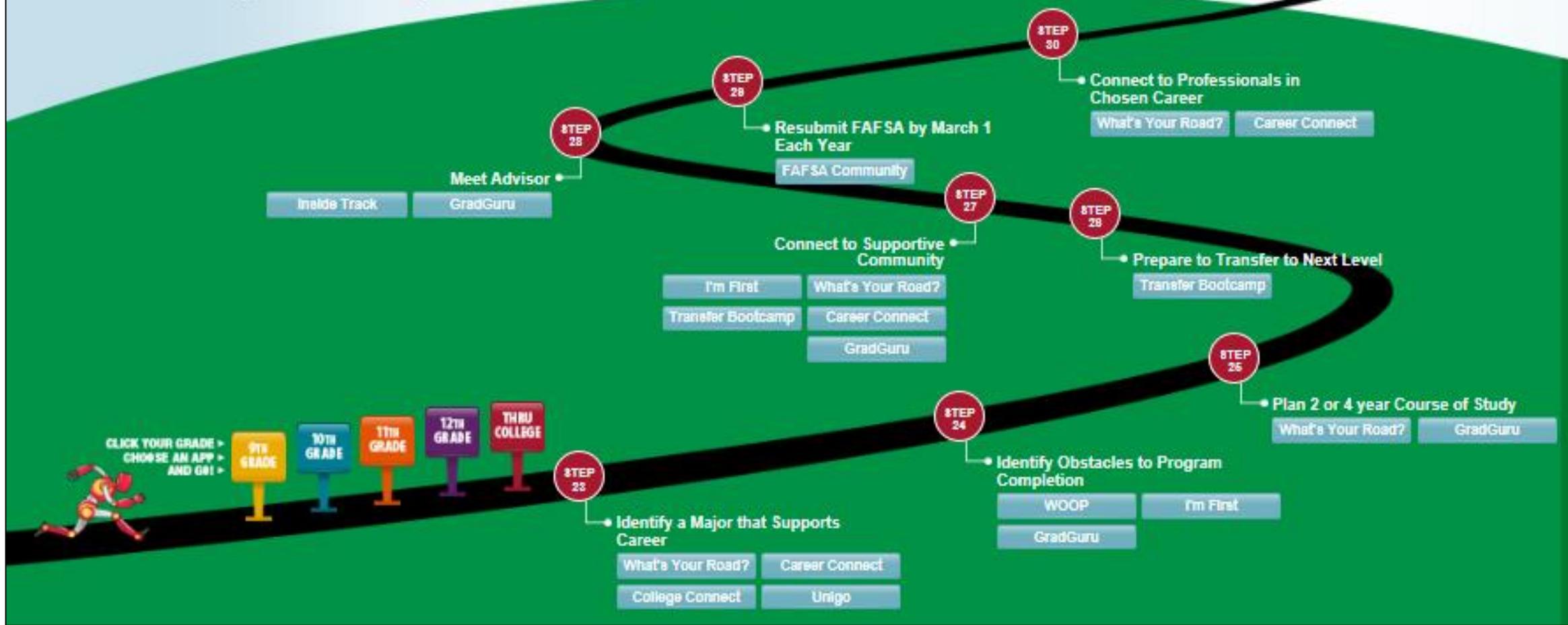


College App Map

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What about Email?

MOST STUDENTS DON'T LIKE EMAIL

- Younger generations consider it “boring,” “slow,” “not sexy”
- Students spend about six minutes a day on email compared to 180 minutes online
- Know it’s necessary, but many would never use it if it could be avoided.

UNSEXY EMAIL

- So, shouldn’t we communicate with the students with their preferred mode?
 - *It depends on what information we are trying to communicate*



Image courtesy of Stuart Miles at FreeDigitalPhotos.net

Why use email?

REQUIRED FOR MOST EMPLOYMENT

- Email is the primary communication tool of the workplace
- Students are in college to prepare themselves for work, so this is one area they will need to learn to use properly

FORMAL NOTICES FROM FINANCIAL AID, STUDENT AFFAIRS OR HEALTH OFFICIALS

- Email is more appropriate source of info than social media, and quicker than “snail mail”

PROFESSIONAL/OFFICIAL INFORMATION

- Leaves an electronic paper trail for tracking

Email etiquette

TIPS FOR WRITING EFFECTIVE EMAIL TO STUDENTS

- Don't over-communicate through email
- Make good use of subject line
- Keep the message clear and brief
- Avoid attachments
- Identify yourself clearly
- Be polite and check your tone
- Proofread (don't we tell students this all the time?!?)
- Don't assume privacy
- Distinguish between formal and informal situations
- Respond promptly



FERPA implications

RECAP OF FERPA

- The Family Educational Rights & Privacy Act (FERPA) is a Federal law that protects the privacy of student education records. The Act grants four specific rights to students:
 - *Right to see information that the institution is keeping about the student*
 - *Right to seek an amendment to those records and in certain cases append a statement to the record*
 - *Right to consent to disclosure of his/her records*
 - *Right to file a complaint with the FERPA Office in Washington, D.C.*
- Schools may disclose, without consent “directory” information such as a student’s name, address, telephone number, date and place of birth, honors & awards, and dates of attendance. Students can request that the school not disclose their directory information
 - *Right to see information that the institution is keeping about the student*

Institution obligations

STAFF AND FACULTY MUST PROTECT A STUDENT'S EDUCATIONAL RECORD!

- Educational record includes directory information, grades, class lists, schedules, disciplinary records, financial aid information, payroll information, etc.
- When using Facebook, Twitter, Snapchat...
 - *Ensure you are not posting or asking students to post FERPA-protected information*
 - *Never include Social Security Numbers in any electronic communications*
 - *Should not post class schedule, location, financial data, grades, or any other personally identifiable info*
- When sending an email or text:
 - *Make sure you are not posting or asking students to post FERPA-protected information*
 - *Never include Social Security Numbers in any electronic communications*
 - *Should not include IDs, account balance, aid awards, grades, or any other personally identifiable info*

Take Aways?

COLLEGES SHOULD BE ADDING SOCIAL MEDIA TO COMMUNICATION ARSENAL

- Students are high-frequency users of social media
- Research suggests that using certain types of social media can lead to positive learning and engagement outcomes
- Financial aid offices can use social media to educate, engage and serve students
- Use of technology is ever-changing and we need to constantly learn and adapt to how students use it in order to communicate most effectively

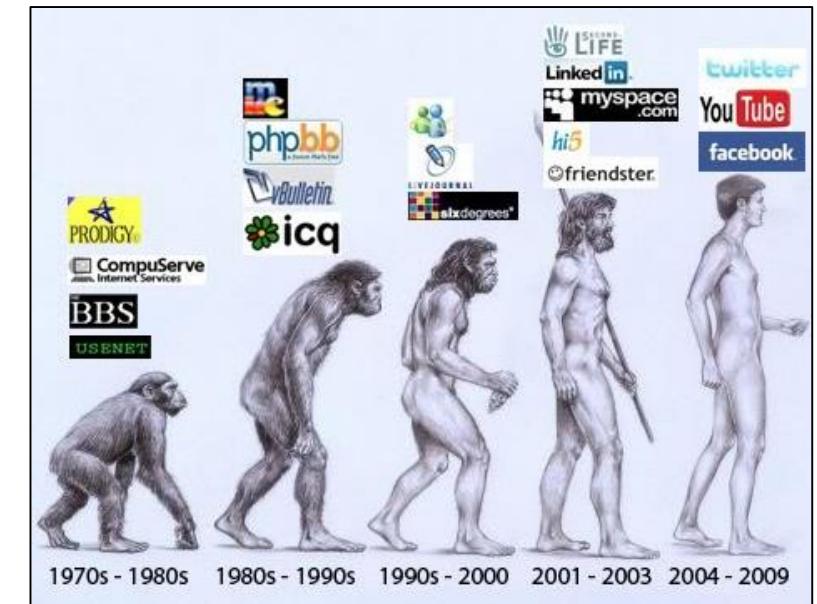


Image courtesy of PhotoBucket.com

Multigenerational audiences

TARGET MESSAGES TO DIFFERENT SEGMENTS



- Think about learning style preferences, personal behavior style, major, background
- Millenials/iGens are the most connected and expect to be able to use mobile technology
- Gen Ys and Gen Xers like humor, irony and lots of images
- Gen Ys have shorter attention spans and value their personal time
- Boomers and Traditionalists may not care for violence or certain types of humor

Image courtesy of stockimages at FreeDigitalPhotos.net

Effective communication for all ages

BEST PRACTICES:

- Know your audience
- Vary the format and language
- Challenge assumptions about generational stereotypes
- Build in ways to engage your audience, such as with contests or quizzes
- Remember that diversity of learning style and personal style crosses generations, so incorporate a range of each in your messages



Image courtesy of renjith krishnan at FreeDigitalPhotos.net

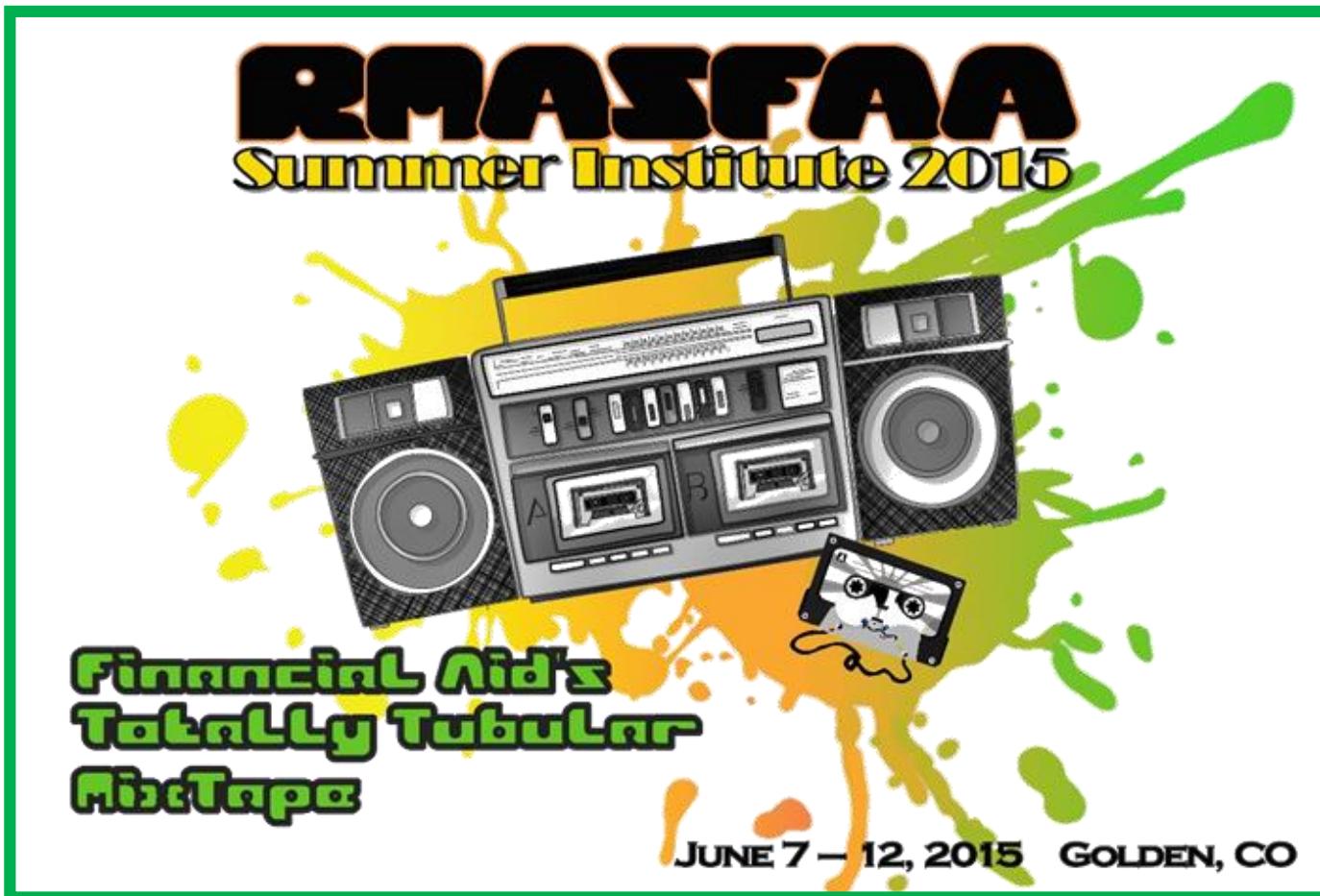
Talking points

PANEL OR AUDIENCE DISCUSSION

- Does your school have a social media strategic plan?
 - What social media channels does your school have access to?
 - What content will your office/school post?
 - How often will your office/school post?
 - What metrics will your office/school track?
 - What office(s)/individual(s) will be responsible for social media at your school?
 - How will your school determine if your communication plans are effective?
 - Can the Financial Aid Office collaborate with other offices to reach students?
 - How can your office/school stay current with changing technology and social media?
 - What policies will your school need to put in place to ensure social media is used appropriately?
 - Other comments or questions?



More training opportunities!



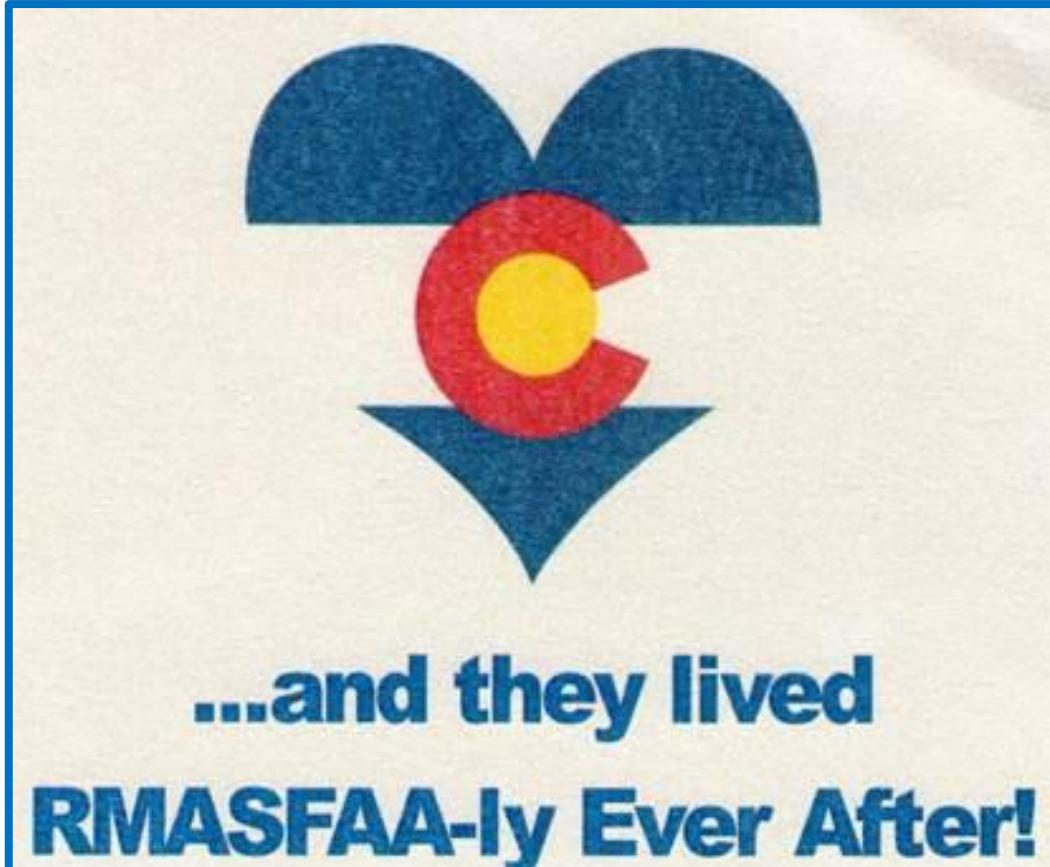
More training opportunities!

Guess What?!

WE'RE ENGAGED!

RMASFAA ❤ CAFAA

October 11th - 14th 2015
The Westin Hotel
Westminster, CO



**...and they lived
RMASFAA-ly Ever After!**

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