

## First-Year Email Outreach

Success Connect staff utilize the proactive model of intrusive advising in reaching out to both the general student population and academically at-risk students. The intrusive advising model allows student support agents to make contact with students throughout the term at targeted dates with intentionally chosen content. The goal of facilitating student engagement with peers, faculty, and student support professionals lies at the heart of the Success Connect initiative. By crafting intentional correspondence to students featuring information they need at a time they are receptive to receiving it, Success Consultants connect students to high impact resources on campus.

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### Fall Semester

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### Spring Semester

#### **Email #1:**

- Introduce Success Consultant role
- Explain Success Consultant & Strong Push to Schedule Appt
- Question about goals
- Deadline to add or drop classes

#### **Email #2:**

- Supplemental Instruction & Tutoring
- Reasons to Schedule Success Consultations
- Faculty Referral Process
- Link: Tutoring
- Link: Supplemental Instruction

#### **Email #3:**

- Academic department advising information
- WF deadling extension
- Info about Counseling
- Link: Advising
- Link: Counseling and Psychiatry Center

#### **Email #4:**

- Tutoring: online, drop-in, appointments
- Peer Leader applications
- Link: Tutoring
- Link: Peer Leader application

#### **Email #5: *New Email***

Reduce Stress  
Link: Campus Wellness

#### **Email #6:**

- Success Consultation - finals study plan
- Finals Frenzy schedule

#### **Email #7:**

- Congrats - first semester is done

#### **Email # 8:**

- Welcome back to campus
- "W" Date Reminder
- Are you coming back to USC

#### **Email #9:**

- Internships
- Link: Career Center

#### **Email #10:**

- Importance of engaging faculty
- Help with courses
- Link: Tutoring and SI
- Link: Out-to-Lunch Faculty Engagement

#### **Email #11:**

- "WF" Date - March 3, 2015
- Info about NSE
- Importance of study abroad
- Link: Study Abroad

#### **Email #12:**

- UAC - Change of major advising
- Transient study process
- Link: University Advising Portal

#### **Email #13:**

- Final exam preparation
- Workshop Info
- Finals Frenzy
- Sophomore Bridge

#### **Email #14:**

- Congrats - 1 year down!
- What are you doing this summer?
- Graduation with Leadership Distinction