

Expectations for Engagement for Student Outreach and Communication Navigate at K-State

Context

The Navigate student engagement platform gives academic advisors and other end users unprecedented access to student contact information. Through the platform, University representatives are able to email and text students with ease. This access must be guided by principles of best practice that put our students' experience first.

Core Assumptions

- Just because the system can do something, does not mean it is a good idea to do it.
- The educational best interest of the student is our first priority.
- It is not in the educational best interest of students to be bombarded with email or text messages from the university.
- Navigate is, first and foremost, a student success tool; all actions conducted in the platform should support student success.
- Although "engagement" is important to student success, the platform is not intended to promote general events.
- Students have not opted-in to Navigate, which means only formally sanctioned outreach should be attempted through the Platform.

Best Practices

- Direct messaging/outreach activity is restricted to academic advisors, academic coordinators (athletics), faculty mentors, and academic support/services units (e.g., academic coaching, student financial assistance).
- Outreach is restricted based on the student's home academic unit or membership in a defined group (e.g., first-generation students or admitted by exception). Academic advisors may reach out to students associated with a specific department or program for which they have responsibility (e.g., KINES advisors may reach out to KINES majors; Academic Coaches may reach out to the populations they support). Partnership outreach must be planned and supported by students' home academic unit.
- Outreach to students outside one's department but within the College must be reviewed and approved by the Academic Advising Director/Lead in the Dean's Office (e.g., American Ethnic Studies advisors need to consult with the Assistant Dean in CAS to share information to all CAS students about their minor).
- Outreach to students in a different school/college must consult with the Academic Advising Lead within the students' home school/college for support and approval in sending messages. (e.g., if Business wants to share information about its minor to students in Arts and Sciences, then Business should reach out to the CAS Assistant Dean and ask them to send information to their students).

Intercollegiate Athletics may reach out to student athletes.

The Honors Program may reach out to Honors Program students, regardless of major.

Pre-professional advisors may reach out to students who have self-identified as participants in these pre-professional pathways.

Outreach to Exploratory students is coordinated by the Exploratory advising team and Executive Director of Academic Advising.

University communications to all students are managed by the University Registrar.

Compliance

Regular reports on the number of messages (email and texts) sent will be monitored by the Navigate Strategic Project Team via the Analytics portion of the Advising Dashboard. Unusual patterns of use will be investigated and addressed.