

Expectations for Engagement for Student Outreach and Communication

Navigate at K-State

Context

The Student Success Collaborative – Navigate (Navigate) 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, an academic 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 events.
- Students have not opted-in to the Navigate; only formally sanctioned outreach should be attempted through the Platform.

Best Practices

- Direct messaging/outreach activity is restricted to academic advisors, academic coordinators (athletics), 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 exceptional admits). Academic advisors may reach out to students associated with a specific department or program for which they have responsibility (KINE advisors may reach out to KINE majors; Academic Coaches may reach out to the populations they charged with serving). 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. Outreach to students in a different school/college requires consultation with the Academic Advising Lead within the students' home school/college. Do not use Navigate to promote a major, minor, or event. Consult with Advising Directors/Leads for alternative methods of communication.

Intercollegiate Athletics may reach out to student athletes.

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

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

Outreach to Open Option students is coordinated by the Open Options advising team the College of Arts and Sciences.

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.