

## **UW-GEAR UP | APRIL** **COMMUNICATION & CONTENT CALENDAR**

### **ATTN: SITE COORDINATORS**

Welcome to the April Communication Calendar!

This month is all about gearing up for the home stretch and looking ahead to the summer and fall months. We want to know where students are emotionally AND where they see themselves in the coming year.

This month students will have a chance to look back at the past, reflect on the present, and look ahead to the future. One goal is to help you identify students who are considering transferring or changing majors. We also want to help students map out plans for summer and the 2018/2019 year. Many groups and orgs will select their leadership team in the spring. This month's suggested videos include *Choosing Your Major* and *Telling Your Story*.

If you have any questions or concerns, please feel free to reach out to me at: [harlan@helpmeharlan.com](mailto:harlan@helpmeharlan.com).

Thank you,

-Harlan

# UW-GEAR UP | APRIL 2018

## COMMUNICATION & CONTENT CALENDAR

### **RATE IT, TEXT IT**

#### **WEEK #1 – MAJOR**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

**MESSAGE:**

RATE IT | TEXT IT: Respond with number 1-10

How happy are you with your current major (1-HATE my major 10-LOVE my major)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

QUESTION: What is your current major(s)?

***DIRECTIONS: Text the messages below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Talk to your academic advisor and map out your plan to graduate in 4 years or sooner.

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#### **WEEK #2 – HEALTH & WELLNESS**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

RATE IT | TEXT IT: Respond with a number 1-10

How happy are you today? (1=Beyond Miserable 10= Beyond Happy)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

QUESTION: What is weighing heavily on you today?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Watch this video and tell your story as if it's already happened:

<https://vimeo.com/127159920/2e9c1f86e8>

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**WEEK #3 – TRANSFER OR NOT**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

RATE IT | TEXT IT: Respond with number 1-10  
How likely are you to return to your current campus next year? (1=Leaving 10=Coming Back)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

**QUESTION:** What do you like most or like least about your current campus?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Map out leadership positions for next year and include all deadlines for applying/running

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**WEEK #4 – SUMMER JOB**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

**MESSAGE:**

RATE IT | TEXT IT: Respond with number 1-10  
How close are you to securing a summer job or internship? (1=Jobless 10=Hired)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

**QUESTION:** What is summer job did you get? What summer job do you want?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Go to the career center and identify possible jobs/internships with a career counselor

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