

UW-GEAR UP | August **COMMUNICATION & CONTENT CALENDAR**

ATTN: SITE COORDINATORS

Welcome to the August Communication Calendar! Back to school season is here. Your students on the semester system will be back on campus the second week of August. Students on the quarter system will head to campus next month. This month's guide addresses goal setting, navigating change, and finding your people, places, and patience on campus. The themes will resonate with the class of 2017 and 2018. This month's guide will help you gauge how your students are navigating changes in real time. In addition to this month's text messages, check out the videos addressing "The Three Ps" and "Intro To College."

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

Thank you,

-Harlan

UW-GEAR UP | AUGUST 2018

COMMUNICATION & CONTENT CALENDAR

WEEK #1 – STATE OF MIND

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
I'm looking forward to going back to school this year (1-NOT! 10-YES!)

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 are you looking forward to most? What are you looking forward to least?

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

TO-DO: Text me 5 things you are looking forward to this year.

WEEK #2 – PEOPLE

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
I have a strong support system on campus (1-Weak 10-Strong)

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: Who are your five people on campus? (Example: friends, professor, senior, etc)

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

TO-DO: Make a list of 5 campus resources where you can find help and support.

WEEK #3 – PLACES

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
I have at least three places on campus where I can do things I love to do.
(1=No Places 10=Lots of Places)

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: Where are three of your places on campus?

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

TO-DO: Ask a mentor or leader on campus how he or she found their places on campus.

WEEK #4 – PATIENCE

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
I'm patient and comfortable with change (1-Uncomfortable 10- Very Comfortable)

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 making you impatient or uncomfortable at the moment?

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

TO-DO: Put together a timeline to graduate. Check with your academic advisor to make sure you're on track.
