

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

ATTN: SITE COORDINATORS

Welcome to the February Communication Content Calendar! This month is all about relationships; we're talking academic, romantic, friendly, professional, new, past, and present relationships.

Students should have found connection and community by now. If they aren't feeling connected, this is the perfect time to encourage them to focus on their relationships. You'll find text messages that address relationships with friends, professors, and family.

This month, I've also included several relationship videos. You'll find a video series on dating and relationships. There's also a video about professors. The dating video series is perfect for the week leading up the Valentine's Day! This is a great month to keep things light and connect.

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

Thank you,

-Harlan

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COMMUNICATION & CONTENT CALENDAR

RATE IT, TEXT IT

WEEK #1 – Friendship

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 many NEW friends have you made this year? (Answer with a number)

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 has surprised you most about making new friends this year?

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

TO-DO: Talk to someone new in class and suggest starting a study group

WEEK #2 – LOVE

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 much are you looking forward to Valentine's Day? (1=Valentine's Lame 10=Can't Wait!)

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 your Valentine's plans this year?

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

TO-DO: Ask a secret crush on a date and give this person permission to say yes or no
BONUS: Tell your significant other a secret that's been making you uncomfortable

WEEK #3 – Professors

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 much effort have you put into knowing your teachers? (1=None 10=A lot)

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: How many times did you go to office hours last grading period?

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

TO-DO: Visit with your professor during office hours (even if you don't need help)

WEEK #4 - Family

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 is your relationship with your family? (Scale: 1=Non-existent 10=Stronger Than Ever)

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 the people you've turned to this year when you had a problem?

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

TO-DO: Talk to a college senior and ask them how they made their closest friends on campus.
