

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

ATTN: SITE COORDINATORS

Welcome to the July Communication Calendar!

This month we will help the Class of 2018 transition to life in college while still remaining relevant and connected with the Class of 2017. It's also summer melt season. This means making sure that everyone completes the required paperwork, pays bills on time, and takes care of the essentials. A missed payment, form, or deadline can be the difference between going to college or not going. For this reason, you'll see a lot of messages focused on keeping students on track. This will be a theme that will be continued throughout the summer months. In addition to deadlines, this month's guide will touch on financial concerns and general college anxiety and fear.

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 | JULY 2018

COMMUNICATION & CONTENT CALENDAR

WEEK #1 - COMMUNICATION

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 times a week do you check your email? (1-NEVER 10-Everyday)

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 will your college send you messages, deadlines, and essential information?

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

TO-DO: Set up a weekly reminder to check email messages from your college.

WEEK #2 - DEADLINES

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 am aware and on top of all upcoming college deadlines (tuition, housing, orientation fees, TRiO applications, etc) (1=SADLY Unaware 10=VERY aware)

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 three upcoming deadlines? If you don't know, please check.

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

TO-DO: Go to your campus website and review the school calendar. Enter all upcoming fall deadlines in your planner or calendar.

WEEK #3 – FINANCIAL

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 concerned are you about paying for college this year (1=Not Concerned 10=Extremely concerned)

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: Have you applied for scholarships? Do you know GEAR UP gives you free access to Scholly.com? If you need login info, send me a note.

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

TO-DO: Reach out to your financial aid advisor and address any questions you have about deadlines, tuition, financial aid, or additional expenses.

WEEK #4 – SOCIAL

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 excited are you to start college in the fall? (1-Not Excited 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 part of starting college excites you the most? What excites you the least?

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

TO-DO: Browse your campus website and start looking at Welcome Week Activities. Plan to attend them all (even if you're a sophomore).
