

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

ATTN: SITE COORDINATORS

Welcome to the January Communication Calendar!

Happy New Year! This month's communication guide is the final guide for this cohort of students. The goal for this month is to make sure your students have people in their corner who can be there for them in the coming months and years. The focus is on finding people, finding places, and finding patience. We want to make sure students are supported in their social, emotional, physical, financial, and academic lives. We also want to make sure students know that you are in their corner now and in the future. Feel free to include an additional text or email to personally let students know how to find help, support, and guidance beyond the GEAR UP grant. As always, please feel free to reach out to me if you have any questions. I'm grateful to be in your corner!

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

Thank you,

-Harlan

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COMMUNICATION & CONTENT CALENDAR

WEEK #1 – ACADEMICS

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 feel supported academically on campus (1-Not Supported 10-Very Supported)

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 five people in your academic corner on campus?

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

TO-DO: Identify five people and three places where you can find academic support on campus. Reach to me if you need help finding help.

WEEK #2 – SOCIAL

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 friends on campus who I can lean on for support (1-Not True 10-Very True)

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 hard as it been for you to make new friends this year? Why?

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

TO-DO: Identify three activities or organizations that interest you on campus. Reach out to me if you need help along the way.

WEEK #3 – EMOTIONAL

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 felt hopeless at times this year? (1=Not True 10=True)

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: When did you feel hopeless? What made you feel this way? What did you do about it?

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

TO-DO: Identify counseling or psychological services on campus. Reach out to me if you need help.

WEEK #4 – FINANCIAL

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 have had enough money to take care of my basic needs this year? (1-Not True 10-Very True)

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 been your biggest financial struggle and how did you manage it?

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

TO-DO: Reach out to the people in your corner if you need help. Reach out to me if you need help finding these people.
