

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

## **ATTN: SITE COORDINATORS**

Welcome to the June Communication Calendar!

This month is about reflection, goal setting, and self-care. Students will check in and let you know the highlights and low-lights of this past year. This month, you will check in to see who is staying on campus, who is going to transfer, who needs help over the summer, and who is willing to help others. I've included follow-up questions that will provide information that can help you support current students and recent graduates.

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 | JUNE 2018

## COMMUNICATION & CONTENT CALENDAR

### WEEK #1 – EMOTIONAL

**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 successful was your first year in college? (1-BIG Fail 10-BIG Success)

**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: Will you return to the same school next year? If answering no, where will you go?

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

**TO-DO:** List 5 things you're grateful to have experienced your first year in college.

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### WEEK #2 – ACADEMIC

**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 successful was your first academic year in college? (1=HUGE Struggle 10=HUGE Success)

**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 made it a success or a failure?

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

**TO-DO:** Talk to your advisor and create a success plan for upcoming year.

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**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 hard was it for you to pay for college this year? (1=Easy 10=VERY HARD)

***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:** Did you have a financial crisis this year? If so, how did you get through it?

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

**TO-DO:** Take summer school classes and save money by graduating early or on time.

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**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 easy was it to make new friends this year? (1-VERY Hard 10-VERY Easy)

***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 did you make your closest new friends this year?

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

**TO-DO:** Are you open to helping recent high school grads learn about life in college?

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