

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

ATTN: SITE COORDINATORS

Welcome to the May Communication Calendar!

This month is about finals, finances, emotions, and physical appearances. Students will check in and let you know how they are feeling about their academic journey and upcoming final exams. This month, you will check in to see who is feeling financially confident and who needs some help. There is also a check in to see how students are feeling physically about themselves. I've included follow-up questions that will provide information that can help you support your current students and recent graduates.

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

UW-GEAR UP | MAY 2018

COMMUNICATION & CONTENT CALENDAR

RATE IT, TEXT IT

WEEK #1 – EMOTIONAL/ACADEMIC

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 stressful has your first academic year been for you? (1-BIG TIME STRESS 10-NO STRESS)

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 was the most stressful part of your college experience?

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

TO-DO: Congratulate yourself for making it through your first year of college. You are the BEST!

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 prepared are you for finals? (1=Unprepared 10=Totally Prepared)

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 academic challenge this year?

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

TO-DO: Write a handwritten thank you note to a professor who has helped you and hand-deliver it

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 next year? (1=Freaking Out 10=Not Worried)

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 most surprising/unexpected college expense(s) this year?

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

TO-DO: Use Scholly to search for scholarships. It's FREE for GEAR UP students. What's Scholly? Ask me. www.Scholly.com.

WEEK #4 – PHYSICAL

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 comfortable are you with your current physical appearance? (1-Not 10-Hot)

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 one thing you want to change or improve? What's your plan?

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

TO-DO: Visit your health center and get a physical before the end of the year.
