

Breaking Down Silos and Improving Relationships with



**MID-PLAINS
COMMUNITY COLLEGE**

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Speakers from



**MID-PLAINS
COMMUNITY COLLEGE**



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Systems Analyst

Moderator: **Michelle Way**, Senior Product Manager, Jenzabar

Today's Topics

- ▶ Defining an Institution-Wide Communications Strategy
- ▶ Breaking Down Silos within a Multi-Location Campus
- ▶ Managing Communications with a Three-Pronged Strategy
- ▶ Streamlining Communications with Data-Driven Workflows
- ▶ Unifying the Communications Journey



MID-PLAINS COMMUNITY COLLEGE

- ▶ Mission: Transforming lives through exceptional learning opportunities for individual student success
- ▶ Top 10 ranked Best Community College in America
- ▶ 79.3% Student Success Rate



7

Campuses



50+

Academic
Programs



30+

Clubs &
Organizations

Poll Question

Has your institution experienced communication issues or problems due to the COVID-19 pandemic?

Defining an Institution-wide Communications Strategy

- ▶ Review **historical** performance
 - Investigate and improve inconsistencies when communicating with students and other constituents across campuses
- ▶ Identify **challenges**
 - Making data-driven decisions
 - Understanding demographics and target audiences
 - Prioritizing conversation continuity
 - Tracking communication across departments
 - Covering communication gaps



Kelly Rippen

Vice President of Student Affairs, McCook Community College

Defining an Institution-wide Communications Strategy

- ▶ Identify **goals** of the strategy
 - Improve enrollment, retention, and advancement outcomes
 - Improve constituent engagement
 - Strengthen messaging
 - Streamline workflows
 - Create a Strategic Enrollment Plan
 - Increase collaboration between Academic and Student Affairs



Kelly Rippen

Vice President of Student Affairs, McCook Community College

Poll Question

Does your institution experience communications issues due to technology silos?

Breaking Down Silos Within a Multi-Location Campus

- ▶ MPCCC was **hungry** for a communications solution
 - In just 3 months: 10,000 texts, 18% inbound
 - Text #1 to College President celebrating Jenzabar Communications launch
 - Text #10,000 to Student about Accuplacer for Nursing
- ▶ With **7 campuses** and **36 partner high schools**
 - Communications addresses **redundancy** in messaging
 - Communications addresses **gaps** between departments/campuses



Mike Steele

Vice President of Administrative Services

Breaking Down Silos Within a Multi-Location Campus

- ▶ Communications will break down silos by
 - **Managing access** for multi-location/multi-campus conversation views
 - **Scheduling outreach** so texts/emails are not too frequent
 - **Automating messages** by calendar dates or academic cycles
 - **Addressing transitions** during staff turnover: new staff will use existing templates and view archived conversations
 - **Improving workflows** by scheduling internal notifications



Mike Steele

Vice President of Administrative Services

Breaking Down Silos Within a Multi-Location Campus

► Prevent students from falling through the cracks

- Early Alert texts requested by faculty from multiple campuses connected Success Advocates to struggling students
- Off-campus and out-of-service-area students texted about computer/internet issues
- Texting exchange about Disability Services gave staff the ability to quickly direct student to staff on the correct campus
- Targeted campaigns ensured potential students were texting directly with recruiters in their fields of interest



Mike Steele

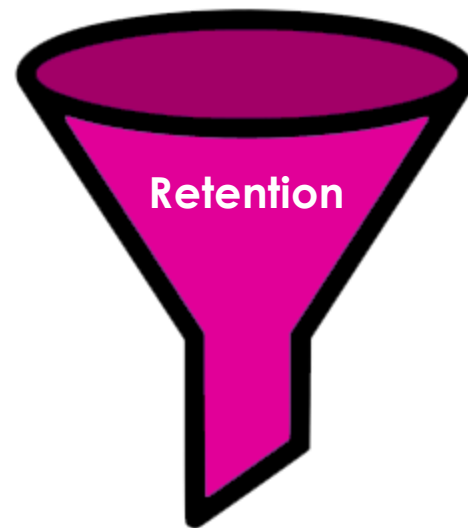
Vice President of Administrative Services

Poll Question

Does your institution have a communications plan?

Managing Communications With a Three-Pronged Strategy

- ▶ Previous plan was segmented and inefficient, MPCC made a commitment to growth
- ▶ Developed an institution-wide communications management strategy by creating a three-pronged approach using Jenzabar Communications



Mindy Hope

Director of Recruiting and Admissions

Managing Communications With a Three-Pronged Strategy



► Recruitment Funnel

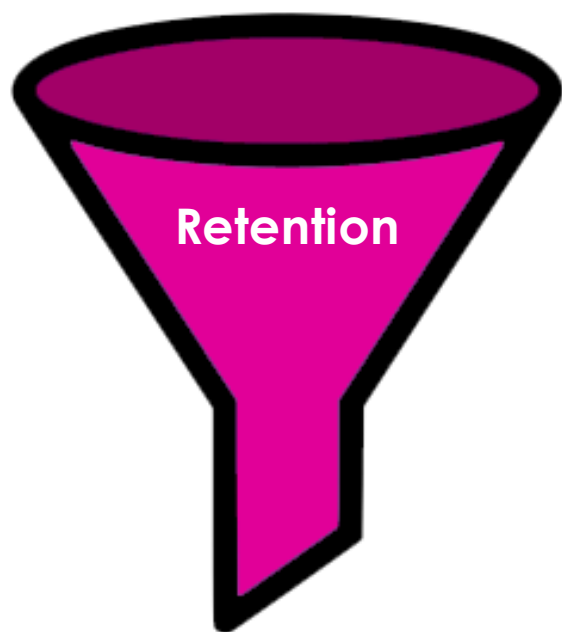
- Improve the prospective student experience, track interactions and most productive touchpoints in order to maximize recruitment efforts
 - Targeted message campaigns by segment: students, parents, schools
 - Consistency: Communication Flow moves with them from their entry point



Mindy Hope

Director of Recruiting and Admissions

Managing Communications With a Three-Pronged Strategy



► Retention Funnel

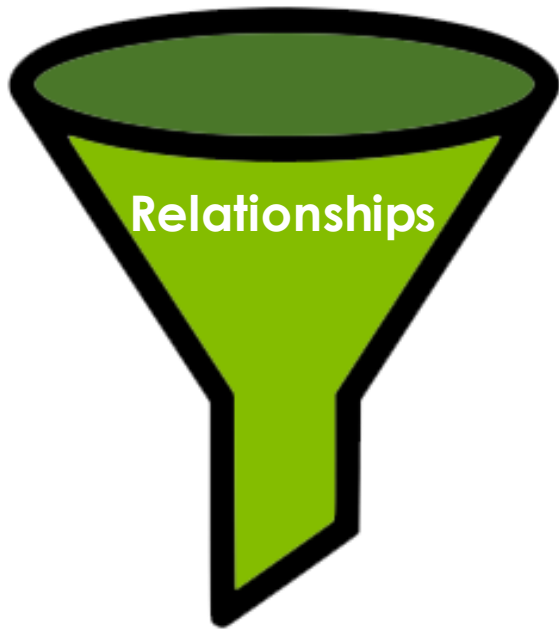
- Improve the current student experience
 - Hand-Off at New Student Orientation
- Success and Completion



Mindy Hope

Director of Recruiting and Admissions

Managing Communications With a Three-pronged Strategy



► Relationship Funnel

- Develop, Support and Build the future of MPCC
- Continuous Cycle
 - Relationship building ultimately ends up full circle with recruitment



Mindy Hope

Director of Recruiting and Admissions

Poll Question

How confident are you that your students are receiving the right communications, at the right time, from your institution?

Streamlining Communications with Data-Driven Workflows

- Consolidate campus communications to deliver unique, seamless, campus-wide communications through a single platform

Tailored – Quickly incorporate dynamic ERP/SIS data into an email or text for improved response from students

- Name
- Program
- Advisor Name
- High School Name
- Expected Grad Year

Targeted – Easily send mass email or text campaigns with specific and dynamic recipient lists

- Fall students received notification this week about upcoming Spring registration
- Same students (minus those who have registered) will continue to receive notifications

Automated – Set up sequences, preview messages, and walk away

- Schedule tailored communications to a targeted group of constituents well in advance



Tara Naughtin
Systems Analyst

Streamlining Communications with Data-Driven Workflows

- ▶ Future uses of **tailored**, **targeted**, or **automated** communication
 - Response to student after transfer credit evaluation (requirements needed)
 - Response to student who has completed “Intent to Graduate”
 - Notification of faculty and/or staff upon course section enrollment change, 'W' withdrawal grade assigned to student, program change, VA student schedule change, and change to student account holds
- ▶ Recruitment, Retention, Relationships Funnels + Internal Workflows
 - Internal Workflows ensure automated notification of departments
 - College-wide **collaboration was necessary** to launch Jenzabar Communications
 - College-wide **collaboration will improve** with Jenzabar Communications



Tara Naughtin
Systems Analyst

Conclusion

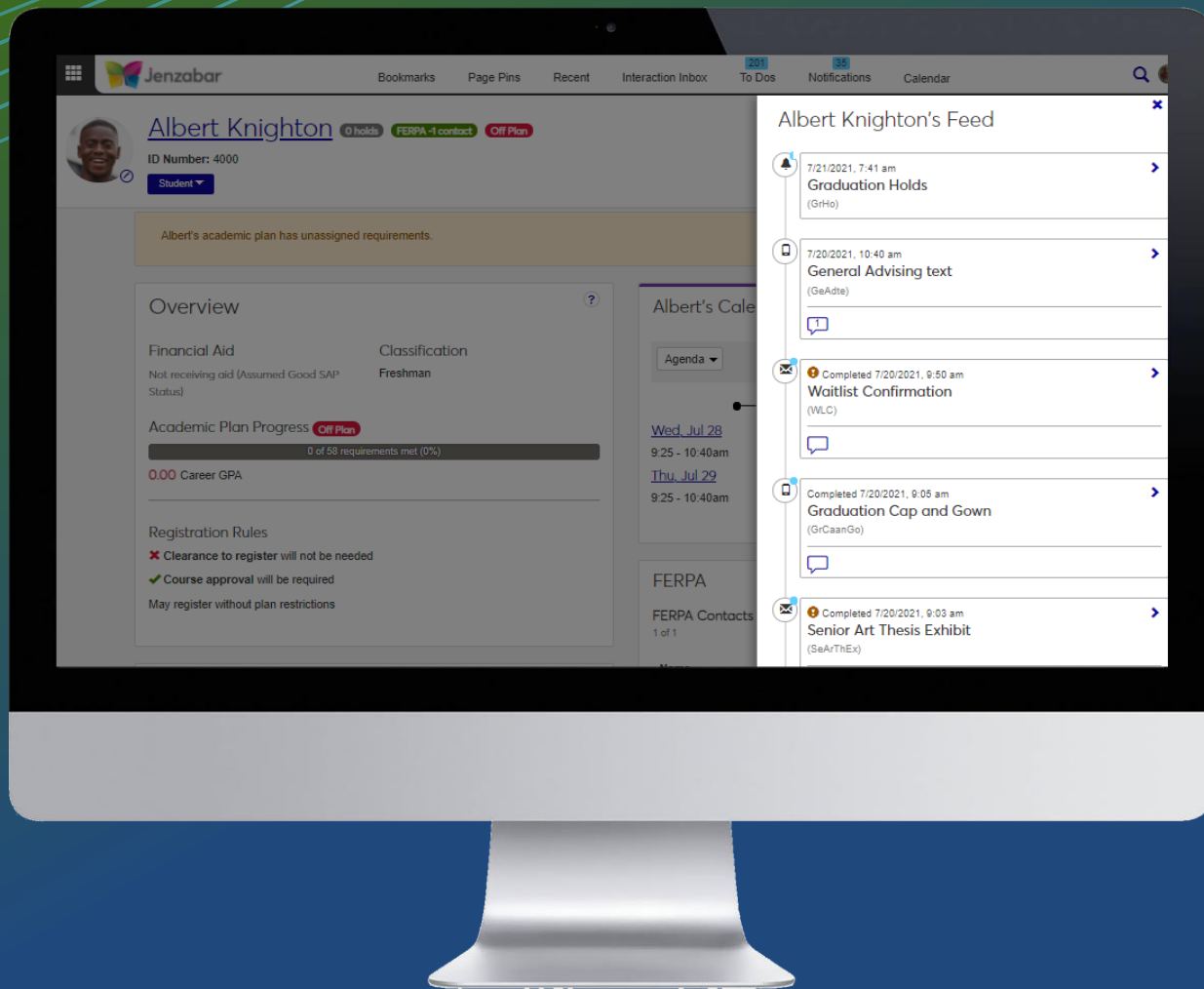
Unifying the Communications Journey

The Effect of Silos

- ▶ Higher Education tends to operate as a group of unique entities all doing their own thing; silos
- ▶ These silos limit collaboration and opportunities to maximize resources
- ▶ Creates an inability to create a highly effective communications for audiences
- ▶ Innovation is hindered across the campus

Tips for Chipping Away at Silos and Unifying Campus Communications

1. Start to **build connections** across your campus
2. Bring the subject matter experts and their **understanding of the audience** to the table
3. Create a partnership, **foster collaboration**, be open to broader perspectives
4. The greater the **diversity**, the better your message becomes!
5. Build **communication plans** to help achieve institutional goals and communicate in a way that resonates with the audience



Thank you for joining us!



Jenzabar Communications

Unify campus interactions by breaking down departmental silos across campus and building dynamic constituent profiles to support the community throughout the complete lifecycle.

Learn More at Jenzabar.com

Breaking Down Silos and Improving Relationships With Mid-Plains Community College

Q&A



Mike Steele
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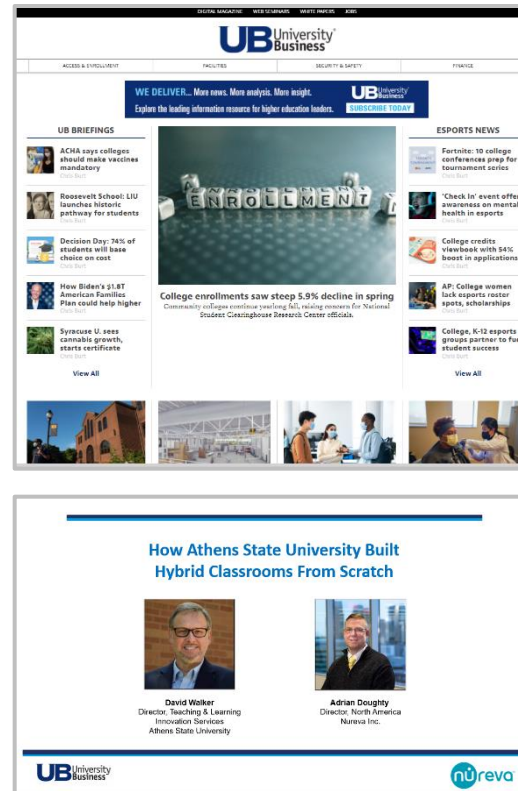
Michelle Way
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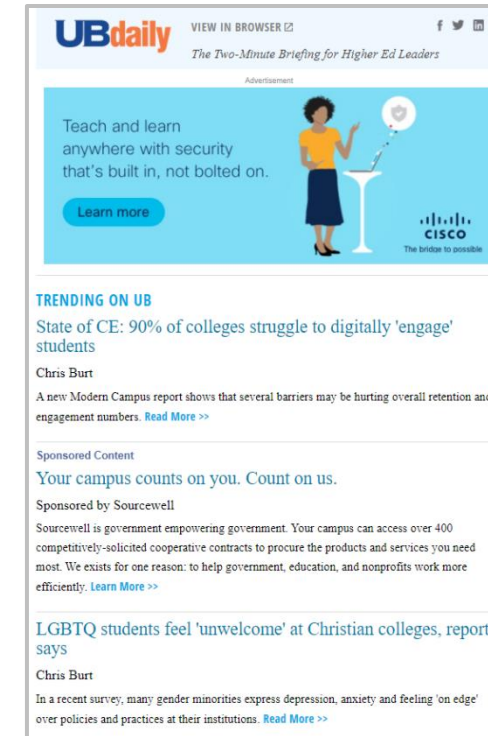
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