MU Connect Admin Meeting
12/14/2017

Meeting Minutes


Admin Meeting Agenda

- Blackboard/Canvas Email Signature Updates
  - Blackboard is officially coming down Wednesday, December 20th
  - Tina shared that areas should update their email signature to Canvas Link.
- New FERPA Quiz available 12/20
  - New Users will be able to take FERPA in myLearn, existing users will not need to retake.
- Student Communication Email Best Practices Presentation, AdZou Student Consultants
  - Shared social media team delivered and implemented by students and supervised via a full-time professional
    - Snapchat – Tiger Town Takeover: Allows each department to takeover for a while to help share significant upcoming dates and events.
    - #dontmizout – Helps to keep track over previous posts
    - Instagram – Helps students to easily digest information when they are on the go or at home
    - Facebook-Room for improvements utilizing the video option to help share longer posts and share more details
  - Email- Students tend to open every email they receive even if they do not specifically apply to them and leads to information overload. Suggested using ways to navigate lengthy emails as well as the main institutional email can be too much and discourage students scrolling to the bottom.
  - Shared guidelines on how to interact with students via email and social media.
    - Give advance knowledge
    - Tell students why you are contacting them
    - Search your online presence to see what is being discuss online
    - Be transparent with students on campus and try offering different rewards, not necessarily materialistic
    - 10:00am tends to be an optimal time to share information with students, while keeping in mind the time of the semester and factors that might be influencing them.
    - Use a standard set of font and styles to help standardize across the campus.
- Evaluation
  - Students feel like partners and that their opinion matters on campus
The business school has a good example of communication for others to use as an example.

PAR Predictive Analytic Implementation Overview & Discussion
- Tina thanked everyone for participating in the focus group assessment and when additional information comes back, Tina will share.
- Tina explained (PAR) and how it will be used next semester and going forward
- Tina shared the timeline of implementing PAR and what the implementation will entail.

Your Updates & Questions
- Kelly Benson asked for an example of another institution and how they have successfully implemented PAR.