

BOILERCONNECT FEATURE SPOTLIGHT SERIES

August 2023

Sending Messages

Feature Spotlights

Fall 2023

- *August – Sending Messages*
- September – Appointment Campaigns
- October – Staff Dashboard
- November – Issues Alerts and Managing Cases
- December – Student Lists and Saved Searches

Today

Sending Messages

- What, Why, & How
- Email Messages Deep Dive
- Text Messages Deep Dive
- What's Next?

What, Why, & How

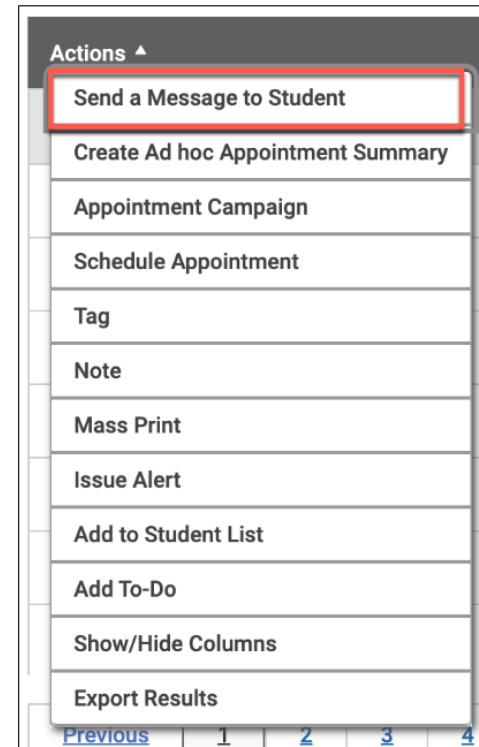
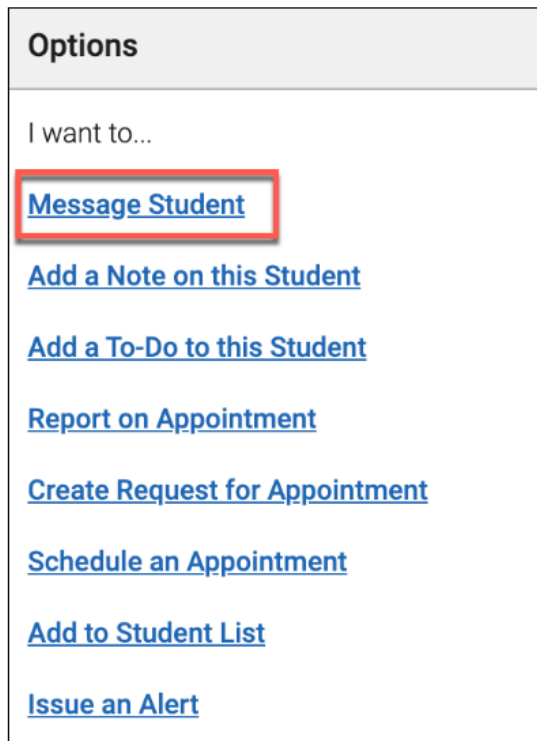
Communication with students individually or en masse

Email and text
message capability

Records copy of
communication in
“Conversations” –
accessible by other
staff on campus!

What, Why, & How

You can send emails or texts to one or more students from the student profile or Advanced Search. Most Action menus throughout the platform also allow for sending emails or texts.



Communication Guidelines



Purdue University West Lafayette

Last Updated January 26, 2022

Sending Messages in BoilerConnect

There are different messaging functions in BoilerConnect, and each one serves a different purpose. If we want students to attend to our messages, we should be as thoughtful as possible about making them targeted, relevant, and easy to read.

Campaigns: Only use appointment campaigns if you want students to schedule an appointment. Do not use them just for messaging.

Email Messages:

- If you are messaging a large group of students who are not “yours,” consider who else on campus might get questions about the content of your message, and talk to them before sending.
- Use student lists and advanced search to be as targeted as possible when sending emails to multiple students at once.
 - Always include the “enrolled term” search filter so you only send to current students.
 - Consider if there are ways to narrow down your population so messages are more relevant (e.g., only send messages about full-time job opportunities to students in the “Candidate” category).
 - If you frequently send messages to specific groups (e.g., teacher ed majors), create a saved search or student list to save time.

Text Messages:

- Texting should only be used under limited circumstances.
 - Urgent messages (e.g., student about to miss an important deadline).
 - Sent to individuals or highly targeted lists of students who already have a relationship with you.
 - Usually directing the student to a message already sent through other channels (e.g., Please check your email for an important message regarding your status at Purdue).

Student Privacy: Keep in mind that all messages sent through BoilerConnect (including those sent from Outlook using email capture) will be visible to other BoilerConnect users. If a conversation looks like it will be too personal, consider sending outside of BoilerConnect.

Email Messages Deep Dive

Overview

- No character limit
- Can include hyperlinks
- Can include merge tags
- Can include attachments
- Cannot include emojis
- Routes to @purdue.edu email and “conversations”
- Emails not sent through BC can be captured in “conversations” by using the student’s alias@boilerconnect.purdue.edu email address

Email Messages Deep Dive

SEND A MESSAGE TO LAURA GONZALES

Send E-mail Send Text

To: Laura Gonzales

Subject:

Message:

Add Attachment:

Choose File No file chosen

Send Additional E-mail Notifications To:

Cancel Send Message

There are four merge fields available when sending emails:

{*\$*recipient_name}

Inserts the first name (preferred) and last name of the recipient

{*\$*recipient_first_name}

Inserts the recipient's first name (preferred)

{*\$*recipient_last_name}

Inserts the recipient's last name

{*\$*personal_availability_link}

Inserts the sender's Personal Availability Link

Email Messages Deep Dive

Important!

- You can send emails to ~300 students at a time
- Sending an email to more than one student blind copies all students. In other words, the student does not know that the message was sent to more than one student - it looks like the message was only sent to them.
- If you are emailing a group of students who are not “yours,” consider who else on campus might get questions about the content of your message, and talk to them before sending.
- Keep in mind that all emails sent through BoilerConnect (including those sent from Outlook using email capture) will be visible to other BoilerConnect staff users. If a conversation looks like it will be too personal, consider sending it outside of BoilerConnect.

Text Message Deep Dive

Overview

- 160 character limit
- Students must opt in
- Routes to @purdue.edu email if student has not opted in
- Student replies route to sender's @purdue.edu email and "conversations"
- Staff can reply via text from within BC

Text Message Deep Dive

SEND A MESSAGE TO LAURA GONZALES — ✕

Send E-mail Send Text

To: Laura Gonzales

Message:

You have 160 characters remaining of 160 characters.

Cancel **Send Message**

Text Message Deep Dive

Important!

- Texting should only be used under limited circumstances
- Include your name and how the student knows you in the message (can look like spam)
- FERPA protected information should not be included
- The number the text comes from is not consistent – meaning the student cannot save the number as a contact in their phone

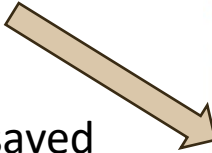
What's Next?

Sending Messages Best Practices

- Make your subject line do more work
- Utilize student lists and/or saved searches for frequent audiences
- Ensure your “Call to Action” is clear
- Use text messages to refer students back to previous messages sent through other channels

Nine Effective Approaches

Adapted from Advisory Board's Internal Guidelines



Catchy	Oops—you missed your registration deadline!
Direct	Concerned about your midterm grades
Urgent	URGENT: Your academic plan
Authoritative	Next steps to get you back on track
Conversational	Let's chat about Chemistry
Mysterious	You qualify for a new program!
Guiding	How to improve your GPA at the Tutoring Center
Action-oriented	Schedule some time with me this week
Questioning	Is there a reason you haven't registered yet?

What's Next?

Effective messages are student-centered and student-friendly

Tone Should Focus on Students and Their Goals, Not Rules or Policies

Impersonal Copy

"Whitehouse University cares about your success and offers a number of resources for students in need of additional support. Students have found the tutoring center to be critical in improving their GPA for admission into certain selective programs."

Student-Centered Copy

"I care about your success and noticed that your math midterm grade is not up to standards for the Business School, which you want to apply for next semester. You should schedule an appointment with the tutoring center."

50% Increase in response rate
(Royall recruitment campaign)

Language Should Be Clear to All Students (Including ESL)

▶ Reduce multisyllabic words

"Exempted" → "Do not need to"

▶ Remove passive voice

"If you are contacted by your advisor" → "If your advisor contacts you"

▶ Translate jargon

"Non-credit-bearing" → "Does not count for credit"

▶ Ensure readability

The Gunning Fog Index is an online tool to assess the grade-level of a given text

THANK YOU

Join us September 7th for our next feature spotlight –
appointment campaigns!