Proactive Communication Plan for Low-Income Students

Project Goal	Scale up the proven Purdue Promise proactive communication strategy to improve low-income student retention and graduation rates.
Project Description	Given the effectiveness of Purdue Promise in narrowing achievement gaps for low-income students, we will build on that foundation by scaling up their proactive communication strategy to additional student populations. This project will have multiple phases that various volunteers could contribute to: 1. Investigate the problem. Where do low-income students get tripped up due to lack of information, overwhelming information, or mixed messages from different sources? 2. Draft a communication timeline and email/text templates. These first two phases will build on existing knowledge from Purdue Promise. 3. Get feedback from students about the plan. 4. Conduct an implementation pilot with volunteers who have pre-existing student relationships; interventions will be documented in BoilerConnect.
Scope	This project is specifically about problems caused by lack of information or understanding that could be solved by improved communication from a trusted resource. It is not meant to solve all problems faced by low-income students.
Student Populations	According to BoilerConnect there are approximately 1,200 Pell-recipient undergraduates enrolled for fall 2018 who are part of either Purdue Promise, Summer Start, or both; these students already receive proactive communication from Purdue Promise staff. BoilerConnect shows approximately 4,300 enrolled Pell-recipient undergraduates who are part of neither program and would potentially benefit from this project.
Expected Outcomes	1. Calendar and templates for proactive communication outreach to low-income students that has been vetted by current students and piloted by staff. 2. Brief summary document of top issues low income students face due to lack of information or understanding to be shared with campus leadership groups. 3. Landscape analysis summary of communication to low income students from units across campus, noting specific points of duplication where units might combine their efforts.
Proposed Timeline	• Sept. '18: Recruit volunteers • Sept. – Dec. '18: Investigate the problem, develop a calendar, create and test templates, and decide how to evaluate preliminary outcomes, and recruit volunteers for spring. • Jan. – May '19: Volunteers with pre-existing student relationships implement the strategies and document their efforts on BoilerConnect. • June '19: Review outcomes and disseminate findings.