

BST Proactive Communication Project

What we learned

- We need everyone to cooperate - of course you want to get messages out to students but you're one of MANY who are sending messages. If we all put students on blast, they won't read anything. Purdue is huge and there's a lot more going on than any one person or office could be aware of.
- Even if we know that we handle more emails than students do, they do feel overwhelmed by the volume of email. The more messages we send that a student perceives as not relevant, the less likely they are to read the next one that might actually be important to them.

Recommendations for Advisors

Think about what you send out

- You do not need to forward every single email to all your advisees just because someone sent it to the advisor listserv and asked you to send it to your advisees
- Consider collecting information for a website or departmental newsletter rather than each advisor sending individual emails
 - Math, Physics are website examples
 - SOET, Nursing have department newsletters
 - Actively seek feedback from students about improving website/newsletter
- Just stop and think - sometimes people send advisors a message as a "heads up" but they've already sent it to students, so you don't need to resend
 - Also consider within your college if there is duplication of messaging
- The strategy of just sending more emails is not effective

Think about how you send out messages

- Use BoilerConnect to identify groups of students it would be relevant for (e.g. Math Ed students)
 - It can take a while to create those lists but it's worth it
 - Many times you don't need a watch list but maybe a saved search would be better
- Use more specific subject lines, and/or use the first line to be clear about who the email is for and who can delete
 - Consider templates for your subject lines: example it all starts with "Advising" and then could add extra like "Advising: time sensitive" or "Advising: Internship opportunity"
 - Remember when you forward you can change the subject line
- Avoid overuse of "!" or URGENT because students will stop believing you
- Keep in mind that a lot of the time students are reading email on their phone so make it easy to read
 - Shorter emails can be more effective
 - Avoid attachments if possible - they take up more space in inbox, and are not as likely to be opened