



CSU Living Learning Communities (CSU LLC)

Strategic Communications Plan Fall 2021

Value Proposition

Consistent communication across all organizations results in fully realizing a comprehensive wraparound model designed to best support the success of CMSD graduates attending CSU. The wraparound model ensures a quality student experience, and guarantees retention and timely graduation.

Mission

To provide comprehensive wraparound supports to CSU students who have graduated from CMSD in partnership with The George Gund Foundation, College Now, Say Yes, Tri-C and CMSD.

Objective

Create a Strategic Communications Roadmap

- Increase efforts to formally establish communication pipelines with target partners
- Build a more comprehensive wraparound model

Target Partners

Organizations educating and supporting graduates of CMSD

College Now and Say Yes

Sharing student information to better support increased persistence and timely graduation.

CMSD

Building and maintaining relationships with principals and counselors. Support the Planning and Career Exploration (PACE) initiative.

Tri-C

Building and maintaining relationships to better leverage CSU/Tri-C pathways.

CSU Team-Based Approach

Ensure quality student experience by delivering excellent customer service.





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Target Partners

Organizations educating and supporting graduates of CMSD

College Now and Say Yes

Sharing student information to better support increased persistence and timely graduation.

Creating opportunities to support mentors through College Now and Graduation Success Coaching at CSU.

Engaging with College Now mentors about the status of students who attend CSU, making sure that students attend mentor meetings and meet all other College Now requirements to maintain Say Yes eligibility and address any students' issues (e.g. FASFA, mental health, personal responsibilities, etc.). To be facilitated by the Director of CSU Living Learning Communities.

CMSD

Building and maintaining relationships with principals and counselors.

Our district partner is critical to the success of CMSD graduates who attend CSU. Building and maintaining relationships with principals and counselors to best support our students. Establish CSU support and participation in the PACE initiative.

This can include sharing information about students to support their success at CSU, hosting recruitment meetings for prospective students, and maintaining ongoing communication as needed as facilitated by the Director of CSU Living Learning Communities.

Tri-C

Building and maintaining relationships to better leverage CSU/Tri-C pathways.

We are committed to student success and our students graduating from CSU. Our experience has illuminated that some students require differentiated opportunities that will support retention and eventual graduation.

Building a relationship and working in partnership with Tri-C will allow us to better leverage the CSU/Tri-C pathway initiative to provide dual enrollment opportunities for students in a seamless fashion.

CSU Team-Based Approach

Ensure quality student experience by delivering excellent customer service.

As implemented with Parker Hannifin LLC, we will continue to provide information and training on success strategies for new and continuing students to promote student persistence and graduation rates.

The emphasis of the approach is student advocacy when students need assistance interacting with faculty and staff. The approach also focuses on helping students overcome barriers, both academic and non-academic.