

CAIFE - ENHANCED COMMUNICATION

To enhance communication on campus so the right messages get to the right people at the right time.

BOLD-ISH

- Provide ideas for content for the campus communicators "Tip Guide"
- Finalize identification of campus communicators to share information
- Encourage and facilitate website refresh and maintenance, with ongoing training for those doing website updates.
- Encourage increased use of weekly Campus News
- Encourage training for full and better use of 25 Live to create a more accurate, refined and useful calendar for app

BOLD

- Purchase premium version of Modo Communicate to enable scheduling of push notifications via the FS app
- Determine editors and approvers; provide training, encourage use of the app messaging feature
- Educate campus on value of messaging feature to encourage download of the app

BOLDER

Utilize new Modo Communicate features available by end of 2017, which includes opt-in subscription channels and the ability to send text and email messages in addition to the push notifications. This will allow users to filter messages and communicators to target their audience.

BOLDEST

Fully integrate messaging and promotion between app and campus calendaring system, with ability for users to filter based on interest



TEAM MEMBERS

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BACKGROUND

The original "bold idea" was to create an application or online notification system to provide traffic updates, construction updates, and emergency or other information on routine events on campus. The Cabinet was inspired by this idea and wanted a CAIFE team to explore multiple communication methodologies to reach students, faculty and staff.

Campus police suggested that regarding real-time traffic alerts, the campus community can use WAZE but university endorsement is not warranted. In addition, the current text message-based emergency notification system (Bulldog Alert) is in place and serves this need.

As such, we moved ahead with exploring how to augment our communication to campus stakeholders to create messages that are timely, desirable, and not overwhelming.