University of Central Arkansas
Recommended Usage Guidelines for EAB Navigate Communication Functions
Approved by the Communications Working Group and the Office of Student Success
Fall 2022

Background

The EAB Navigate Student Success Management System was implemented at UCA in August 2021 in an effort to better meet the goals of the University's strategic plan in relation to student success. As outlined in Goal 1 of the 2022-2026 Strategic Plan, UCA operates from a "holistic definition of success]that] encompasses many interconnected dimensions of development," and seeks to ensure students' success by providing the "guidance and support necessary to developing the knowledge, skills, and habits necessary for academic success," and the "guidance, resources, and opportunities that enable them to meet their basic needs and maintain their physical and emotional health ("Strategic Plan" Goal 1). While the University's definition of the dimensions of student success is comprehensive, the focus as noted in the Strategic Plan is on promoting the academic achievements and development of students, while also aiding them in meeting basic needs necessary to continue their education. The use of UCA's Navigate system should thereby be used to support these primary emphases on academic development and basic well-being.

The Navigate Platform as a Communication Tool

Navigate provides students with access to information on campus resources, the capacity to schedule appointments and establish study groups, information about account holds, and reminders about upcoming academic and financial deadlines. Navigate also provides faculty and staff with a wealth of information about individual students as well as the ability to set appointment schedules, send out email and text campaigns, and issue to-dos and reminders. As such, Navigate is an important and powerful means for communicating with our students. However, because it is primarily a student success tool, use of Navigate for communication should be limited to information, prompts, and requests directly related to the student's academic success and/or individual welfare as a student.

Usage guidelines for Navigate's communication tools (email, text, to-dos, surveys and polls) therefore include the following:

- **Content should be limited to items that support student success efforts.** This includes information directly related to a student's academic success, educational or individual finances, or immediate physical or mental well-being.

- **All communication via Navigate must come from an officially-sanctioned University representative, office or care unit.** Primary users wishing to use the system for mass messaging, surveys, or To Dos are required to complete the Navigate Communications training provided by the Office of Student Success. Faculty communicating with individual students through Navigate are excluded from this requirement. Primary users currently include:
    - Academic advisors
    - Office of Student Success
    - Tutoring Services
    - Financial Aid
    - The Student Support and Resource Center

- ○ Center for Writing and Communication
- ○ Student Accounts
- ○ Faculty
- ○ Residential Colleges

- **All messaging should be conducted in such a way that considers the student experience** (i.e., do not flood the student with excessive or untimely messaging)

- **Mass messaging should only be used for requests for action or announcements pertinent to each student contacted**. Use targeted messaging as possible.

- **Text messages are limited to 160 characters and should begin with "UCA" and the name of the office sending the text.**

- **Text messaging is currently restricted to communications regarding**:
  - ○ automatic reminders for appointments made through Navigate ("nudges")
  - ○ prompts for action related to a student's academic registration, academic standing or graduation status
  - ○ time-sensitive information or prompts concerning a student's financial standing with the University
  - ○ urgent outreach from University personnel concerning a student's welfare

- **Navigate communication functions should not be used to promote campus social or athletic events or for marketing purposes.** CubConnect and other platforms are available for these purposes.

Compliance

Regular reports on the number of messages (email and texts) sent will be monitored by the UCA Navigate Strategic Project Team via the Analytics reporting function. Unusual patterns of use will be investigated and addressed.

The UCA Navigate Strategic Project Team members include:
- Navigate Program Owner (Director of Student Success)
- Navigate Application Administrator (Associate Director of Student Success)
- Associate Provost for Academic Success
- Associate Vice President for Enrollment Management
- Care Unit Coordinators

Guidelines will be reviewed and updated annually.

Last update: 09/23/2022