

# Early Start Program Student Communications

Nathan Evans  
Director of Enrollment Management Services  
CSU Office of the Chancellor

# ESP Communication Strategies

- Pre-Admission Communications
  - CSU Outreach & Recruitment messages
- CSU High School Counselor Conferences
- CSU Success website

The screenshot shows the CSU website header with the logo and tagline "WORKING FOR CALIFORNIA". A search bar is visible. On the right, a vertical menu lists: Students, Faculty & Staff, Teaching & Learning, Administration, Alumni, Parents & Donors, Business, Community & Gov't, and Public Affairs. Below the header is a banner for "STUDENT ACADEMIC SUPPORT" with a photo of students. A sidebar on the left contains links: [First-Time Freshmen](#), [Current Students](#), [Counselors and Educators](#), [Counselor Conferences](#), [Publications](#), [Mentor Card](#), and [Home](#). The main content area is titled "Fall 2011 Counselor Conferences" and includes a link for "Online Registration". A list of conferences follows:

- [Monday - September 19, 2011](#) - High School Counselor Conference at CSU East Bay
- [Tuesday - September 20, 2011](#) - Community College Counselor Conference at CSU East Bay
- [Wednesday - September 21, 2011](#) - High School Counselor Conference at Sacramento
- [Thursday - September 22, 2011](#) - CSU/UC High School Counselor Conference at Fresno Convention Center
- [Monday - September 26, 2011](#) - CSU/UC High School Counselor Conference at Anaheim Convention Center
- [Tuesday - September 27, 2011](#) - High School Counselor Conference at Pasadena Convention Center
- [Wednesday - September 28, 2011](#) - Community College Counselor Conference at Pasadena Convention Center

At the bottom, there is a link for [Annual Publications for Counselor Conference](#).

# ESP Student Communications

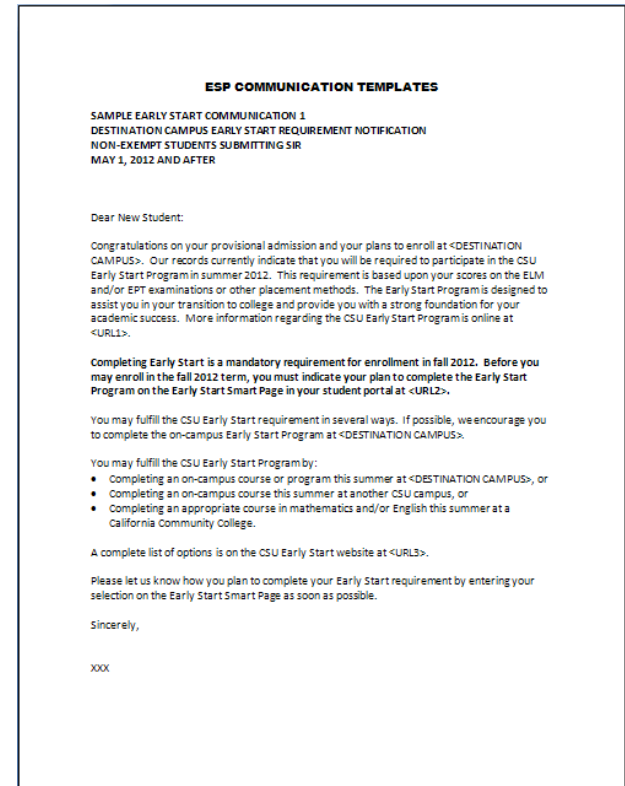
- Considerations:
  - Mode(s) of communication
  - Consistency of terminology and language
  - Integrating communications with orientation, enrollment and other messages
  - Samples from ESP pilots and Summer Bridge or other summer transition programs
  - Unique messages from service campuses (i.e. campus ID number and portal information)

# ESP Student Communications

- Post-Admission Student Communications
  - ESP Smart Page messages
  - ESP requirement communication to Fall 2012 admitted FTF
  - ESP Destination Campus communication
  - ESP Service Campus communication

# Early Start Program Templates

- Early Start Requirement Notification
- Destination Campus ESP Information
- Service Campus ESP Information



• Questions/Comments?



[www.calstate.edu](http://www.calstate.edu)