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
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?