5 STEPS TO OVERCOME TECHNOLOGY BARRIERS TO STUDENT SUCCESS

01 REDUCE HASSLES
Diagnose and minimize seemingly small impediments that impact students’ abilities to complete processes fully, quickly, and accurately.

02 ELIMINATE AMBIGUITY
Prevent student confusion by clearly stating what information is needed from students and why, and how that information will be used, without using jargon.

03 AFFIRM IDENTITY
Recognize and respect that students bring many identities with them to college, and avoid asking related questions that appear invasive or evaluative.

04 BUILD SCAFFOLDING
Provide students with support and guidance for making important decisions about their college and future plans to prevent their over reliance on the most available options.

05 OPEN CHANNELS
Ensure students have strong channels to completion from campus faculty and staff during all stages of their educational journeys.

California Community Colleges
FOUNDATION for CALIFORNIA COMMUNITY COLLEGES
COMMUNICATIONS PRINCIPLES
CHECKLIST

GET ATTENTION
Ensure students see your messaging

- Align Medium with Content
  Make sure the right message comes in the right format

- Emphasize Relevance
  Be clear that the message matters for each student who receives it

- Optimize Timing
  Remind students without pestering them

TAILOR THE MESSAGE
Craft easy to understand and credible messaging

- Use the Right Sender
  Have messages come from someone credible

- Prioritize Word Choice
  Use plain language whenever possible

- Make It Personal
  Make individualized help available

- Use the Right Tone and Voice
  Sound professional but friendly

MAKE ACTION EASY
Prioritize what students need to do

- Emphasize Deadlines
  Highlight when things need to get done

- Provide Concrete Steps
  Link to the next step whenever possible

- Use a Checklist
  Make it very clear what needs to happen next

Learn more at: foundationccc.org/studentjourney