

Navigate Adoption Toolkit Accountability List

Purpose of the List: College administrators, faculty, and staff on campus should focus on best practices and initiatives known to drive traffic to the Navigate platform. However without the designation of a point person and a target start date many initiatives fail to get off the ground. The use of this list ensures Navigate Program Owners have the tools and personnel available to help drive utilization of the platform through a variety of techniques.

Intended Audience: Once filled out, this tool is meant to serve as a reference guide for college staff to keep aware of their areas of responsibility and the target due date. Program owners use this accountability list as a starting point and reference guide to quickly identify which practices have been initiated on campus. Consider adding additional initiatives staff could undertake on campus in upcoming terms and create a master list.

Category	Initiative	Task	EAB	Member	Target Date	Point Person
Mail	Revised Welcome Letter w/ Navigate Link (pg. 7)	Provide template letter	<input checked="" type="checkbox"/>			e.g. Director of Admissions
		Create draft letter		<input type="checkbox"/>		
		Review letter and provide Navigate link	<input checked="" type="checkbox"/>			
		Finalize letters (physical and email)		<input type="checkbox"/>		
Email	Student Email Communication Campaign (pg. 21)	Identify and target email recipients		<input type="checkbox"/>		
		Track logins and usage data	<input checked="" type="checkbox"/>			
		Send nudging emails based on logins	<input checked="" type="checkbox"/>			
On Campus Messaging	Student FAQs (pg. 14)	Provide template FAQ list	<input checked="" type="checkbox"/>			
		Match FAQ list to campus terminology		<input type="checkbox"/>		
		Place electronic version on college website		<input type="checkbox"/>		
		Publish physical copy and place in advising centers		<input type="checkbox"/>		
		3-2-1 Staff Update emails (pg. 13)	Send out updates to staff on a predetermined basis		<input type="checkbox"/>	
Promotional Collateral	Posters, postcards, flyers, and table tents (pg. 9)	Provide print ready PDFS	<input checked="" type="checkbox"/>			
		Place in student welcome packets		<input type="checkbox"/>		
		Place in Student Commons/Center		<input type="checkbox"/>		
		Place in Admissions Office		<input type="checkbox"/>		
		Place in Library and Dining Rooms		<input type="checkbox"/>		

Navigate Adoption Toolkit Accountability List (Cont.)

Category	Initiative	Task	EAB	Member	Target Date	Point Person
Promotional Collateral		Provide flyers to staff for student events and activities		<input type="checkbox"/>		
	Digital advertising	Place Navigate Ad on campus TVs		<input type="checkbox"/>		
		Place Navigate link and information on backgrounds of computers		<input type="checkbox"/>		
Campus Website	Link on student website/portal	Provide Navigate link for portal	<input checked="" type="checkbox"/>			
		Place Navigate link on website to ensure easy access		<input type="checkbox"/>		
		Test link to ensure functionality	<input checked="" type="checkbox"/>			

Additional Best Practices

Implement Multiple Tactics on Campus



Email

- Staff email signature with Navigate and prompts (pg. 19)
- College listserv announcements
- Email campaigns targeting first time, returning, or Veterans



Training

- Staff wide Navigate training
- Navigate registration workshop and weekly office hours
- Student run computer labs providing Navigate assistance



On Campus Messaging

- Navigate demo and log-in during orientation sessions
- Navigate microsite
- Monthly newsletters
- Place Navigate on degree audit sheet (if applicable)



Promotional Collateral

- T-shirts
- Bookmarks
- Stickers
- Buttons
- Drink coasters



Want even more tactics? Reach out to your Dedicated Navigate consultant to discuss what you could initiate throughout the year on campus.