

# Beginner's Guide to 3-2-1 Staff Update Emails

Keep Staff Engaged and Informed about Navigate throughout the Year

**Purpose of the Tool:** Once faculty and staff on campus understand why the college has partnered with EAB to implement Navigate, they must then start to get familiar with the platform itself. The strategy highlighted on this page, "3-2-1 Staff Update Emails," is derived from the University of Houston, based on a practice they developed to drive adoption of EAB's student success technology for four-year universities.

**Intended Audience:** This guide is intended for the Program Owner or another senior-level staff member responsible for driving adoption of Navigate at the college. Consider sourcing email content from other members of the Navigate implementation team.

**3-2-1 Goal**

Here we go—past ORD and on with the Spring semester! Please consider these 3-2-1 SSC professional development ideas to strengthen your own understanding and to build your confidence.

Good luck!  
Your SSC Coordinator

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**TWO (2) SSC Challenges**

Are you up for the challenge? (When you think you have an answer, check yourself [here!](#))

**Challenge 1:** How can you identify all of the students who withdrew from a particular course?

**Challenge 2:** Now, how can you tell which of those students who withdrew from that course last semester are re-enrolled in the same course this semester? (And why would you want to know that?)

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**ONE (1) Way to keep learning**


It's really not about the tool...it's about how it makes us better at advising. Want to learn more?

Need more convincing about why it helps to customize messages rather than send large group blasts? "Reach students, not spam filters: An email guru demystifies the inbox" <https://www.eab.com/blogs/enrollment/2017/01/reach-students-not-spam-filters>




**THREE (3) Cool Things**

What are your cool things you have tried? Share them with us!

- Orientation** advising for campus. A population that depart students from
- Student Support** Warning st program of counseling
- Policy Setting** examine the entrance C at how suc GPAs were there was another at



## Essential Elements of a 3-2-1 Staff Update Emails

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**Regular Emails:** Consider a monthly cadence to start
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**Pop Quiz:** Challenge staff to log-in and use platform to win
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**Shout Outs:** Focus on what's gone well to build excitement!
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**EAB Resources:** Identify EAB content to share with staff

## How to Build Your Own 3-2-1 Staff Update Emails

**Step A:** Start with an introduction to the email series, explaining the purpose of the emails, the cadence they'll be released, the value of the emails to recipients, and who they can contact with questions or concerns.

**Step B:** Write down three (3) 'cool things' you want to share about Navigate, which may include milestone hits, staff kudos, quotes, and more.

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**Step C:** Write down two (2) user challenges that staff can complete using Navigate. Issue one 'easy' and one 'difficult' challenge in each monthly email.

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**Step D:** Write down one (1) EAB resource that is new, notable, or relevant to college initiatives to include in the email. Hyperlink to eab.com or attach PDF to email.

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