

# Navigate Staff Introduction Letter

## Institution-Wide Staff Email to Prepare for the Campus Launch

**Purpose of the Tool:** This welcome letter template puts into practice the three message components from the Basic Fact Sheet Builder, and allows the Program Sponsor and Owner to customize a message for their institution.

**Intended Audience:** This template is meant to serve as reference for the Navigate leadership team only; we recommend you use the template as a guide to create a persuasive and transparent document that lays out why EAB and Navigate are important to leadership and the college's success.

### Navigate Welcome Letter Template

Dear Colleagues,

We are writing to tell you about an initiative that will help improve our students' experience, learning, and academic progress at **[Institution Name]**.

**[Insert "Why" statement here]** As an institution, we currently struggle to communicate and notify our students about important tasks and requirements. After consulting deans, academic advisors, Student Affairs, Enrollment Management, Information Technology, and Student Government **[any groups that participated in the Navigate selection process]**, the College is adopting a product and change management process developed and led by EAB:

**Navigate** is a student-facing technology platform designed to help students manage their academic and non-academic lives. Through the platform, students can connect effectively with the full range of activities and resources available at the College. Students will access their to-do list and other time-sensitive tasks through "My Path" all the while getting personalized guidance early and often. These "Paths" guide students through enrollment, registration, connecting with their advisors, discovering health and wellness offerings, understanding their semester bill, and more. Because Navigate will be tailored for individual students, it will be the main means for academic and administrative offices to communicate with students.

Include an overview of the Navigate platform

We expect a full launch of Navigate **[Semester]**. **[If additional piloting or training on Navigate will occur on campus, specify what support you need from staff]** Further development will continue during the year to enhance the product. **[If adapting this message for a department-specific communication, specify what support you need from staff]**

We look forward to transforming the student experience through this personalized and interactive tool and appreciate your support.

VP Student Affairs **[Program Sponsor]**

Dean of Education **[Program Owner]**