Automated Flags for the Bengal Success Portal
(Starfish - Retention Management System)
based on the Noel Levitz College Student Inventory results

Campus Communication and Survey Completion Plan

There are five distinct phases in order to increase First-Year Survey completion rates among all first-year students. Based on the survey results automated flags will be raised in the Bengal Success Portal (Starfish – Retention Management System).

Please note: Aggregate Noel Levitz CSI results from each year are available on the Institutional Effectiveness website: https://institutionaleffectiveness.buffalostate.edu/csi

1. Increase students' awareness about the First-Year Survey before arriving on campus.

- ***NOTE: This step will be added for fall 2021***
- **During recruitment and admission process** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes.
- **During Summer Bridge programs (EOP, SayYes, and Countdown to College) process** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes.
- **During registration meeting with a Professional Advisor** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes. Inform student that during next meeting (week 4 and 5 of classes) you will meet with them to review survey results. Encourage students to set up meeting for review of survey results now.
- **During orientation** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes.
- **During the First Year Convocation** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes.
- **Upon arrival on campus for residential students and activities for commuter students** inform students about Buffalo State College's commitment to student success. Let them know that they will be asked by the President to complete the First-Year Survey during the second week of classes.

2. Survey set up team – one week before classes start

- **Sumanlata Ghosh** (Data Analyst, Institutional Research Office) **responsibilities**
  - Alert Noel Levitz support team that we are starting the process and that we are working with a very short timeframe
  - Add any additional questions to the survey
  - Download data from Banner to start the process
    - Challenges that need to be kept in mind
      - SayYes student are not coded in banner by 1st week of classes
      - Completion Coaches must be assigned in banner 1 week before classes start
      - Some students do not have a professional adviser or EOP advisor listed
      - Are Honors students, and athletes coded correctly in Banner?
  - Add variables
    - Department/student major
    - Residence status (campus or off campus)
    - Professional Advisors (will cover Honors and EOP because they have special advisors for these groups)
    - Special programs: Honors, Say Yes, Completion Coaches, International, no program category
    - Athlete, non-athlete
  - Work with Noel Levitz to upload the file and have it ready to send out to students by the end of first week of classes
  - Set up with Gabe e-mail and text for the e-mail to students (see sample text of the e-mail below)
  - Set up e-mail reminders to be sent to students automatically every other day
  - From the final list pull names of students that are not registered for CWP101 or CWP102 (especially sections that have honors students)
  - Give access to the Directors to the NL data center
  - Work with others to make the data available in Starfish by the end of 3rd week of classes
    - generate the data file of students that have completed the survey
    - Upload the new student data file that is generated in Step 6 into the retention data center
    - Close the survey
    - Upload the Partner Export file(Rename it to "Partner Export File")/Restricted file/Advisor sheets in the Noel Levitz shared drive
- **Gabriel Marshall** (Assistant Vice President, Senior Advisor for Student Success and Retention, Title III Principal Investigator) **responsibilities**
  - Purchase NL survey access
  - Work with Sumanlata to set up e-mail send out in your account
  - Decide who is signing the e-mail to students (Gabe or the President)

- **Agnes Zak-Moskal** (Title III Activity Director / Director, First-Year Student Success) **responsibilities**
  - Double check on the all the variables we enter
    - If needed connect with athletic director, SayYes, and Honors to get names of their students (we only need banner ID numbers and names).
  - Post announcement in the Daily about the survey going out (first week of classes, use text from last year)
  - Work with Program Directors from Phase 1 and 3 to promote survey completion. For instance: over the summer and again during first week of classes: admissions, Advisors, Completion Coaches, SayYes and EOP Counselors, International, (maybe athletes)
    - Have all of them encourage students to complete the survey during second week of classes
    - Review the training how to read and discuss individual survey results
    - Review how to access survey results in starfish and where to find the flag
    - Directors review how to pull data from NL Data Center
    - Make sure everyone is ready to work with students at the beginning of the 4th week of classes
  - Work with Nathalie from Writing Program to connect with CWP101 CWP102 courses and Leasa Rochester-Mills from UNC 100 to encourage students to complete the survey
  - Give Sara list of students that are not in CWP101 CWP102 courses, so professional advisors can connect with them.
  - Every year make sure we have a good e-mail text ready
  - Inform all the Directors when the data is transferred to starfish and ready to be used.
  - Inform all the Directors when they have access the Noel Levitz Data Center
  - Work with Noel Levitz staff to prepare Infographic with aggregate results. Share with Gabriel when ready.
- **Julie DeWind** (Lead Programmer/Analyst, Information Technology Services) **responsibilities**
  - Alert Starfish support team to be ready to help us transfer data ASAP (we are working with a very short timeframe)
  - After the survey is closed work with Sumanlata to get the data ready to transfer to Starfish
  - Convert the Banner Ids to PIDM (was Run the banner job SZRNLS1 and reproduce the data file and convert the Banner Ids to PIDM)
  - Run the second custom Banner job (SZRNLS2). This job should bring all of the files to the Banner server, remove the files and records of students who have requested their data be restricted, and then send the PDF files to the production Starfish VM and the partner export file to the production Starfish SFTP server.
  - Work with Starfish support team transfer individual student results (advisor version) and raise automatic Noel Levitz flag in Starfish
  - Work with Jeanne Guzy to test if everything is working in the Bengal Success Portal (Starfish)
  - Inform Gabriel, Agnes when everything is ready in Starfish

- **Jeanne Guzy** (Data Specialist, Academic Affairs, VP Office) **responsibilities**
  - Work with Jeanine Moyer to test if everything is working in the Bengal Success Portal (Starfish)
    - Confirm that the flags has been raised in test and put the data into production
  - Confirm that all flags and .pds are in Bengal Success Portal (Starfish)

3. Survey completion campaign – first two weeks of classes

- **Survey is sent out to students at the end of the first week of classes (Friday morning).** For consistency purpose, while talking to students please refer to the survey: *"The First-Year Survey*." To help students find that e-mail please tell them that the subject line of the e-mail is: *Complete First-Year Survey Today!*
- **During the 2nd week of classes student are encouraged to complete the survey. The deadline to complete it is Sunday, the beginning of the 3rd week of classes.** This is a campus with effort. Everyone that interacts with first-year students is asked to encourage/remind students to complete the survey.
- **If needed, the survey will be extended for two more days (Monday and Tuesday of 3rd week of classes).** At this point students are informed that they have a last chance to complete the survey till end of Tuesday (week 3 of classes)
- **Survey is officially closed on Wednesday morning of week 3 of classes.** During 3rd week of classes, when the survey is closed to the students, student individual results will be transferred to Bengal Success Portal. In addition, an automatic flag will be raised for students that reported 5 or more challenges/struggles.
  During 4th week of classes, (Monday) Survey results are available for viewing in the Bengal Success Portal (Starfish – Retention Management System). Support staff that works with first-year students will start reaching out to them (Completion Coaches, Professional Advisers, EOP Counselors, SayYes Counselors). First targeting students with Noel Levitz flag. During the meetings support staff will also review feedback from faculty. For more information how about the automated flags please see section below titled: ***Where to find Noel Levitz survey results in starfish?***

4. All support staff reach out to students to review their results – week 4 and 5 of classes

- Each programs' staff should follow their own plan of meeting with students to review their results
- Each program/office director should follow their own plan to review aggregate data from the Noel Levitz Data Center

5. Reflect how everything worked this year and make improvements

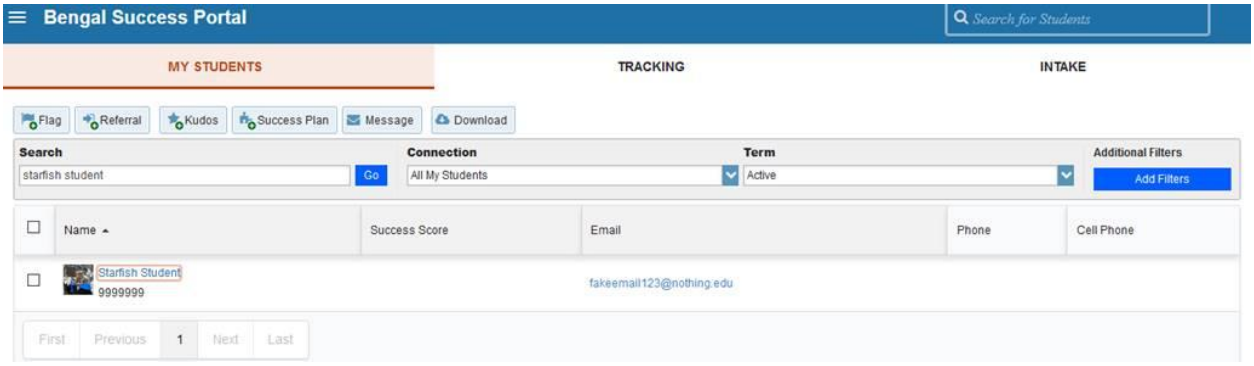
- How many flags were raised?
- How many meetings took place?

- Were the CSI results accurate and useful?
- Do we need to refresh the training on reading individual results? (see recording from the webinar.
- Did directors/others use the NL Data Center? Was it useful?
- Did we retain students that were planning to transfer or dropout?

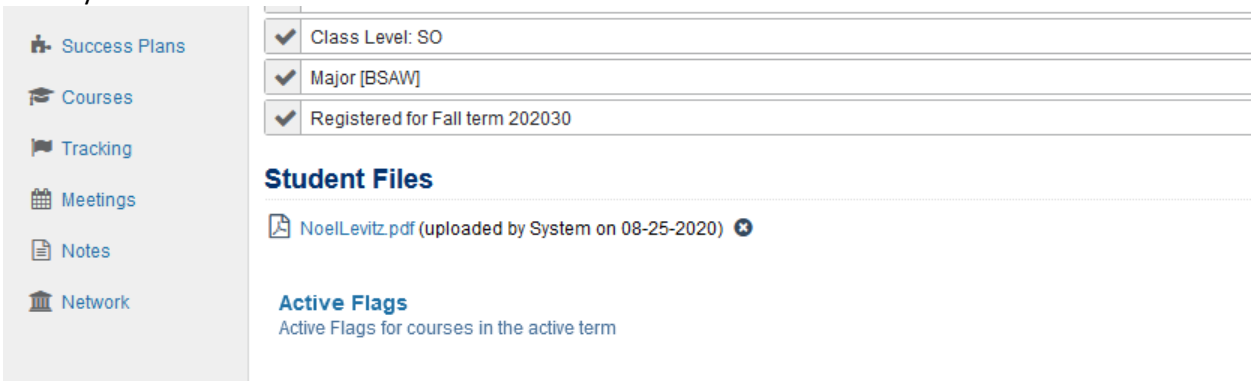
Where to find Noel Levitz survey results in starfish?

To see the flag in Bengal Success Portal (Starfish) go to "track your students" and you will see the Noel Levitz flag (there can be other flags as well). Click on the name of the student and then you will see Noel Levitz .pdf with student individual results (see screen shots below).
Please note:

- Not every student will have the Noel Levitz flag raised, but they still may have a .pdf with individual results.
- The Noel Levitz flag is only raised for students that has 5 or more issues that the survey revealed. **These students should be a priority!**
- A total of **[insert correct percentage each year]** of our students completed the survey, so you may have some students that will not have the Noel Levitz survey results in starfish. Therefore, even if they are facing lots of challenges there will be no Noel Levitz flag raised for them.
    - Based on data from fall 2019 and fall 2020, student that have not taken the survey are at the highest risk of not connecting to Buffalo State and not being successful. Therefore, **student that have not completed the survey should be #1 priority to connect with.** Students that have not completed the survey will not have a .pdf with the survey results in the BSP.
- Lastly, some students may tell you that they completed the survey, but you still cannot see their results. In such case they might have completed the survey and restricted that no one can view their results, only them. Every student had an option to restrict their results, but the student still has access to their results. Each student got an e-mail with access to their results, and you can ask them if they want to share them with you during your meeting.



When you click on the student name:



Sample of communication/letters to students and staff

Sample – Post in the Buffalo State College Daily Bulletin

Encourage First-Year Students

As part of the Title III initiatives, during the second week of classes all first-year students will receive an e-mail asking them to complete the First-Year Student Survey. Students will have until Sunday, **[INSERT ACCURATE DATE]** to complete the survey. If you are interacting with first-year students, please strongly encourage them to complete the survey before the deadline.

After completing the survey, students will receive an e-mail with access and feedback on their results. Students individual survey results will be transferred to Bengal Success Portal and for students that are

experiencing numerous challenges, an automated flag will be raised to trigger an immediate response from the support staff.

Based on the CSI results and the fall progress reports during the 4th week of classes completion coaches, professional advisers, Educational Opportunity Program (EOP) counselors, Say Yes counselors will be meeting with individual students to discuss their results and connect them to needed support services.

For instance, we will be able to distinguish students that are considering transferring out, need career planning support, counseling services, are facing financial difficulties, or would benefit from tutoring, etc. In addition, aggregate data will be used by various departments to better understand incoming students' strengths and challenges.

Thank you to **[INSERT ACCURATE LIST OF PEOPLE]** *Dr. Carlos Jones - Interim Dean, School of Arts and Humanities; Dr. Natalie Szymanski, -Director of the College Writing Program, Assistant Professor English; all CWP 101 and CWP 102 faculty; Yanick Jenkins – Director Educational Opportunity Program; Dr. Amy McMillan - Muriel A. Howard Honors Program; Stanley Simmons – Say Yes Coordinator; Sara Reese – Associate Director of Advising; Shawnte Wilson – Associate Director Student Leadership and Engagement; Tricia Herritt – Director International Student and Scholar; Jeffrey Ventura – Associate Director of Athletics, and their staff for motivating students to complete this survey during the second week of classes. Lastly, thank you for helping to communicate this message to our first-year students as well!*

The more students complete the survey, the more accurate services they can receive.

To learn more about the Noel Levitz CSI or other Title III activities, please visit: https://titleiii.buffalostate.edu/ or contact Agnes Zak-Moskal, Title III activity director at zakmosad@buffalostate.edu

Sample - Letter to offices that help promote the survey:

Dear all,

The Noel Levitz College Student Inventory was sent out to all first-year students.

Please ask your staff to encourage their students to complete the survey by the end on Sunday**, [INSERT ACCURATE DATE].** They have about a week to complete it.

Throughout the week we will be sending out reminders to students by e-mail to complete the survey. In addition, we are planning to send out a text message to all first-year students as well as post on various social medial channels (Facebook group **[INSERT ACCURATE YEAR],** Twitter, Instagram, and Snapchat).

To help students find the e-mail with the survey, feel free to tell them that the subject line of the e-mail with the link to the survey is: *Complete the First-Year Survey today!*

Here is the text that will be texted to the students:

- **Content of the text message 1:**

Please complete the First-Year Survey today!

Check you BSC e-mail for details and link to the survey.

- ***Content of the text message 2:***

Reminder: Please complete the First-Year survey by Sunday.

Check you BSC e-mail for details and link to the survey.

If you already completed it, please disregard this message.

Just in case I am also attaching a copy of the e-mail content that was sent to students.

Again, thank you all for your help promoting this survey!

Agnes

Offices that help promote the survey

- Jenkins, Yanick <JENKINYH@BuffaloState.edu>;
- Simmons, Stanley D <simmonsd@buffalostate.edu>;
- Reese, Sara J <reesesj@buffalostate.edu>;
- Wilson, Shawnte A <wilsonsa@buffalostate.edu>;
- Meiler, Mason J <meilermj@buffalostate.edu>;
- Kettle, Chelsea M <kettlecm@buffalostate.edu>;
- Badaszewski, Philip D <badaszpd@buffalostate.edu>;
- Ventura, Jeffrey <VENTURJM@buffalostate.edu>;
- Herritt, Tricia L <herrittl@buffalostate.edu>;
- McMillan, Amy <MCMILLAM@buffalostate.edu>;
- Szymanski, Natalie A <szymanna@buffalostate.edu>

Letter to students:

Subject line: ***Complete the First-Year Student Survey Today***

Dear **[Insert student name],**

I am writing to request your participation in a survey. At Buffalo State College, we are committed to your success and will use the results of this survey to identify areas where we can connect you with programs and services that may interest you. **Please complete the First-Year Student Survey online by the end of next week (Sunday, INSERT ACCUREAT DATE).** The survey should take less than 30 minutes to complete.

Completing this survey, is an opportunity for you to tell us about your needs and expectations for college. I encourage you to be open and honest in your responses. It's important that the results represent your thoughts.

Click here to access the First-Year Student Survey: [INSERT ACCUREATE LINK]

If you encounter technical problems while completing the survey, try retaking the survey immediately. Contact your professional adviser using Bengal Success Portal if you're unable to complete the survey after two attempts.

Please note: You will receive a link to access a copy of your individual survey results once this survey administration has been completed.

Thank you for your participation!

Sincerely,

Katherine Conway-Turner
President, Buffalo State College