

# To Withdraw or Not To Withdraw??

A Technology-Driven Campus-Wide Approach to  
Students' End-of-Semester Decision Making



LEHMAN  
COLLEGE

CU  
NY

# Remote Learning Challenges

- COVID
- Increased demand for advising services
- Faculty and advisor reports
- Blackboard usage data
- Increased requests for tech support
- Late semester critical changes to deadlines and policies
- CUNY/State budget crisis

# Lehman's Advising Landscape



# Solution:

## Centralizing Advising Initiatives

- Calling campaigns
- Early Alert
- Hobson's CRM/text messaging
- Zoom Support Room
- Registration Forms
- Decision Trees

# Calling Campaigns: Campus-wide Collaboration

- Campus wide approach to student success
- Teams Virtual Support Center
- Power Automate Student Follow Up Form
- Hobson's Connect for Script and List Distribution

Hello Mikhail,

Thanks for being part of our Spring 2021 calling campaign. We are excited that you have agreed to participate in this most important campaign. The goal of the day is to ensure that every student who wants to return to Lehman for the Spring 2021 term has the ability to do so. Your calls today will go a long way to ensure that our students feel supported and cared for.

Whether you are faculty, staff, or student we know that you don't have all the answers. To ensure that you have the best opportunity to address student concerns and make the most of your call we have taken two new steps to empower you during your discussions with students:

- **MS Teams:** Please follow this [link](#) to access the Call Campaign MS Team. During the calls, you can use the various channels to get assistance from specialists in each department. If you are unsure, please use the general channel and [@Christopher.Buonocore](#) will be on call to review and assist.
- **MS Form for Student Follow Up:** If you fill out [this form](#) it will generate an automated email to the student with additional support information, see attached for sample. It will be sent to the student from [microsoft@powerapps.com](mailto:microsoft@powerapps.com) and you will be BCC'd, so that you have a record.

Here are your calling campaign links:

- **Calling Script:**  
[https://static.askadmissions.net/cuny/lehman/retain/usermedia/CallCampaign/Undergraduate\\_Script\\_1-22-2021.docx](https://static.askadmissions.net/cuny/lehman/retain/usermedia/CallCampaign/Undergraduate_Script_1-22-2021.docx)
- **Calling List:**  
[https://static.askadmissions.net/cuny/lehman/retain/usermedia/CallCampaign/Sp21\\_Call\\_List\\_UGRD\\_21.xlsx](https://static.askadmissions.net/cuny/lehman/retain/usermedia/CallCampaign/Sp21_Call_List_UGRD_21.xlsx)

Thanks again,  
Richard Finger

# Calling Campaigns: Campus-wide Collaboration

## 1. Your preferred signature \*

Whatever you enter here is where the email will come "from". So you might want to type "Professor White" or "Dr. Smith" as opposed to "Chris"

## 2. Your email address \*

## 3. Student EMPLID \*

## 4. Student first name \*

## 5. Student email address \*

Dear William,

It was nice to connect with you today! We have developed the list of resources below to help put you in touch with the right department in the most efficient way possible.

I hope that you will use this guide and know that we are committed to supporting you.

Sincerely,

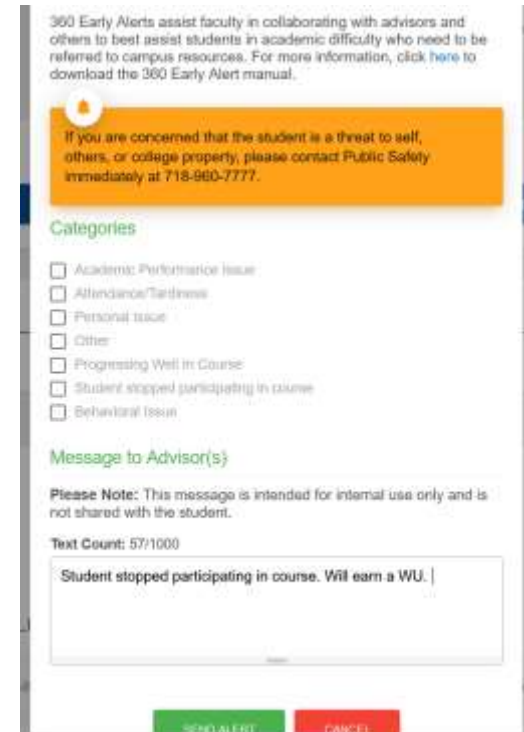
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- [Registration Assistance Lab](#) - Live availability Monday – Friday 9am – 5pm to assist students with claiming their accounts, answer basic questions, and make referrals.
- [Academic Advising Assistance](#) - Connect and schedule appointments with advising units on campus.
- [Major/Minor Advising Assistance](#) - Access to departmental advising schedule via the "Undergraduate Advising" and "Graduate Advising" tab.
- [Academic Department Referral Form](#) - Form for students who are having difficulty connecting with a major/minor advisor.
- [Registration Assistance Form](#) - Form for students who know the courses that they need to enroll in but are having difficulty completing their registration.
- Financial Aid: Email [financial.aid@lehman.cuny.edu](mailto:financial.aid@lehman.cuny.edu) or visit the [Financial Aid](#) website
- Bursar: Email [Bursar.Department@lehman.cuny.edu](mailto:Bursar.Department@lehman.cuny.edu) or visit the [Bursar Office](#) website
- View the [Academic Calendar](#)
- The [Counseling Center](#) offers free and confidential services in a safe environment
- [Instructional Support Services Program](#) offers academic coaching and tutoring
- [Student Disability Services](#) if applicable

If you want to unsubscribe from these emails, please use this [form](#).

# Early Alert: AA & EM Collaboration

- Reopened Early Alert during last 10 days semester
- Report students who will earn a WU or F grade in course
- Updated messaging to student to align with withdrawal deadline and CR/NC policy



360 Early Alerts assist faculty in collaborating with advisors and others to best assist students in academic difficulty who need to be referred to campus resources. For more information, click [here](#) to download the 360 Early Alert manual.

If you are concerned that the student is a threat to self, others, or college property, please contact Public Safety immediately at 718-960-7777.

**Categories**

- Academic Performance Issue
- Attendance/Tardiness
- Personal Issue
- Other
- Progressing Well in Course
- Student stopped participating in course
- Behavioral Issue

**Message to Advisor(s)**

**Please Note:** This message is intended for internal use only and is not shared with the student.

Text Count: 57/1000

Student stopped participating in course. Will earn a WU. |

SEND ALERT CANCEL

# Hobsons CRM/Text Messaging

Thursday, June 3, 2021	Email, Txt Msg	Are you still trying to register for a Summer Class?	All students with reg appointments for term excluding incoming FTFT (exclude already registered from text)
Wednesday, June 9, 2021	Email/Text	Blackboard Log-in nudges	All students registered for Term
Monday, June 14, 2021	Email	Congratulations on your summer enrollment, payment reminder and payment plan info	
Friday, June 18, 2021	Email	Reminder: Virtual Departmental Advising Day this Tuesday and Wednesday	All students with reg appointments - NOT registered excluding incoming FTFT
Saturday, June 19, 2021	Email	Summer 2021 - Study with a Friend or Family Member	All undergraduate and graduate students
Tuesday, June 22, 2021	Email	Payment reminder; Financial Liability reminder to protected stu.	students with balance > threshold
Thursday, June 24, 2021	Email	while the College is Closed for Summer Friday's	All students with reg appointments for term excluding incoming FTFT
Monday, June 28, 2021	Email	Summer Withdrawal Reminders	All students registered for Term

## Handle your holds early!



According to our records, you have the following hold(s) on your account that will prevent your registration.

Please follow each link for detailed information on how to resolve these holds so that you can proceed with registration.

**Advisement Hold (ADV)** - You must schedule an appointment with an academic advisor by clicking [here](#).

If you are an **entering transfer student**, click [here](#) to connect with a Live Agent for further assistance. Click on the Lehman Lighting Bot and type "agent."

**Bursar Hold** - Check your CUNYfirst Self Service Center and review the 'Holds'. For details about payment options, visit the [Bursar's website](#).

**Financial Aid requirement** - Review your CUNYfirst To Do List and submit the required document(s) or information.

**Graduate Admissions Hold** - Check your CUNYfirst Self Service Center and review the 'Holds.' Submit required documents to the Office of Graduate Admissions.

**Immunization Hold** - Check your CUNYfirst Self Service Center and review the 'Holds.' For details about immunizations requirements, visit the [Student Health Center](#). The documents can be submitted online through [Lehman 360](#).

**Office of the Registrar (Declaration of Major Hold)** - Official Federal and TAP regulations state, all students who have earned at least 60 credits MUST declare a Major (Academic Plan) by the established major declaration deadline listed in the academic calendar ([click here](#)). Failure to officially declare your Major will make you ineligible for TAP (NYS Aid) and Title IV (Federal Financial Aid).



# CR/NC Zoom Support Room:

- Collaborative effort across all academic advising units
- Staffed during entire CR/NC opt-in period
- Shared guidelines/training
- Shared Teams site for questions/scheduling
- Advertised on Lehman's homepage, CR/NC website, and in all communications

# Registration Forms:

## Office of Academic Advisement - Course Registration Check

Please submit this form to have an advisor review your general education courses for the summer/fall semester. Please allow for 2-3 business days to receive a response to your request.

1. First Name \*

2. Last Name \*

3. Email ID \*

4. Email address (Please provide your Lehman College email as well as your preferred email ADDRESS) \*

5. Phone number \*

6. Please indicate your major or your intended major \*

7. With which semester's registration do you need assistance? \*

Summer '23

Fall '23

Both summer and fall

8. Please select from the following: \*

I have already completed my registration for summer/fall and still do have my registration cancelled by an advisor

I need assistance with course selection for summer/fall

9. If you have not yet registered, please list any courses you plan to take, and indicate whether you will be taking them during summer or fall. Also indicate whether any of your courses will be working internships.

10. Will you be graduating upon completing the summer/fall semester? \*

I will graduate after this summer '23

I will graduate after the fall '23

I am not graduating yet

11. Do you receive the following forms of financial aid? \*

FAF

Scholar Stewardship

Institutional Financial Aid

None of the above

12. Do you have additional questions or comments that you wish to share with the advisor?

[+ Add more](#) 

# Registration Forms:

## Registration Assistance

Please fill out this form if you would like to connect with someone about adding or dropping a class.

1. EHPLID \*

Enter your answer

2. First Name \*

Enter your answer

3. Last Name \*

Enter your answer

4. Preferred Email Address \*

Enter your answer

5. Preferred Phone Number \*

Enter your answer

6. Do you want to add or drop?

Add

Drop

7. What Winter or Spring course(s) would you like to add or drop? Please specify each course separately (Ex: Spring, MAT 132, Section 1TRA, Class 9623, drop)

Enter your answer

8. Anything else we should know before contacting you?

Enter your answer

# Registration Forms:

 LEHMAN COLLEGE | CUNY

## Spring 2021 Hold Information Request

If you have questions or need a hold, please fill out this form.

**\* Required**

**1. Email \***

**2. Name \***

**3. Preferred Email \***

**3. Preferred Email \***

**4. Preferred Phone Number**

**5. Do you want to register for Spring 2021? \***

Yes

No

**6. Is there anything else we should know before contacting you?**

# Registration Forms:

The screenshot shows a web form titled "Spring 2020 Financial Hardship Reporting Form" from Lehman College, CUNY. The form includes a header with the college's name and logo, followed by a title and a brief introductory paragraph. Below this, there are several sections for data entry:

- 1. Name \***: A text input field for the student's name.
- 2. ID# \***: A text input field for the student's ID number.
- 3. Preferred Phone \***: A text input field for the student's preferred phone number.
- 4. Preferred Email Address \***: A text input field for the student's preferred email address.
- 5. Please check all that apply to explain what you are going through! (0)**: A list of checkboxes with a text input field for "Other":
  - Income
  - Having trouble paying for housing
  - Having trouble making/keeping up with my class
  - No access to computer / wifi
  - Other
- 6. Please describe your plan for how you will utilize your account in the future \***: A text input field for the student's plan.

At the bottom of the form, there are "Back" and "Submit" buttons, and a progress indicator showing "Page 1 of 1".

# Registration Forms:

## Permission to take HIN Courses <sup>1\*</sup>

Please fill out this form if you would like to request permission to take a HIN course. You will only be granted permission if you are a Nursing major pursuing pre-requisites to get into the Nursing program, or you have one of these courses for another HEALTH SCIENCE MAJOR. See HEALTH SERVICE ADMINISTRATION. If you have less than 30 credits, please do not submit this form, you will not be granted permission.

Registration for Winter 2021 is currently open, and registration for Spring 2021 does not start until November 1, 2020. You should keep an eye on your email for an exact appointment time.

1. First Name \*

2. Last Name \*

3. ENPLID \*

4. Preferred Email \*

5. Preferred Phone \*

6. What is your major? \*

7. Which session do you want to request permission for? \*

- Winter 2021 (Jan 4, 2021 - Jan 25, 2021)
- Spring 2021 (Mar 25, 2021 - May 15, 2021)

8. Which Winter class are you requesting permission for? (Jan 4, 2021 - Jan 25, 2021) \*

- HIN 200, 2421, 47610
- HIN 200, 2420, 47609
- HIN 200, 2421, 47628
- HIN 200, 2420, 47630
- HIN 200, 2420, 47631

9. Which Spring session class are you requesting permission for? (Mar 25, 2021 - May 15, 2021) \*

- HIN 200, 2421, 58246
- HIN 200, 2420, 58245
- HIN 200, 2421, 58247
- HIN 200, 2420, 58252
- HIN 200, 2421, 58254
- HIN 200, 2420, 58256
- HIN 200, 2421, 58257

10. Is there anything else you would like us to know?

# Decision Trees:

- More advanced utilization of MS Forms
- Built-in logic displays specific questions/advice in response to student input
- Utilized to guide students through independent end-of-term decisions regarding their academic record
  - Withdrawal
  - CR/NC

# Decision Trees:





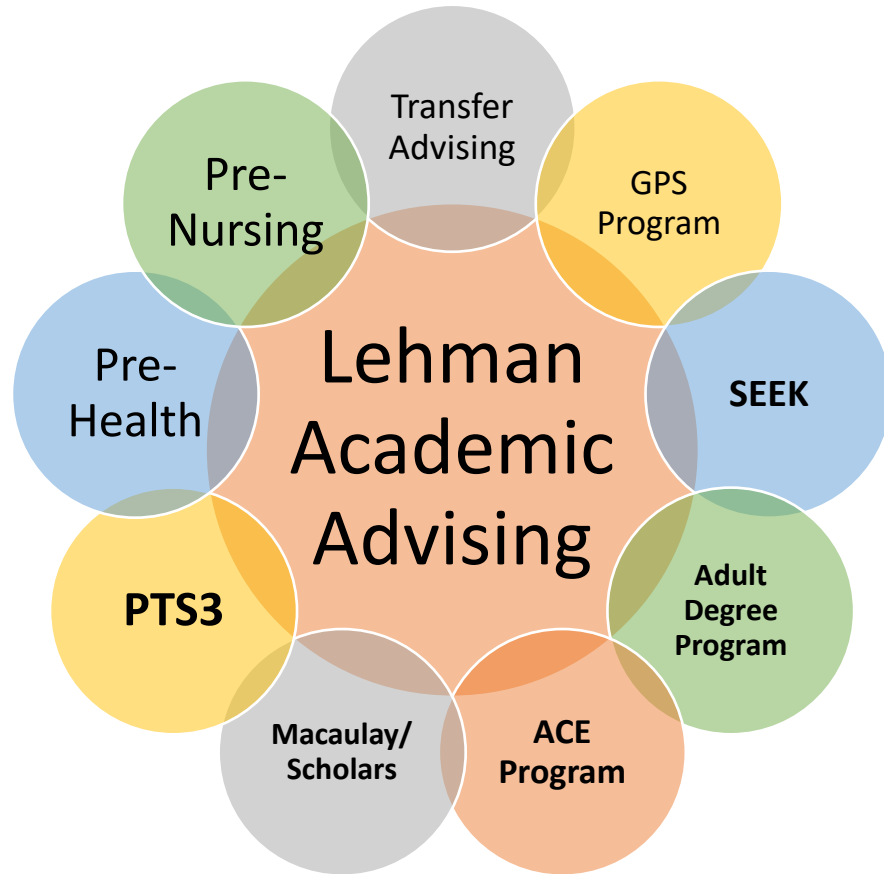
# Outcomes:

- Over 10,000 calls made
- 1300 end-of-semester alerts triggered
- Hundreds of thousands of behavioral nudges
- 300 visits to CR/NC Zoom Support Room
- 5,000+ forms submitted
- Nearly 2,000 decisions assisted via the Decision Trees

# Outcomes:

- Enrollment revenue targets met during FY '21
  - Surpassed targets for Summer and Fall '20
  - Surpassed readmission target by 20% for Spring '21
- Reduced WU, F and D grades in comparison to previous semesters

# Lehman's New Advising Landscape



- Create a proactive and unified approach to withdrawal and CR/NC interventions
- Leverage Blackboard usage data for early interventions
- Expand use of DegreeWorks data in behavioral nudging campaigns
- Collaborate for a successful EAB implementation
- Understanding how CPL can be used as ongoing part of student success strategies