

Goals Campaign Elements

▷ To develop a common understanding and definition of student success

▷ To redefine student success, with equity at the core

▷ To foster students' sense of belonging

▷ To leverage students' aspirational capital for student success

▷ To foster a sense of understanding and connection across faculty, staff, administrators, and students

▷ To help support target students in defining their own success

▷ To help faculty, programs, departments, and other campus areas to define and cultivate their own experiences in believing, belonging and becoming

BBB Virtual Welcome Back Care Package

▷ Welcome from a Peer Mentor

- Student to give own BBB
- Link to resources
- CYS Peer Mentor Referral

▷ Welcome from Faculty

- Faculty (targeted major) to give their own BBB
- Welcome Back message

▷ Virtual Package (Peer Mentor to introduce and explain)

- BBB digital background
- Student to develop own BBB (BBB Activity)
- Direct to BBB website for study groups, services/resources

▷ Welcome from Provost/AVP

- Provost/AVP to share own BBB story (First Gen, Transfer background and perspective)

Social Media

▷ Daily Releases of Social Media

Pieces (All releases completed by 8/21)

- CSUCI Instagram account
- All other CSUCI accounts
- SASEI IG Accounts

BBB Website

▷ Develop Content for Main Page

- Introduction of BBB
- Samples and links

▷ Supporting Documents

- Full length BBB video
- Faculty, staff, student truncated BBB videos
- Social media samples

BBB Media & Media Development

▷ Develop Sample Packet

- Cover letter introducing BBB
- Sample flyers

▷ Press Release

- General introduction of BBB
- Examples & potential interviews

▷ Media Promotion - CSUCI

- CI View advertisement
- Channel Magazine article
- News at the CSU

▷ Media Promotion – Other Outlets

- Ads in other publications
- Articles in other publications

BBB Videos

▷ Official BBB Video(s)

- Official Full-length BBB video
- Faculty, staff, student truncated official BBB video

▷ Develop Student Videos

- Student videos – Believe (2)
- Student videos – Belong (2)
- Student videos – Become (2)

▷ Other Videos

- New vs. returning students
- Transfer students

Outreach

▷ Letter to Dept Chairs (Provost/AVP)

- Cover letter introducing BBB
- Sample flyers

▷ Letter to the students (AVP)

▷ President's Announcement

▷ Partners' Announcement

BBB Promo

▷ BBB Promo Items (Virtual)

- BBB digital logos
- BBB digital button
- BBB digital backdrop
- BBB "recordings" (welcome message)

▷ BBB Promo Items (Non-virtual)

- BBB banners
- BBB signage
- BBB logo
- BBB office tags
- BBB pins

Timeline – First Week of Class “Welcome Back”

	Friday August 21	Monday August 24	Tuesday August 25	Wednesday August 26	Thursday August 27	Friday August 28
Campus	President’s Convocation: ▷ Use of BBB in President’s remarks ▷ Unveil of BBB website ▷ Release of BBB Video Social Media: ▷ Release of faculty/staff video #1 - BELIEVE	Social Media: ▷ Release of faculty/staff video #2 - BELIEVE President “Welcome Back” Email: ▷ Release BBB full length video ▷ Unveil BBB website	Social Media: ▷ Release of faculty/staff video #3 - BELONG	Social Media: ▷ Release of faculty/staff video #4 - BELONG	Social Media: ▷ Release of faculty/staff video #4 - BECOME	Social Media: ▷ Release of faculty/staff video #6 - BECOME
SASEI	Social Media: ▷ Release of student video #1 - BELIEVE Promote BBB video: ▷ SASEI CI Keys website Social Media: ▷ PEEP IG ▷ University Culture IG	Social Media: ▷ Release of student video #2 - BELIEVE BBB Care Package to Students: (Audience: all students) ▷ Sent via email ▷ Sent to all students	Social Media: ▷ Release of student video #3 - BELONG Provost or AVP Email to Faculty/AA (Audience: Faculty/staff) ▷ Introduce the campaign, motivation behind developing campaign ▷ Share own BBB	Social Media: ▷ Release of student video #4 - BELONG AVP Email (Audience: all students) ▷ Introduce the campaign, motivation behind developing campaign ▷ Share own BBB	Social Media: ▷ Release of student video #5 - BECOME Chilfasa Email (video) (Audience: CHS, Latinx students) ▷ Introduce the campaign, motivation behind developing campaign ▷ Share own BBB	Social Media: ▷ Release of student video #6 - BECOME Partner Emails: (Audience: all students) ▷ Introduce the campaign, motivation behind developing campaign ▷ Share own BBB Possible partners: <ul style="list-style-type: none"> Academic Advising Student Affairs Financial Aid EOP MDC