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### The Student Engagement LifeCycle: A Holistic Approach to Improved Student Success

Lynne Hull

Franklin University, [lynne.hull@franklin.edu](mailto:lynne.hull@franklin.edu)

Elizabeth Skursha

Franklin University, [elizabeth.skursha@franklin.edu](mailto:elizabeth.skursha@franklin.edu)

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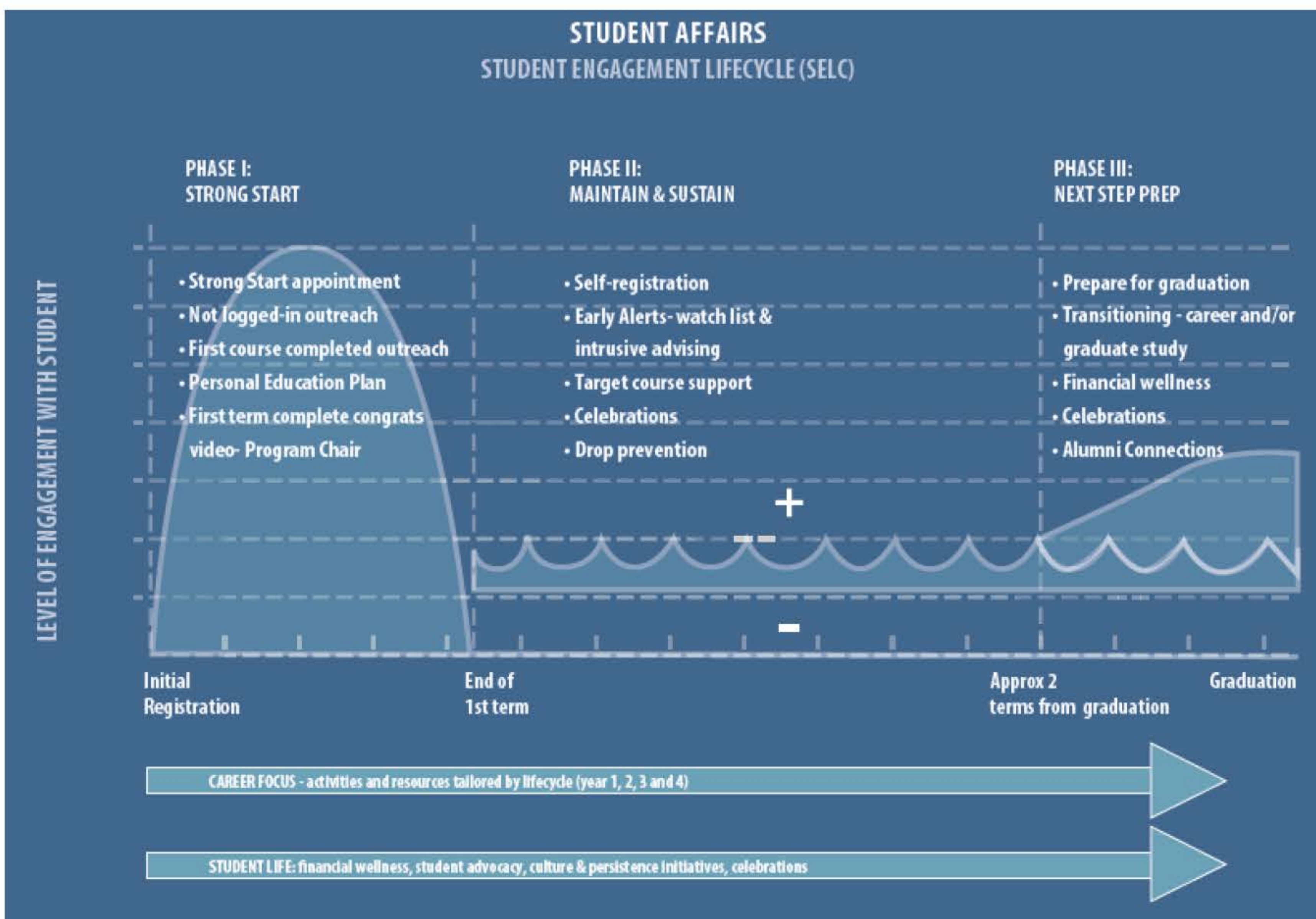
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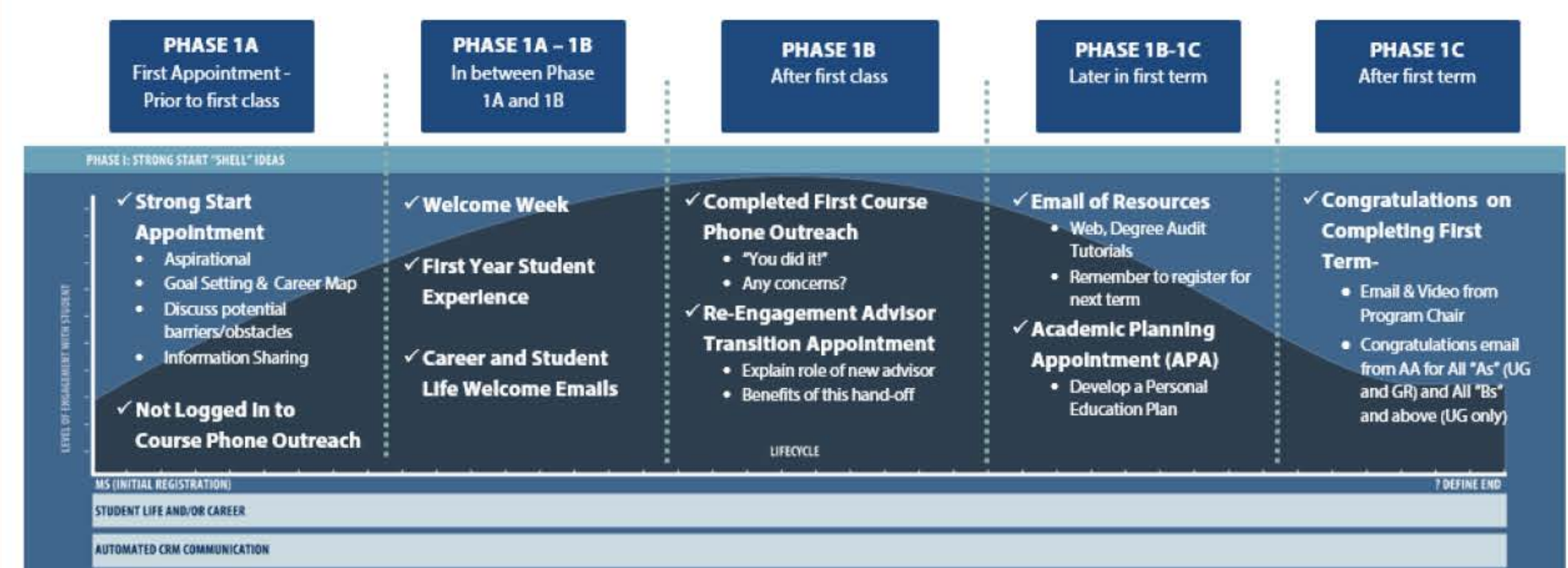
# The Student Engagement LifeCycle: A holistic approach to improved student success

Lynne Hull, Ph.D., Dean of Student Affairs & Enrollment Management & Elizabeth Skursha, M.S., Coordinator, Student Affairs & Enrollment Management

## Increase Engagement, Retention, & Student Success



## Phase I: Strong Start: High Engagement During 1<sup>st</sup> Trimester



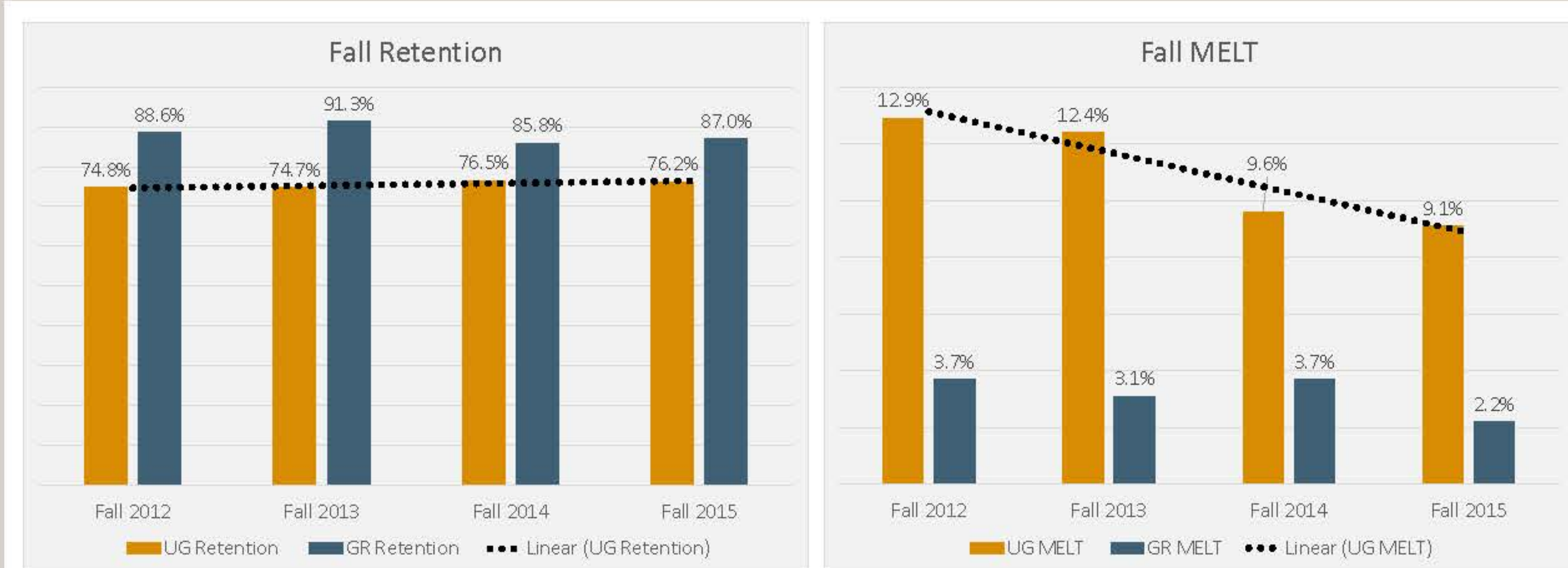
## Phase III: Next Step Prep: Graduation Prep and What Comes Next?

**Prep for Graduation**

- GPA Check-In
- Apply for Graduation Reminders
- Outstanding Balance Outreach
- Grad Fest

**What Comes Next?**

- Celebrations - Handwritten Card from Advisor
- Career Year 4: Putting It All Together
- Career Events, Workshops, & Job Fairs
- Alumni or Grad School Transition



## Phase II: Maintain & Sustain: Address Concerns and Celebrate the WINS!

<p><b>Early Alerts</b></p> <ul style="list-style-type: none"> <li>Not Logged In</li> <li>Financial Wellness</li> <li>Attendance Concerns</li> <li>Grades: Mid-Class</li> </ul>	<p><b>Celebrations</b></p> <ul style="list-style-type: none"> <li>Target Course Tips for Success</li> <li>Target Course Post Congrats</li> <li>Birthday eCards</li> <li>Personal Cards</li> </ul>	<p><b>Career Focus</b></p> <ul style="list-style-type: none"> <li>Year 2: Explore Your Options</li> <li>Year 3: Gain Knowledge &amp; Experience</li> <li>Career Events &amp; Workshops</li> </ul>	<p><b>Student Life Focus</b></p> <ul style="list-style-type: none"> <li>Wellness Checks</li> <li>College Affordability Series</li> </ul>
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