- Many faculty have noticed their list of advisees in *CRM-Advise* is different from that the seen in *Colleague* or *KeanWISE*. *Colleague* and *KeanWISE* show **all** assigned advisees with active programs (whether or not that have been actively registered and attending), while *CRM-Advise* displays **those advisees who are active students** (have attended recently). The *CRM-Advise* list is the more practical list and representative of who you should be actively engaged with. We are working with the Office of the Registrar office to establish a process to inactivate the programs of student who stopped attending the University for more than two consecutive semesters.

    - **Please note:** you only should be removing advisement holds **AFTER** you have advised your students. It has come to our attention that some advisors are going through their advisee list and ending their advisee holds before they have advised the students. This defeats the entire purpose of the hold. Please do not do this.

- One of the strengths of *CRM-Advise* is that it can be utilized to develop automated communication plans that allow the system to send common high touch emails from advisors, or other offices, without that person/office having to manually complete the task. In this way students get high touch, personalized outreach without overburdening the advisor for more routine outreach. There are two current automated communication plans that we are utilizing:

    - **Alert based emails**. In *CRM-Advise* all alerts have an "owner" (*i.e.* a person/unit who has advising responsibilities or other oversight of the area related to the alert). For example Tutoring alerts and Writing Center Alerts are owned by NTLC. Many of the alerts are assigned to the academic advisor (*i.e.* multiple absences, missing assignments, never attended, low test/quiz scores alerts, etc.) are "owned" by the major advisor(s). In this way the advisor(s) would be aware of their advisees' having these issues, and would now be able to discuss this with them. This provides the advisor with the information to best advise their advisees. Consequently, if an automated email is developed for a communication plan for a specific alert, it will come from the advisor, so student replies/requests for assistance will go back to the advisor. It takes the burden off the faculty from having to send these emails, and allows the advisors to address those students who respond. Below is the sample text of an email sent automatically from the advisor's email (in green text):

Dear [Student First Name],

One of your faculty has reported that you have been absent from your course on two or more occasions. Attendance is one of the major contributors to student success. In addition to completing assignments, we encourage you to attend all classes and to communicate with your professor in advance of an absence.

We encourage you to reach out to your professor regarding this alert. Also, do not forget about Tutoring, Writing, and Public Speaking as great resources for helping you with any gaps in content you may have missed during class time.

If you have any questions, please do not hesitate to reach out to our office:
908-737-0366 or email us at retain@kean.edu.

Sincerely,
The Office of Student Success and Retention

- **Process based email (like ENR emails)**. Process based emails come from a communication plan that has trigger criteria, that when met, generate an email to students. One of these that we will be initiating next week is the ENR (Enrolled, Not Registered) outreach. In the past, lists of advisees that still had A1 or A2 advisement holds, where the advisor was then expected to outreach to these students (primarily by email) inviting the student to make an appointment for advisement. Going forward, *CRM-Advise* will now performed this personalized outreach to your advisees with A1 and A2 holds automatically. If you have advisement hours listed in *CRM-Advise*, your advisees can be directed to the Student experience to sign up for an appointment. Below is the sample text of an email sent automatically from the advisor's email (in green text):

Hello {!Person:First Name;},

I hope this email finds you well.

According to my records, you are NOT registered for the Fall 2020 term and you have an A1 hold on your account, meaning we need to meet to discuss registration for the upcoming term. Please contact me TODAY to schedule an advising appointment so that I can lift your hold.

Thank you in advance for your attention to this matter.

We want everyone to be aware of these functions, in order to make you more efficient and effective advisors. Please reach out to Gilly Scott (gscott@kean.edu) Steve Kubow (skubow@kean.edu) and/or Solman Ahmed (soahmed@kean.edu) with any questions about *CRM-Advise* and its utilization.