Contents

• Staff overview and introductions
• Technology, timeframe, commitment
• Confidentiality
• Wellness check model
• Building relationships without non-verbal cues
• Things to do and not to do during outreach
• Intersectionality and identity
• Red flags and when to escalate a situation to staff
• Using the Volunteer/ Student Interaction Form
Programming Lead Advisors

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Length of commitment

• Volunteers will start with 20 student names
• Bi-weekly calls are encouraged
• Ideally commitment is the length of one semester:
  – Spring semester (Jan-Apr)
  – Summer break (May-Jul)
  – Fall semester (Aug-Dec)
Use of Technology

• Personal phone use
• Always leave a call back number
When to connect with students

• Make calls as your schedule allows
  – Keep in mind: students keep different hours!
• It’s normal not to connect with everyone
• Try and return voicemails and texts within 24 hours
• Students not answering the phone? Try texting…
• You do not need to email the students
Confidentiality

• Protect student contact information
  – Shut off your computer screen, or cover up printed lists when you aren’t in the room

• Be careful about sharing information gained during conversations with the student
  – Please share stories about your experiences with staff
  – Feel free to talk to friends and family about your experiences (Just don’t name the students or the schools they attend etc.)
Why outreach calls matter

• They help our advisors become aware of immediate student needs.

• Together, we:
  – Validate student feelings
  – Understand current emotional state
  – Create long-term vision
  – Establish steps to achieve success
## Types of outreach calls

<table>
<thead>
<tr>
<th>Wellness during the pandemic</th>
<th>Summer 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>General health and wellness</td>
<td>Year-round</td>
</tr>
<tr>
<td>Start of semester</td>
<td>Aug/Sep</td>
</tr>
<tr>
<td></td>
<td>Jan/Feb</td>
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<tr>
<td>Mid-semester</td>
<td>Oct/Nov</td>
</tr>
<tr>
<td></td>
<td>Mar/Apr</td>
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<tr>
<td>End of semester</td>
<td>Dec</td>
</tr>
<tr>
<td></td>
<td>May</td>
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<tr>
<td>College break check-in</td>
<td>Jan</td>
</tr>
<tr>
<td></td>
<td>Jun/Jul</td>
</tr>
<tr>
<td>Graduation calls</td>
<td>Dec</td>
</tr>
<tr>
<td></td>
<td>May</td>
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<tr>
<td>Career services check-in</td>
<td>Year-round</td>
</tr>
</tbody>
</table>
Introducing yourself

• State your name and who you’re working with:
• Don’t be surprised if students say an advisor has already called them.
  – Clarify what the phone call is about before moving on!
• If the student has not been contacted about the same topic – keep going
Building relationships over the phone

• It takes time!
• Let conversations flow organically
• Be genuine and take cues from student responses
• Keep it positive and offer encouragement
Get students to share more

• Rephrasing the question can lead to greater discovery!
• Layer your questions to “peel back the onion”

Example:
1. What is your most difficult class?
2. What is the most difficult part of that class?
3. When is your next exam or assignment? (think ahead)
4. What goal do you want to achieve by the end of this class?
The power of perception

• Tone matters
• Avoid being too professional
• Meet the student where they are at
• Don’t take things personally
Things to do during outreach

• Talk about On Point services or upcoming events:

**Career services:**
- Resume/ cover letter assistance Career advisement
- Job search assistance
- Networking support
- Mock interviews
- Alumni association events

**Access and Success:**
- Application cost assistance
- Application essay review
- Financial aid assistance
- College tours
- Textbook cost assistance
- Transfer services
- Transportation
Ending short conversations

• Advertise our social media

“I’m glad to hear everything is going well. While I have you on the line, are you a member of the On Point for College students and friends page on Facebook? ... No? Well it’s a really nice way to stay informed about upcoming events.”
Things not to do during outreach

- Don’t make promises
- Avoid telling students what they “should” do
- Don’t monopolize the conversation
- Say, “I’ll get back to you on that” instead of, “I don't know”
- If you have an encounter that you feel went negatively, seek guidance from the Lead Advisor
What is intersectionality?

• The interconnected nature of social categorizations such as race, class, and gender, as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.
Understanding identity

• Our students come from a variety of backgrounds
• Our culture and environment impacts our beliefs and mindsets
• Understanding where we come from can help identify biases
When to escalate to an advisor

• If a student expresses thoughts such as:
  – Dropping out of school
  – If a student states they are on academic probation/ warning
  – Depression/ anxiety
  – Family conflicts
  – Pregnancy
  – Abuse
  – Financial stress
Data is everything

• Data helps us apply for/ continue to receive funding
• Data provides insight to our level of impact upon the community
• Data helps us keep accurate student records
Volunteer/ student interaction forms

- Submit a form following every interaction
  - If not, try and submit within 24-48 hours
- Make a note of it:
  - When you leave a voicemail
  - When the voicemail box is full/ not set-up
  - Number is not in service
  - Dropped calls
Where to find the Volunteer/student interaction form

- On the volunteer match email
- In the outreach expectations document
- **Filling in the web form…**
We truly appreciate the time you take to support On Point for College!