



**Khalida Strategies**

# **Student Success Coaching CAMPAIGN**

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**S**

## Strength

- Free academic resource
- Unique services: focuses on the entire individual
- Coaches have experience with the DU quarter system
- Effective Freshman outreach
- Path Forward Program

## Weakness

**W**

- No incentives to attend workshops
- No information about coaches on the website
- Poor outreach
- Lack of social media presence
- Lack of brand identity

# S.W.O.T. Analysis

**O**

## Opportunity

- Working with other student organizations
- Shorter appointments
- Marketing on social media
- Create an Instagram

## Threat

**T**

- Peer Services: LEP, SDS, Academic Advising, Career Services
- Unclear brand identity
- The belief that coaching is only for students struggling
- Other campus events happening at the same time.
- Decline in email marketing effectiveness
- DU controls funds and money

# Target Markets



## Workload Willy

- DU Freshmen students
- Ages 17–20
- In the first year of their undergraduate degree
- Juggling multiple activities and new experiences

**“I found with new agency came new problems”**

-DU Student on the transition from High School to University



## Preparing Paul

- DU Junior students
- Ages 19–21
- In the third year of their undergraduate degree
- Preparing for their next steps after college and have a consistent calendar.

# Coach Nicolás Correa:

**“[We] try to emphasize how we offer the resources that it’s not just academic old type of resource, but it’s a life type of resource as well. It doesn’t just involve your experience as student but in your experience as a person.”**

# Big Creative Idea: **DU** It for You

**Student Success Coaching (SCC) provides a holistic and personalized approach to developing life skills and habits to help all students achieve a balanced life.**





## Objectives

1

Increase following on Instagram to 200 followers by December 6, 2024.

2

Increase awareness of Student Success Coaching by University of Denver students by 50% by December 6, 2024.

3

Increase rebooking rates by 30% by December 6, 2024.

4

Increase number of undergraduate appointments 30% by December 6, 2024.

# Objective 1: Digital Presence Strategies & Tactics

## Strategy

Utilize social media to establish a brand identity and post high-quality content consistently on Instagram to reach DU students.

## Tactics

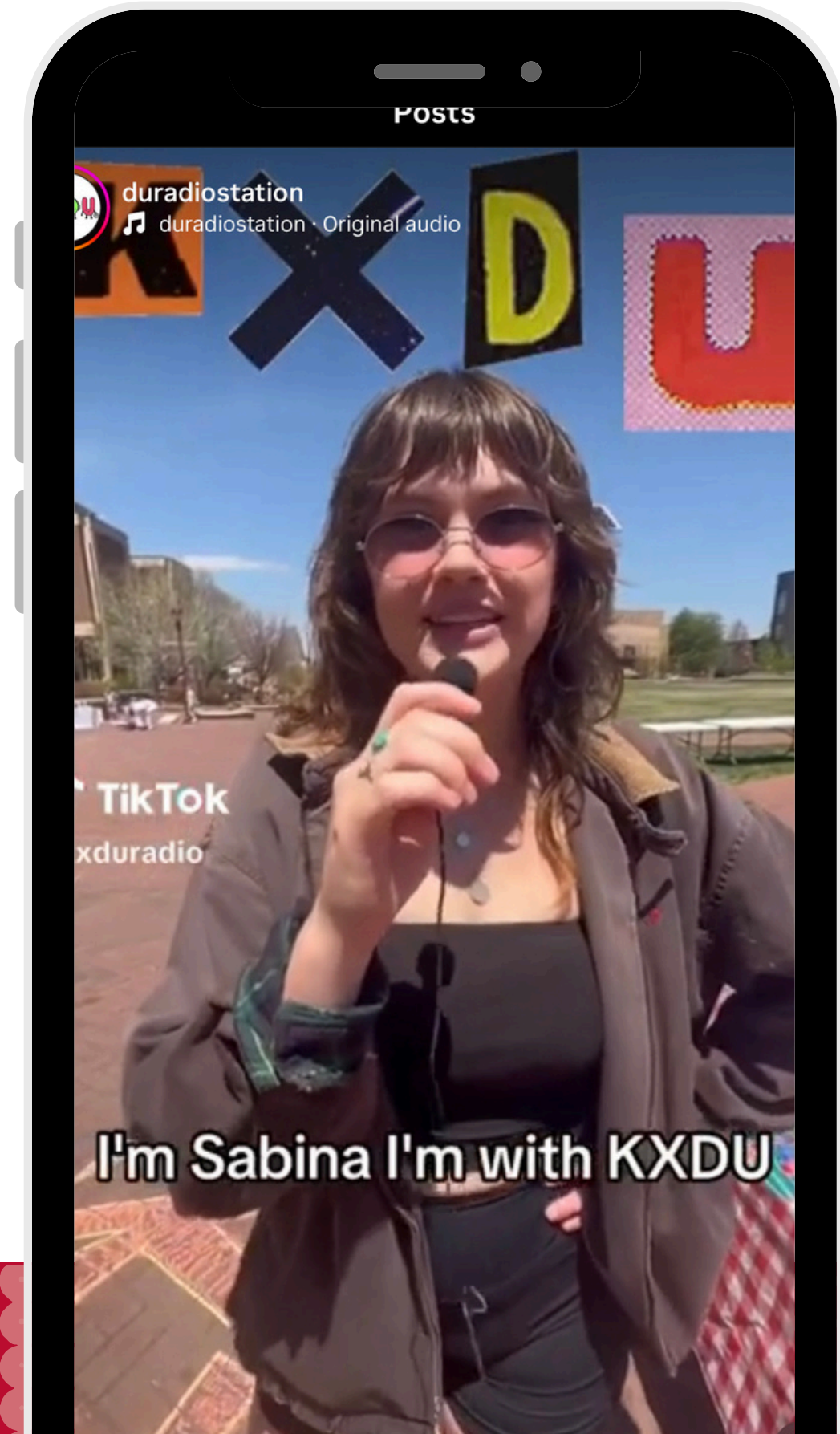
- Hire a communications intern and develop a content calendar. Instagram Highlights.
- Have the current full-time Assistant Director for Student Success Coaching staff attend a Social Media basics course.

## Strategy

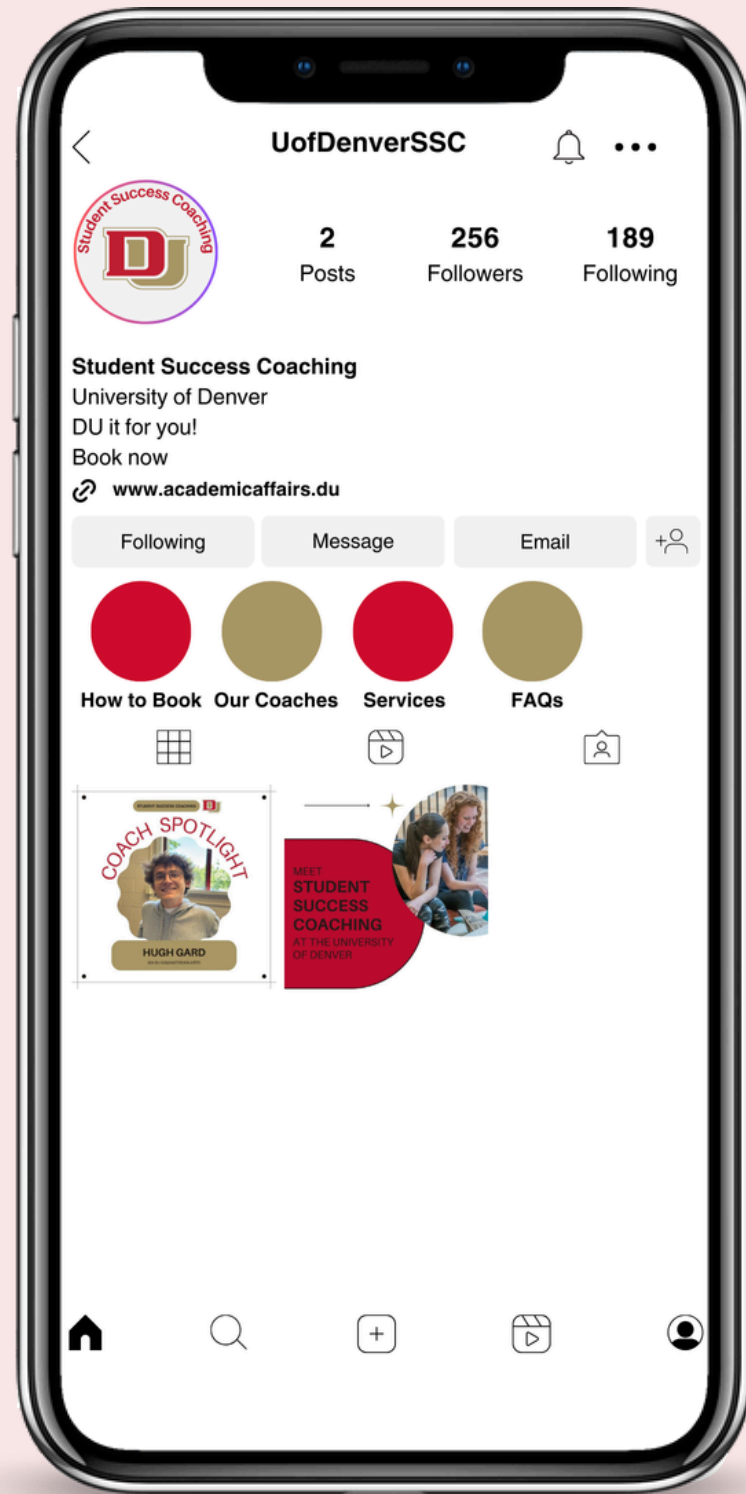
Collaborate with other organizations' social medias on campus to expand their reach.

## Tactics

Collaborate with @DUAdvising, @DUCareerServices, @DUProgrammingBoard, etc. to promote new SSC Instagram.



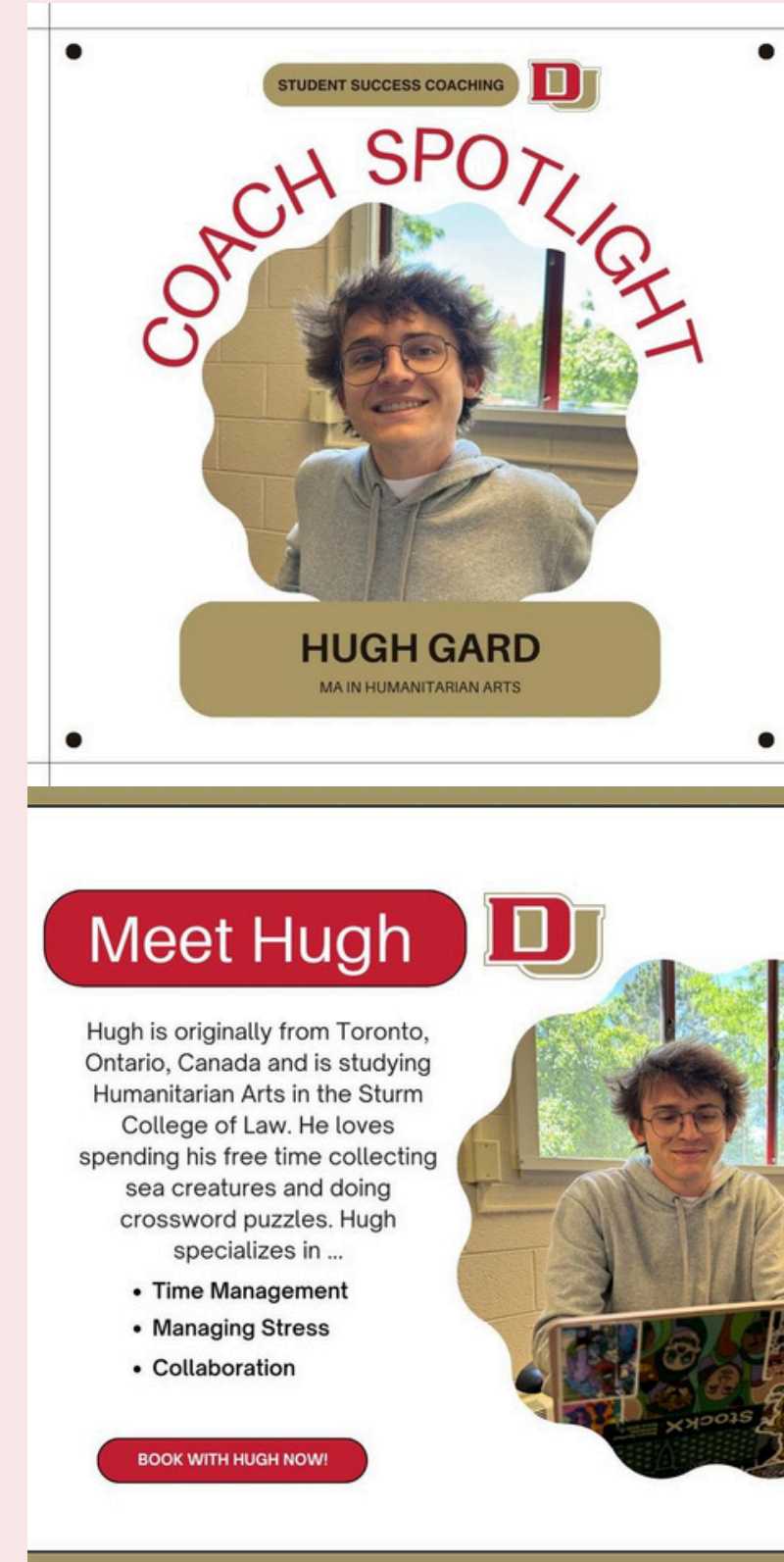
# Page



# Story



# Post



# Story



MEET  
**STUDENT  
SUCCESS  
COACHING**  
AT THE UNIVERSITY  
OF DENVER



01

Unlock your academic potential with our student success coaching, where graduate student coaches help you master time management, organize your schedule, and tackle stress effectively.

02

Achieve your goals with personalized support from our student success coaches, offering flexible meetings to fit your schedule and empower you with essential skills for success.



03

Boost your undergraduate journey with our success coaching, providing tailored guidance in time management, stress reduction, and overall support from experienced graduate students.

04

Navigate your college experience with confidence through our student success coaching, offering comprehensive support and flexible sessions to help you balance academics and personal well-being.



**Carousel**

# Objective 2: Awareness Strategies and Tactics

## Strategy

Identify key stakeholders such as FSEM/ASEM professors, RAs, Greek Life Reps, etc. to establish a symbiotic relationship.

## Tactics

- Develop strategic partnerships and collaborate to amplify reach of messages.
- Reach out to the Office of Teaching and Learning (OTL) to establish a connection.

## Strategy

Create consistent brand identity across all external messaging, specifically email and flyers that are specific to each of our target markets.

## Tactics

- Create monthly newsletters, emails, and flyers that are engaging, creative, and promote the personalized approach to SSCing that is available to every student.



# NEWSLETTER

Spring Quarter 2024

Email: [ACE@du.edu](mailto:ACE@du.edu)



## MIDTERMS MANAGEMENT EVENT

Create and design a personal calendar to stay on top of things for the rest of the quarter! Get the personalized help you need:

- organizational help
- stress management
- goal setting



## FREE BEANS COFFEE VOUCHER

Want a **FREE** coffee on us? The first 50 students to attend a second session with the same coach within the same quarter will get a voucher for a free medium Beans drink!



## UPCOMING SPRING EVENTS

### June 7: Cookies and Coaches

Grab a cookie of your choice and come chat with one of the many Student Success Coaches!

### June 10: Finals Week Sessions

Make the most of your summer by booking a session with a coach to discuss goals and create an action plan to have a productive break.

# Objective 3: Rebooking Strategies & Tactics



## Strategy

Implement a loyalty program that encourages students to book and attend a second appointment.

## Tactic

A partnership with Beans Coffee that offers a free coffee voucher after attending a second session with the same coach.

# Objective 4: Undergrad Support Strategies & Tactics

## Strategy

Increase targeted outreach and promotion strategies to reach undergraduate students and encourage them to schedule appointments.

## Tactics

- Include a brief bio on the Student Success Coaching website under each coach's profile.
- Identify students who would benefit the most from Student Success Coaching services

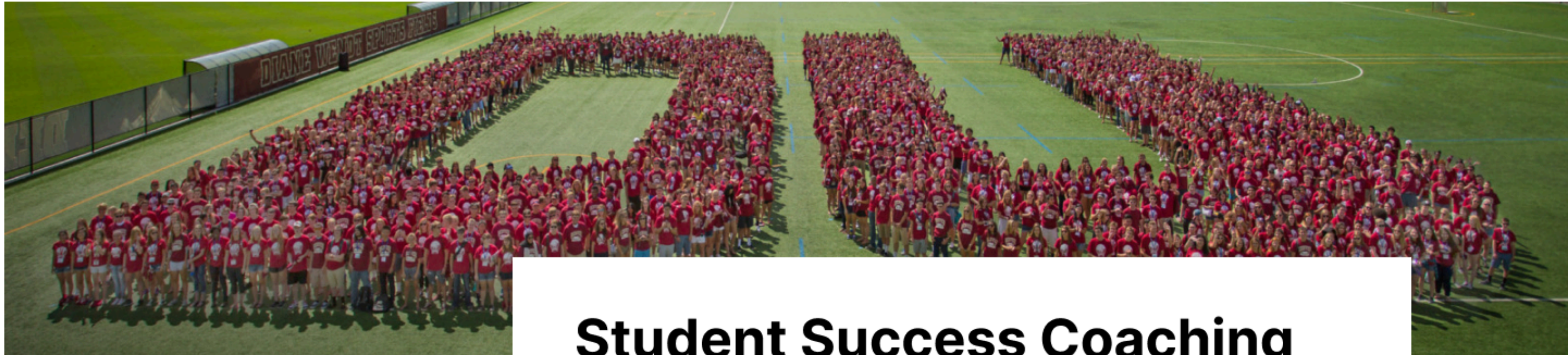
## Strategy

Offer regular workshops during the quarter to enhance flexibility and accessibility for students seeking support.

## Tactic

Create workshops during the quarter so that students have more flexibility.





# Student Success Coaching

***DU it for You!***

**Make an Appointment**

At Student Success Coaching we want you to DU it for you. Take your college experience into your own hands with the help of our coaches. Your coach will support you, challenge you, and hold you accountable through individualized coaching sessions. Topics are customized to meet your needs and may include goal setting, time management, organization, study skills, and stress management.

Student Success Coaching will help you develop college life skills. You will feel more confident in your abilities and more knowledgeable about the resources available at DU. Your coach will help you identify and achieve your goals through one-on-one support.

Coaching appointments are available for BOTH undergraduate AND graduate students. Book your appointment below (please use the appropriate booking link based on your student status).

Overview

About

First-Year Student Advising

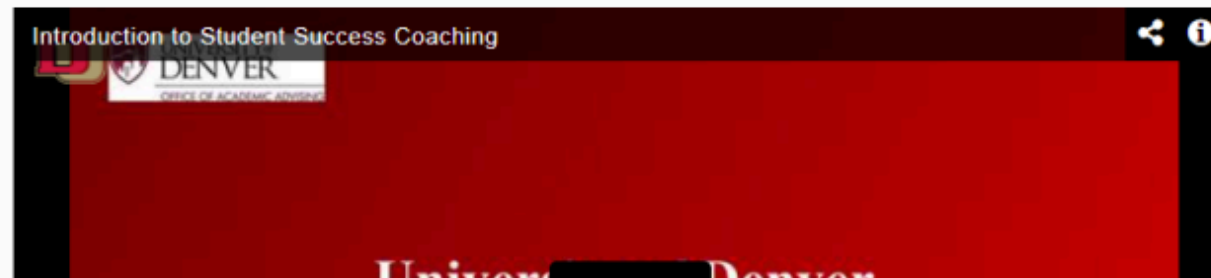
Appointments & Quick  
Questions

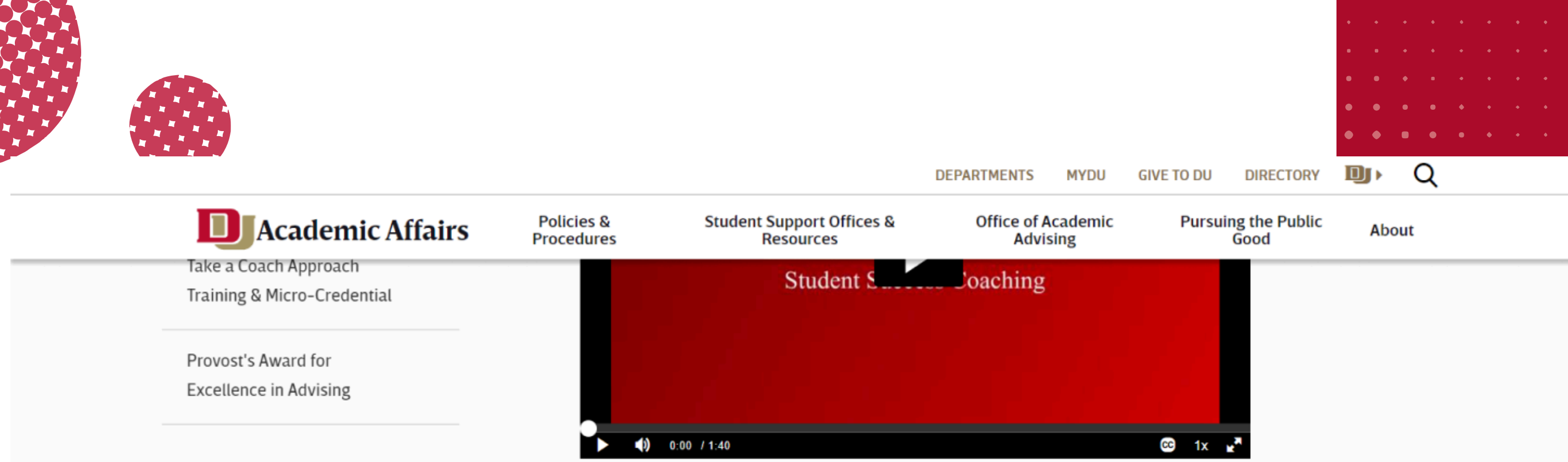
Academic Probation Support

Exploratory/Undeclared  
Students

**Student Success Coaching**

Resources & Forms





## What makes a Student Success Coach Different?

At Student Success Coaching we want you to DU it for you. Take your college experience into your own hands with the help of our coaches. Your coach will support you, challenge you, and hold you accountable through individualized coaching sessions. Topics are customized to meet your needs and may include goal setting, time management, organization, study skills, and stress management.

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## Meet Our Coaches



### Avery Baxter

she/her

Sport & Performance Psychology, MA

**Favorite Quote:** "Hard work beats talent when talent doesn't work hard." – Tim Notke

Hello! My name is Avery Baxter, and I am a first-year graduate student studying Sport & Performance Psychology. In May of 2023, I graduated from Oklahoma Baptist University where I earned my BA in Psychology and a minor in Exercise Science. During my first two years at Oklahoma Baptist University, I competed with the Bison softball team. Along with ALMOST being co-ed intermural mini golf champs my third year. A fun fact about me is that I am from Oklahoma and have in fact met the Tiger King (see Netflix for details). In my spare time I enjoy watching tv/movies, spending time with family and friends, hiking, and petting every dog I see.

[Meet With Avery](#)



### Nicolás Correa

he/him

Sport & Performance Psychology, MA

**Favorite Quote:** "There's a part of me that only truly exists and thrives with the unknown in front of us and hard work behind us. Anywhere else I'm a lesser version of myself" Jeremy Jones

Hey, I'm Nic! Originally from Bogotá, Colombia, I studied psychology at the National University of Colombia before moving to Denver in 2022 to pursue my Sports and Performance Psychology masters at DU. I believe that in the unknown and facing adversity is where we can unlock the possibility for growth and freedom to choose, so sparking people's curiosity to explore and feel comfortable in the uncomfortable is a big passion of mine. I love adventure, new experiences, sports, and big challenges.

[Meet With Nicolás](#)



### Maria Cruz

she/her

International & Intercultural Communication, MA

**Favorite Quote:** "Be the representation your younger self wanted to see" -anonymous

My name is Maria Cruz. I am a first-year graduate student studying International and Intercultural Communication. In May of 2022, I graduated from Eastern Illinois University where I double majored in Interpersonal Communication and Spanish. Double minor in Latin American Studies, Communication, and Cultural Diversity. At Eastern Illinois University I was coordinator of Amigos and Friends (ESL program), president of Sigma Delta Pi (Spanish Honor Society), and lead a Bilingual Small Group. A fun fact about me is that I speak four languages (Zapoteco, English, Spanish and French). For fun I enjoy going on walks, watching sunsets, and spending time with my family.

[Meet With Maria](#)



### Grace Cumming

she/her

Sport & Performance Psychology, MA

**Favorite Quote:** "Going through things you never thought you'd go through will only take you to places you never thought you'd get to." - Morgan Harper Nichols

My name is Grace Cumming and I'm in my first year of DU's masters of sport and performance psychology program. I'm from Des Moines, Iowa, and completed my undergraduate degree at the University of Minnesota where I studied psychology and also played basketball. In my free time, you can find me exploring the city of Denver, hiking in the mountains, enjoying a chai latte, or playing grass volleyball with my roommates!

[Meet With Grace](#)

# CAMPAIGN TIMELINE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



**Week 1-2**  
Networking

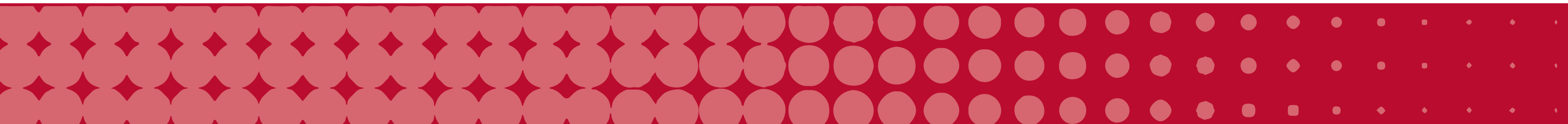
**Week 3-6**  
Establish Digital  
Presence  
& O-Week

**Week 7-10**  
Emails &  
Beginning of  
the Quarter

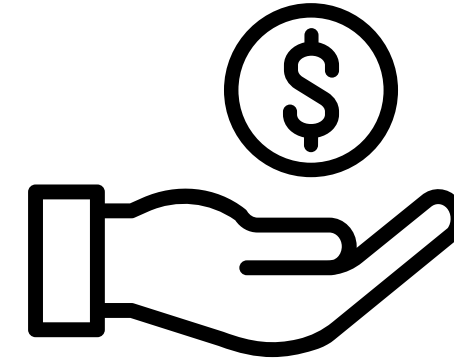
**Week 11-14**  
Workshops &  
Midterms

**Week 15-18**  
End of Quarter

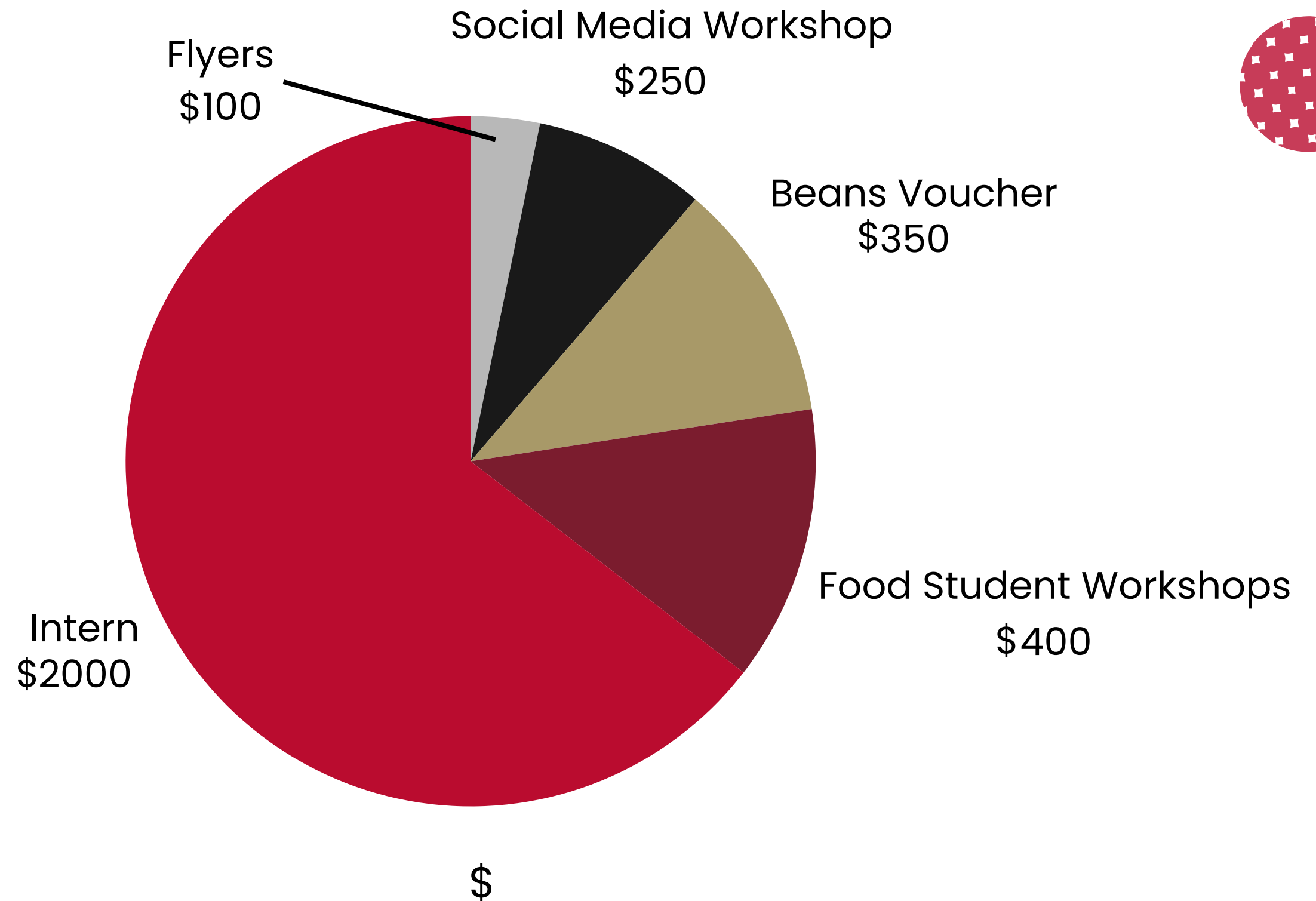
**Week 19-20**  
Evaluations



# Budget



**Total: \$3,100**



# Evaluation

**Digital**

**Awareness**

**Rebooking**

**Undergrad  
Support**

DU IT FOR **YOU**



The background features several abstract shapes filled with a red halftone dot pattern. These shapes are scattered around the central text box, including a large one in the top-left, a smaller circle in the top-center, and several others in the bottom-left, bottom-center, and bottom-right.

**Questions?**