

Enrollment Plan

Communication Plan

Due to the implementation of Slate for application processing and student communications, Vermont Tech has the opportunity to leverage it and the knowledge and skills of student-facing employees to support the Strategic Plan's vision of being responsive, diversified, innovative and excellent.

The goal of the communication plan is to provide a personalized experience for all the stakeholders with whom we maintain communications but at scale. Building on our admissions' staff and faculty's excellent student-centric style and content, the communication plan seeks to automate these interactions where possible while providing a high-touch experience for the receiver. Working with various stakeholders, this plan is also designed to provide greater centralization, uniformity, and transparency to student communications.

Over the coming five years, we seek to:

- Audit, document and improve all existing communications to students. The goal of this work is to create a unified plan that uses the same voice, tone and brand through the entire communication cycle for a seamless user experience. (Y1-Y2)
- Leverage Slate to provide automation and management to any existing communications. (Y2)
- Audit and document FAQ with faculty, and Admissions and Financial Aid staff to identify enhancements to existing communications. The goal of this work is to increase the number of personalized, relevant communications each student is receiving. (Y2)
- Develop communication workflows based on new content using Slate for juniors and seniors and post-traditional audiences. (Y3)
- Develop content for key pre-matriculation audiences, including Bridge Building competitors, camp attendees, dual and concurrent enrollment students, parents, and scholarship award-winners from various competitions (i.e. SkillsUSA, FBLA, Bridge Building, etc.). (Y3)
- Develop communication workflows based on new content using Slate for pre-matriculation audiences. (Y4)
- Evaluate performance of communication workflows for juniors, seniors and post-traditional audiences. Enhance and evolve communications as needed. (Y4)
- Audit and document any new audience segments within active inquiry pool. The goal of this work is to identify opportunities to further personalize communications by enhancing existing communication workflows. (Y5)
- Evaluate performance of communication workflows for pre-matriculation audiences. Enhance and evolve communications as needed. (Y5)