



Connecting students to academic resources presents a challenge for collegiate support services. Traditional methods of communication like email and flyers are not effective in communicating with today's undergraduates. Extending call centers beyond fundraising, campuses like ECU have formed call centers to connect undergraduates to much needed services, particularly first-time students.

The Pirate Academic Success Center began the Connect for Success Call Center with reaching out to 800 students in Fall 2018. Academic Year 2019-20 boasts a 53% increase to 1,700 students reached in the fall.

Embedding a call center into the campus learning center is beneficial in many ways: 1) streamline referrals to academic success services, 2) allowing for immediate tutoring and study skills appointment scheduling, and 3) increasing opportunities for peer engagement.

Student Directory Composition

First time Freshmen are included in the call center student directory. Directory lists originate from three sources:

- 1) "opt in" first time students from summer orientation sessions
- 2) recruitment lists provided by Admissions
- 3) residence hall freshmen on academic warning provided by Campus Living

Academic Year	Fall	Spring
2019-20	1,700 Freshmen 1,300- Admissions list 400- Orientation	Original list under 2.5GPA Plus, Campus Living residence hall students below a 2.0
2018-19	800 Freshmen 350- Admissions list 450- Orientation	Original list under 2.5GPA Plus, Campus Living residence hall students below a 2.0

Call Center Design

Twelve students, called *Success Navigators*, comprise the PASC call center staff. Under the supervision of PASC Assistant Director Amber Arnold, Success Navigators are assigned specific students lists for the semester. Each semester there are four primary touchpoints and success navigators are provided scripts with questions to guide their calls. Conversations center on class/school balance, course difficulties, and general well-being. Success navigators provide needed referrals to campus resources, make tutoring and study skills appointments, and assign study groups at the point of contact. Call outcomes are noted utilizing the university Starfish early alert system.

Semester Touch Points

Connect	Semester check in, invite to PASC services	September/January
Invest	Registration reminders, withdrawal date, invite to services	October/February
Motivate	GPA check, invite to tutoring and final exam prep, next semester registration check	November/December & March/April
Finish Strong	Questions regarding GPA, academic advisor connections, semester registration	December/April

In the News: <https://news.ecu.edu/2019/10/18/making-the-call/>

Call Center Results AY 18-19:

- 23% of call center students made PASC service appointments
- 6% of call center students had Starfish warning course flags
- 32.3% of the call center students reported already using PASC services

