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Administrative Process Improvement Project
Improvements & Recommendations
Hobsons' Retain Message System

The Hobsons' Retain team met to review current practices and processes of creating and sending messages; review the population of messages sent to students via that tool for content and clarity; revise and consolidate messages where applicable and in consultation with the appropriate office; determine appropriate delivery schedules; develop recommendations for wider sharing of effective messages currently being used by a single department, college, or other unit; establish an ongoing structure for message review after the team's work is concluded; develop and disseminate a guide documenting how to best use Hobsons' Retain; incorporate best practices from other institutions to the extent practical.

Team Findings:
- Product is not well known across campus
- No one is officially responsible for the product
- Departments/Colleges do not know how to become a user
- Not all current users know they can track messages sent (read, opened, took action)
- There isn't any formal training
- There isn't a user's guide
- There isn't a Best Practice Standards for e-mail communications
- ITD Helpdesk does not have any information about Hobsons' Retain
- Ask Tom – there aren't any entries pertaining to Hobsons' Retain (True Blue Life)
- Students do not see the importance of majority of e-mails from Hobsons' Retain
- Currently there are 200 users, some who are unaware they have access
- Approximately 200 messages were sent the past Academic year

Hobsons' Retain Users Guide Created and Training:
- New campus users guide was created and will be used for training new department users
- Training sessions will begin January 2013
- Users guide will be placed in Learning Curve behind login to protect software confidentially

Hobsons' Retain Best Practices Guide Created:
- Developed a Hobsons' 'Best Practice Standards' document, which will be shared with campus users
- Incorporate document with Hobsons' Retain training sessions
- Improved e-mail suggestions include:
  - Better subject lines
  - Eliminate graphics at the beginning of message (urls are displayed when using graphic images)
  - Shorter messages – with majority of students using smart phones team recommends shorter length and use links to lengthy detail information
  - Messages From: should indicate an individual students can relate to (instructor, advisor) rather than a group or office
- Developed a User Request form to gain access to Hobsons'
- Create a list of Hobsons' Retain users for ease of finding point person in a department/college

Expand Hobsons' Retain Users:
- Advisors who are not using tool should be encouraged and attend training sessions
- Request departments identify someone in their area to be a point person to send e-mail communications to students and work with faculty/advisors

Create a Hobsons' Review Team:
- Team to consist of five members to be identified who will serve a one year term
- Purpose to review messages sent the preceding semester (Fall, Spring & Summer) to identify good messages, poor messages, if Best Practice standards are being followed, etc.
- Report will be sent to all users in an effort to better everyone's use of the system

Identify Hobsons' Administrator:
- Team request that an official Hobsons' Retain Administrator be identified
- The administrator's name shall be sent to Hobsons' as our campus contact so information can be shared with campus users
- Will maintain users guide and schedule training sessions
- Serve as moderator for the Hobsons' Retain Review team, document findings and share with the team and users
- Assist in identifying members for the Review team and training pool