

## Advising Communication Plan Template

Below is a suggested communication plan which includes recommended messaging, sample communication text, and weeks in which these communications could be sent out. **The extent to which these messages are applicable, and the appropriate sender, will vary by advisor and department.**

Recommended Week	Recommended Month (Semester)	Topic	Recommended Audience	Sample Text
University Sets	May (Summer)	College orientation initial welcome	Deposited first years and offered transfers	<a href="#">Orientation email</a>
University Sets	June (Summer)	Virtual Advising and Registration Sessions	All deposited new students	<a href="#">Virtual Advising &amp; Registration email</a>
Week 0	August (F) / January (S)	Advising introduction and availability	All assigned advisees	<a href="#">Start of the semester availability email</a>
Week 0	August (F) / January (S)	Warning and probation outreach/resources for success	All advisees on warning and probation	<a href="#">Academic probation and warning resources email</a>
Week 0	August (F) / January (S)	Outreach to seniors with missing degree requirements	Seniors with missing requirements on DARS	<a href="#">Missing graduation requirements email</a>
Week 0	August (F) / January (S)	Satisfactory Progress Notification (Policy 91)	Students who miss a success marker	<a href="#">Satisfactory progress towards degree email</a>
Week 1	August (F) / January (S)	Under 12 credit warning	Part-time advisees	<a href="#">Under 12 credits email</a>
Week 1	August (F)/January (S)	Deadline to Add Reminder	All advisees	<a href="#">Deadline to add reminder email</a>
Varies by college	August (F) / January (S)	Apply for College/Department Awards	Qualifying senior advisees	<a href="#">Apply for awards email</a>
Week 2	September (F)	Corps of cadet plan of study workshop	All advisees in the Corps of Cadets	<a href="#">Corps of cadet planning workshop email</a>
Week 2 or 3	September (F)	Corps of cadet plan of study campaign	All advisees in the Corps of Cadets	<a href="#">Corps of cadets campaign email</a>
Week 3	September (F) / February (S)	Senior Graduation Checklist	Graduating seniors	<a href="#">Graduating senior email</a>

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Week 3	September (F)/February (S)	Campus resources overview	All advisees	<a href="#">Campus resources email</a>
Week 4	September (F) / February (S)	Degree application reminder	All students who have not applied for degree	<a href="#">Application for degree email</a>
Week 6	September (F) / February (S)	Drop deadline reminder	All assigned advisees	<a href="#">Drop deadline email</a>
Week 6	September (F) / February (S)	Grade mode deadline	All students (but must have 30 credit hours at VT)	<a href="#">Grade mode deadline email</a>
Week 7	(F) / (S)	Registration advising outreach (Course Request)	All assigned advisees (except graduating students)	<a href="#">Registration advising outreach email</a>
Week 8	October (F) / March (S)	Course request open/close reminders	All assigned advisees	<a href="#">Course request reminder emails</a>
Week 9	October (F)	Unsatisfactory midterm grades outreach	New students with low midterm grades	<a href="#">3 or more U grades email</a>
Week 9	October (F) / March (S)	Last day to resign	All assigned advisees	<a href="#">Resignation deadline email</a>
Week 11	November (F) / April (S)	Outreach for no course requests submitted	Advisees w/o course requests (except graduating students)	<a href="#">No course request email</a>
Week 11	November (F) / April (S)	Initial College commencement information	Graduating seniors	<a href="#">college commencement info email</a>
Week 12	November (F) / March (S)	Exam rescheduling deadline reminder	All assigned advisees	<a href="#">Reschedule final exams email</a>
Week 13 or 14	November (F) / March (S)	Drop/add reminder	All assigned advisees	<a href="#">Registration advising email</a>
Week 14 or 15	November (F) / April (S)	Senior Exit Survey -- First Destination Survey	Graduating seniors	<a href="#">First destination email</a>
Week 15	December (F) / April (S)	W grade deadline reminder	All assigned advisees	<a href="#">W grade request deadline email</a>

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Week 15	December (F) / May (S)	Outreach about winter/summer academic deadlines and how to drop their last class	Students enrolled in winter/summer classes	<a href="#">Winter/Summer deadlines email</a>
Week 15	December/April	College commencement information reminder	Graduating seniors	<a href="#">College commencement info. reminder Email</a>
Week 16	December (F) / May (S)	End of Semester Advising Email	All students	<a href="#">End of semester advising email</a>
Week 18	December (F) / May (S)	Academic standing notification - first probation	Students on academic warning, probation, suspension	<a href="#">First academic probation email</a>
Week 18	December (F) / May (S)	Academic standing notification - second probation	Students on academic warning, probation, suspension	<a href="#">Second academic probation email</a>
Week 18	December (F) / May (S)	Academic standing notification - first suspension	Students on academic warning, probation, suspension	<a href="#">First academic suspension email</a>
As needed		College Career Fair announcement	All students	<a href="#">College career fair email</a>
As needed		College/Department Scholarships	All students	<a href="#">College scholarships email</a>
6 weeks after the end of term	February (F)/June (S)	Dean's List Notification	Students on dean's list	<a href="#">Dean's list notification email</a>