WILDCAT ACTION CENTER (WAC)
California State University, Chico

Program Description
The Wildcat Action Center is intended for the purpose of communicating critical information to active students – specifically to communicate information essential to academic success, progression, and retention.

The Wildcat Action Center is a messaging system within the Chico Portal that delivers targeted critical academic progression related messages to students. The Wildcat Action Center will alert students when they login to the Chico Portal. A “pop-up” window will be displayed which shows the students how many active message they have and the urgency and text of each message. The student can view the basic message information and take action.

The primary focus of these messages is to deliver timely information to students who can then take immediate action to address the information presented in the message. Examples include low-enrollment alerts for upcoming terms (students can click the action link to directly enroll in courses); unpaid tuition fee notifications (students can click the action link to directly pay online); academic standing notifications (students click the action link to read policy on their current standing); etc. All actions a student takes in response to the message (view, ignore, dismiss, action taken) are then relayed back to PeopleSoft and stored in the database.

Note: this system is moderately invasive with regards to a students’ portal experience. Upon logging into the portal, students must take some form of action in response to a Wildcat Action Center message. It is important to ensure that students do not receive non-critical information in this manner. If so, it could jeopardize the purpose of the Wildcat Action Center – and lead students to ignore critical messages. If a student chooses to ignore a message, the message will reappear when the student next logs into the Chico Portal.

Governance and Pilot Phase
Governance
The Wildcat Action Center is coordinated and maintained by representatives from Student Financial Services, Financial Aid and Scholarship Office, Information Resources, Office of Admissions and Office of the Registrar. The Wildcat Action Center Team is responsible for approving all message content, scheduling, and maintenance. There is no centralized support for the Wildcat Action Center.

Pilot Phase
The pilot phase for this project begins December 2014 and ends December 2015. During the pilot phase the Wildcat Action Center Team will send out a limited set of messages to student portal accounts. During the pilot, requests for messages from other constituents on campus
will not be accepted. Once the pilot phase has ended the Wildcat Action Center Team will consider additional messages and vet those requests against the criteria listed below.

**Message Criteria and Guidelines**

Students can be inundated with emails and information delivered by other sources (email, portal content, web, etc.) constantly throughout their tenure at the university. The purpose of this messaging program is to limit content to critical academic success, progression, and retention related information/alerts. This is to protect the program from becoming ignored or undervalued by students – and to maintain the identity of the program as being a high stakes notification system. The Wildcat Action Center Team will use the following criteria to determine if a message is appropriate to the Wildcat Action Center and, if not, recommend some other communication tool, such as Student Announcements, email, etc.

1. Does the message meet the intention of the Wildcat Action Center?
   - Does the message address student success, academic progression, forward-progress, persistence / retention?
   - Does the message population define a specific student population (subset) that exhibits particular criteria (the student must meet an academic profile – GPA, academic level, major, unpaid tuition fees, financial aid not accepted, etc.)?
   - Does the message have one clear primary action available via web services or PeopleSoft? Can the action be defined in one or two regular sized words maximum?
   - Can the message be categorized?
     - Urgent
     - Attention
     - Information

2. Does the proposed language and content meet delivery architecture standards?
   - Header should not exceed 50 characters
   - Recommendation section should not exceed 5 sentences
   - Content should be easily scan-able and student friendly

3. Does the message require student action for one of the following?
   - Make academic or degree progress
   - Maintain current progress/track
   - Remain an active student
   - Graduate in a timely manner
   - Take advantage of an opportunity or connection shown to improve persistence/retention
   - Understand university policy or information related to academic progression
   - Enroll in public safety measures, or respond to public safety information

The WILDCAT ACTION CENTER Team will be the functional coordinators of the Wildcat Action Center and is not responsible for technical assistance in generating queries to identify subsets of students for messaging.
Resources

For general questions and Wildcat Action Center Team contact:
Office of the Registrar
registrar@csuchico.edu
530-898-5142

For technical assistance contact:
Information Technology and Support Services (ITSS)
itss@csuchico.edu
530-898-4357