

COVID Messaging Checklist

Electing to send	Topic	Description of desired action to complete step	Purpose	Audience	Timing	Frequency	Message Sender	Use of Automation	Measurement of success
	Example: COVID Compliance	Complete and Submit Waiver Form by 8/1/2020	Required document prior to attending in-person classes or returning to campus	Every registered student that will be studying or working on campus	June 15 initiate	Reminder +5 weeks +4 weeks +3 weeks +2 weeks + 10 days +1 week +3 days	Advisor	Blended Messaging with escalation	100% completion of waiver forms and identification of non-returning students
	COVID Compliance								
	Testing Practices								
	Tracing Practices								
	Policy Updates								
	Facilities Access								
	Virtual/Online Support Services								