Welcome Back to a New Semester!

Yes, the 2019-2020 Academic School year has begun. Students have moved in, classes are all registered for and the fun begins for another action-packed year.

Who is this class of 2023?

As many freshmen take general education courses, you may be intrigued by some information about them:

Apple’s first iPod was released. Harry Potter and Lord of the Rings were hit movies. Kelley Clarkson won the first installment of American Idol.

When did these events all happen? 2001 and 2002.

Now that I’ve made you feel old… it is important to keep in mind what world these students grew up in, what their communication expectations are, and how you can engage with this audience.

When did they grow up?
The class of 2023 are smack dab in the middle of the generation z. (Generation z members were born as early as 1996). But what’s unique about this audience is that, in American history, this particular class was either born before, or just after, the 9/11 attacks. In addition, they were born before the financial crisis. These two significant world events have built a cautious mindset for this generation.

What are their technology expectations?
Decisively digitally savvy – this generation has grown up in a world where online sites and cell phones were readily available. They also came of age in a time of social media. This means they are not only comfortable with technology, they’ve come to depend on it.

How can you engage with them?
Understanding that this audience is a digital first audience, it is important to use a variety of technology channels to connect. Do make use of social media channels, but also consider additional technology channels such as text, online chat, and yes – even email. But beyond the channels that you use, you must also consider the way you connect with them.

When building your communications, remember to:

- Communicate visually
- Keep it short
- Feed curiosity
- Empower users with control
- Connect viewers with collaboration
- Educate and build expertise
TRELLIS PROGRESS: LIVE TO FACULTY, AUGUST 26TH

Student Success & Retention Innovation (SSRI) and Trellis Constituent Relationship Management (CRM) have teamed up to deliver the first product out of the university’s CRM initiative.

Starting Monday, August 26th, Trellis Progress will be available to all UA faculty through D2L. This convenient, comment-based feedback system provides faculty with the ability to create, preview, and send progress reports based on student and classroom needs.

Some key features will include the ability to:
- Build comment-based progress reports in a quick dropdown-style platform
- Choose from common classroom performance or retention topics
- Send positive, as well as constructive feedback, to one or more students at a time
- Preview and check progress report content prior to sending
- Receive acknowledgment when a student interacts with his or her progress report

Trellis CRM and SSRI are continuing to explore ways to expand its usage and functionality over time. Feedback from faculty, students, and university partners is welcomed.

For training and support:
Visit https://trellis.arizona.edu/support/trellis-progress

For more information or to contact us:
Visit the Trellis CRM website at https://trellis.arizona.edu/
Visit the SSRI website at https://studentsuccess.arizona.edu/
Or contact Christine Salvesen, Executive Director, SSRI at cls@email.arizona.edu.

GENERAL EDUCATION HAS A NEW WEBSITE!
Gened.arizona.edu

The university-wide general education program provides foundational knowledge and skills in support of the undergraduate degree programs and as preparation for life in a global society. The General Education curriculum helps students attain the fundamental skills that all college-educated adults must have, whatever their specific areas of concentration (i.e., the major and minor). The experiences of General Education encourage students to develop a critical and inquiring attitude, an appreciation of interdisciplinary subject areas, acceptance of persons of different backgrounds or values, and a deepened sense of self.

Faculty Resource Fair
Thursday 9/19 | 10am-2pm
Grand Ballroom, Student Union
Come meet the people who can help increase your productivity!

Connect with 50+ Campus Resources
- Teaching and Professional Development Resources
- Research Support Services, Proposal Development, Core Facilities, Libraries, and more!
- Work-Life Balance, Health and Wellness, Faculty Reporting, and more!

Register here: tinyurl.com/FacultyResourceFair (You can also register at the door)

Presented By
Faculty Affairs, Faculty Fellows, The Office of Instruction & Assessment, and Research, Discovery & Innovation
INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports. While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers. A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product. You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short. Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

This information and more details can be found at: itaccessibility.arizona.edu/guidelines/email-accessibility
Disability Resource Center- 520.626.4538

NEXT MONTH’S ISSUE: AN UPDATE ON THE GENERAL EDUCATION STRATEGIC INITIATIVE