This document defines the scope of the MyNAU Action Center, defines its primary intention, describes what the program does, and explains the policies and governance protocols set in place to manage the enterprise level program.
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Executive Summary

The MyNAU Action Center is a messaging system which utilizes the MyNAU Portal framework in order to deliver targeted critical academic progression related messaging to students. 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.

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

The MyNAU Action Center messaging system/program is accepting message requests from all university departments, programs, and areas. In order to be approved for the system, the message must meet specific criteria (see Message Policy/Criteria – guidelines). Use this link to submit message requests.
Program Description
The MyNAU Action Center was developed as a part of the larger Critical Messaging initiative – which was originally introduced under the purview and guidance of the Presidential ePlanning Initiative (2010). Critical Messaging is a large enterprise level goal/project designed to communicate critical information to students where they will receive it and be able to respond or take action in a timely manner (mobile, portal, email, etc.). In addition to communicating the information to the students in a highly visible manner, a major requirement behind Critical Messaging is to be able to store the data behind the message (view/response statistics) so that the data can be used in assessment efforts, administrative level intervention reports, and enterprise level predictive analytics.

The MyNAU Action Center is a messaging system which utilizes the MyNAU Portal framework in order to deliver targeted critical academic progression related messaging to students. 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); grade notifications (students can click the action link to directly contact advisors or find resources to help them); academic standing notifications (students click the action link to read policy on their current standing); etc.

Example screenshot of MyNAU Action Center message (in the portal framework):
High-Level Technical Explanation/Overview
The MyNAU Action Center is driven by a Query Based Updater (QBU) tool located and secured in the PeopleSoft environment. This tool accepts a query written to define sub-populations of students. Once the query is written, the QBU process loads the identified students from the query into the appropriate database tables – and binds specific Action Center message IDs to the student population. Web services written in the MyNAU portal environment then pick up this information and feed it into the message delivery architecture. 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.
Policies and Governance

Guiding policy and principles
The MyNAU Action Center is intended for the purpose of communicating academic related information to active students – specifically to communicate information critical to academic success, progression, and retention. That being said – the system can accept any type of message sent to any specific number of students or employees (in mass, or selective). University College has received requests from departments across campus to mass message students with marketing related content or for the purpose of administering surveys. The appeal of the program as a successful medium to reach students has opened the door to numerous requests – and thus the need for a governing document and establishment of guidelines has been born.¹

Much consideration has been given with regard to the overall scope of the program – however stakeholders strongly agree that this program must have a guiding policy and principle (primary intention) that governs message content and specific populations of students – which is oriented to the overall goal and purpose of the program. 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. There is a tangential scope of the system that encompasses the need to use the messaging platform to inform students of opportunities (both academic and non-academic) that are proven to improve/increase retention and student success - examples include: eligibilities for orientation leaders, RA positions, and scholarship opportunities.

Note: this system is moderately invasive with regards to students’ portal experience. Upon logging into the portal, students must take some form of action in response to a MyNAU 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 entire portal – and lead students to stop using it.

Governance
The MyNAU Action Center is coordinated and maintained by the University College Business Analysis Team (UCBA). Zane Shewalter is the primary coordinator for the program, and is responsible for all message content, scheduling, and maintenance. The MyNAU Action Center website is both student facing and designed for department/staff use. This website has a current message catalog link, and a link to request new messages.

¹ The MyNAU Portal will soon be able to accommodate messages outside of the Action Center system (messages that do not fit the focus of the Action Center program). Contact Chris Greenough to request these types of messages.
**MyNAU Action Center**  
Program Description, Policies, Governance

**Requesting a new Action Center message**  
The MyNAU Action Center messaging system/program is accepting message requests from all university departments, programs, and areas. In order to be approved for the system, the message must meet specific criteria (see Message Policy/Criteria – guidelines). Use this link to submit message requests.

**Priorities and Development**  
The UCBA team will prioritize efforts and development according to an internal prioritization matrix that looks at the scope and impact of the message, resources available, complexity, etc.

Message requests from departments that can provide the query to identify the message population (students) will be processed on a first come first serve basis. Requests with this type of support will be facilitated much faster than message requests that need UCBA resources to develop their queries.
Message Policy/Criteria - guidelines

1. Does the message meet the intention of the MyNAU 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, acad level, major, 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?
     i. Urgent
     ii. Attention
     iii. Eligible
     iv. Update

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

Note: if your message does not meet the criteria – email actioncenter@nau.edu with your request, and a member of the UCBA team will be in contact with you to determine the appropriate next steps. The MyNAU Portal has other options for messages/announcements that do not meet the Action Center requirements.
Institutional Marketing and Sustainability
MyNAU Action Center query development efforts can be handled by University College Business Analysts or by departments with Business Analyst resources (the latter is preferable if the request is coming from a department with this capability).

University College will be the gatekeepers of the program and all technical and functional coordination will be maintained by Zane Shewalter. It is important to maintain one central point of coordination to ensure quality standards, program integrity, etc.