Anti Melt Campaign: The Anti Melt Campaign begins the summer prior to a student's first year at UCM. Anti Melt or summer melt, is the term used to describe the number of students who enroll at the University in the Fall semester, as compared to those who had previously submitted their Statement of Intent to Register (SIR). Over the past few years the Students First Center (SFC) has developed and realized a multi faceted Anti Melt Campaign. The campaign combines physical mailings, electronic messaging, phone calling campaigns and the use of an Anti Melt website that allows SFC staff to track the students who have currently SIR'd and their activity in their My.UCMerced.edu account. Since the My.UCMerced.edu account is the central place we direct students too, to complete their outstanding requirements (Financial Aid, Registering in courses, checking their UCM email, applying for on campus housing, etc.) prior to enrolling in the fall or spring semester, we use their activity on this portal as an indicator of their desire to attend UCM. With this said, we have made the My.UCMerced.edu account the focus of the campaign.

The Anti Melt Campaign began in the summer of 2007 and continues to be implemented each summer. Each year the campaign is enhanced or modified to include new tools, communications or highlight new services on the campus. Students First Center staff use ideas from other universities, their own observations from interactions with new students, determinations of problematic or high-question processes areas to enhance the previous year's program. The first component of the Anti Melt campaign is a mailing that takes place following the submission of a student's Statement of Intent to Register (SIR). The SFC started sending out SIR packets in the spring of 2007. These envelopes contained a folder stuffed with loose paper or handouts about various campus services. After speaking with some of our students we learned that these papers were lost or tossed aside and forgotten, as such students would request duplicates of the information or complain that nothing had been sent to help them prepare for the new year. In response to these issues and to align with our focus around the My.UCMerced.edu portal, the SFC created a new SIR packet, or color brochure that provides students with all the necessary tools/tips they will need to start the fall semester. This brochure highlights a students UCM portal by providing screen shots and directions for navigating this new resource. The document has also been added to the SFC website (http://studentsfirst.ucmerced.edu/newstudentfall) for additional accessibility.

Another enhancement to the SIR packet was the creation of a parent brochure. SFC staff spoke with numerous parents that communicated the need for their own set of information. For two years the SFC mailed out separate brochures to the parents of our new freshman students, however as a cost saving measure this year a website was built to replace the printed material. For promotional purposes a postcard was sent to these parents directing them to the new resource http://studentsfirst.ucmerced.edu/fyf .

In 2007 the campaign began with a handful (14) of email communications and phone calls to students who may need help completing their financial aid requirements. Through that year's efforts the SFC staff observed that students were either unaware or confused by the UCM portal and email account. In 2008 the Information Technology department built the SFC an Anti Melt website where staff could monitor the usage of the

UCM portal and email accounts (see attached screen shot). During that year's campaign, we looked at the usage pattern for these two tools. Based on the data we decided to incorporate additional phone calls and emails. The first email that is now sent to these students provides instructions on creating their UCM portal and accessing their email. This communication is sent to their external email address and then followed up with a phone call. As the SFC staff is very small, we are unable to reach every new student via phone, we now prioritize these efforts based on students that have the most outstanding issues. In addition to the previously mentioned phone calls, we have added others that reach out to students who did not register for orientation or missed orientation completely.

Another enhancement to the campaign was the creation of the MyChecklist tool. Several years ago, Students First Center staff realized the need for a central location to display mandatory items/tasks for students when staff were answering numerous questions regarding required documentation and/or missed deadlines. The staff solution was the creation of the MyChecklist feature in the My.UCMerced.edu portal. After this feature was implemented, Students First Center staff observed that students found it easier to navigate through the enrollment service requirements. Students were less likely to call in saying, "I didn't know I had to turn that in"; instead, student calls changed to "I completed that item; why hasn't it been checked off?" From those observations, it appears that students are now more aware of requirements and deadlines listed on the Checklist.

The most recent addition is the inclusion of the FYE (First Year Experience) website http://fye.ucmerced.edu/. This enhancement was added to the fall 2010 efforts. The campaign pushes useful information to our incoming students during the months of May, June, July and August. Prior to fall 2010, the campaign would end at the start of the fall term. With the addition of the FYE website we are now able to leave students with a central place to visit for continuous resources to guide them through their first year at UCM, thus extending our first year retention efforts beyond the summer months.

In addition to retention, the goal of the campaign is to teach students about the University community they have joined. Communications highlight programs and resources that focus on student success. Examples of this include a comprehensive University calendar, information about the various tutoring programs and assistance with enrollment services. Messages also include information about other campus services such as the UCM Public Safety department and resources within the community.

Fall 2010 has been a transition year for the SFC's Anti Melt campaign and the University as a whole. With increased enrollment that exceeded our targets, the University for the first time has had to rescind some offers of Admission. Once this process started the Anti Melt campaign was put on hold. The office of Admissions had to undergo a cumbersome process to determine a method for completing this task. The process began with an email being sent to these students. Students would receive the notification but their status would not have changed in the campus' Student Information Database, as such, accurate reports could not be generated. Reports are used by the SFC to acquire contact

information for new students, which is then used to send out the Anti Melt communications. For at least two weeks this process was not completed and SFC Anti Melt messages were delayed. Over the past 4 years the SFC has communicated to the campus community that all communications to new students should be coordinated through our unit. Therefore many departments rely on their information being sent out via the Anti Melt campaign. If over enrollment continues to be an issue with the University the Anti Melt campaign will need to be revaluated to meet the needs of our students and to live up to the expectations of our campus community. Debriefing meetings are held after the start of each semester to discuss successes and areas for improvement. The Anti Melt campaign will be on the list of topics to be discussed, by the SFC, at the fall 2010 meeting.