

Full Measure Education Technology
10/16/2017

Please find attached a sample agenda for the evaluation of Full Measure Education ([link](#)). This is the exact agenda for our visit to MidMichigan College, Tompkins Cortland CC and many others.

Because student success touches every business office we suggest this agenda as a way to bring everyone on the same page for evaluation of our ability to close the communication gap with students. Our technology would complement the use of both DegreeWorks (we have already integrated with this) and Starfish student planner to the extent it is being used on campus.

The first step in this process would be setting up some phone time for a presentation to you and perhaps 2-3 member of your executive team. We ask that this first presentation be kept to a small group to allow for open discussion of strategic objectives. Provided that this executive team finds value in our approach then we will come to campus for the day (if invited of course).

Let me know if this would be amenable and if the week of October 30th would be acceptable for our first call.

Paris Junior College is using the approach in the second attachment to communicate guided pathways planning activities to their students so they can begin to scale pathways on campus. Brazosport College is using the approach for communication plans that more closely connect students and advisors for their [ACEit](#) quality enhancement plan. At Louisiana Delta CC they use the approach across the student lifecycle. (See the third attached document.)

The key is that we work with colleges to identify specific behaviors they wish student to do then we create communication strategies to engage students in them. The approach works both in the admissions funnel and in the retention/persistence funnel.

Charles L. "Chuck" Brodsky
Co-Founder & Executive Vice President
Full Measure Education Inc.