

University Life Communications: Meeting Students Where They Are

Sharing Lessons Learned

Jessica Pavone, David Beltran, Lori Paulson, Emma Winters, Trang Nguyen

Who We Are

Jessica Pavone: Associate Vice President, Strategic Initiatives, University Life

David Beltran: Social and Multimedia Specialist, University Life

Lori Paulson, GS' 21: Strategic Initiatives Manager, University Life

Emma Winters: Content Strategist & Editorial Coordinator, University Life

Trang Nguyen, SEAS' 22: Graduate Student, formerly a User Experience Design Student Employee @ CUIT



Our Core Values

Community Citizenship



Inclusion & Belonging

Health & Well-Being

Sexual Respect

UXD = User Experience Design

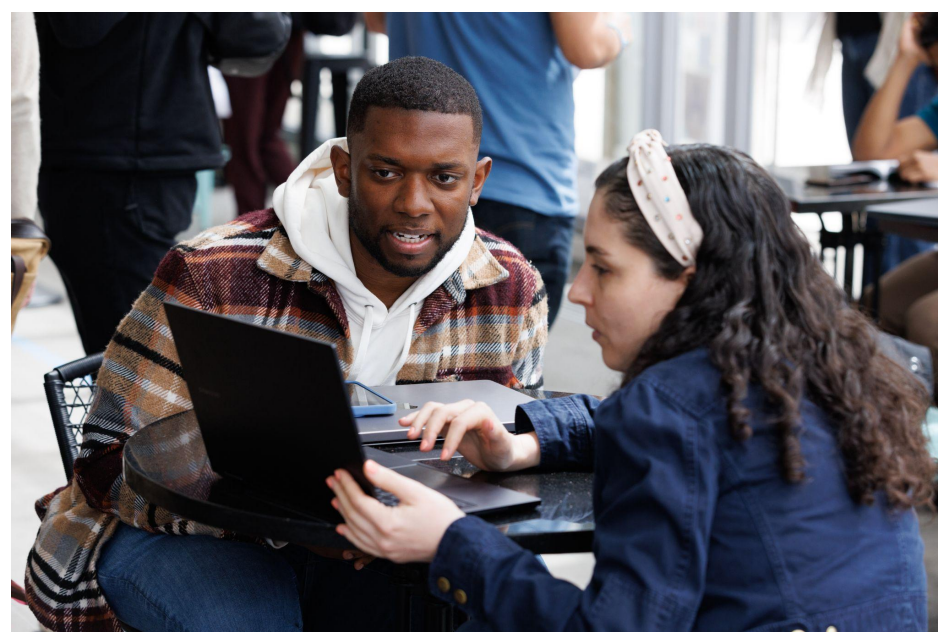
Letting Students Guide Our Thinking

Missed Opportunities to:

- Engage Students
- Tell University Life's Story
- Share Students' Stories and Voices

User Experience Design as a Guiding Principle

- Users = Students
- Experience = University Life communications



UXD: The Personas

Super-Engaged



Lizzy, 21

School:

CC

Major:

Political Science

Home Location:

Dallas, TX

Housing:

On campus

Lizzy is a third-year undergraduate student who loves to be engaged with the Columbia community. She frequently attends University Life events with her friends.

Moderately-Engaged



James, 30

School:

General Studies

Major:

Information Science

Home Location:

Miami, FL

Housing:

Off Campus

James is a GS student who is going back to school to get his first bachelor's degree after serving as a mechanic in the Air Force for over a decade. Spencer looks forward to learning again as well as getting in some of the college experiences that he felt like he missed out on.

Non-Engaged



Imani, 27

School:

Law

Major:

Intellectual Property

Home Location:

Jordan

Housing:

Off Campus

Imani is an international second-year law student. As she is finishing up her program at the law school, she is reflecting on how much time she spent in the library instead of developing her connections with Columbia peers.



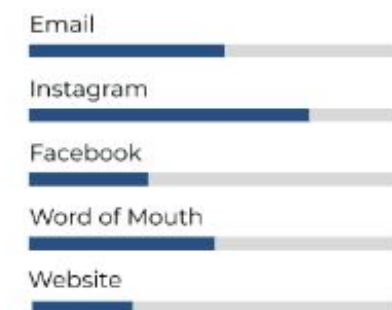
Super-Engaged Journey

Super-Engaged



Lizzy, 21
School: CC
Major: Political Science
Home Location: Dallas, TX
Housing: On-campus

Preferred Channels:

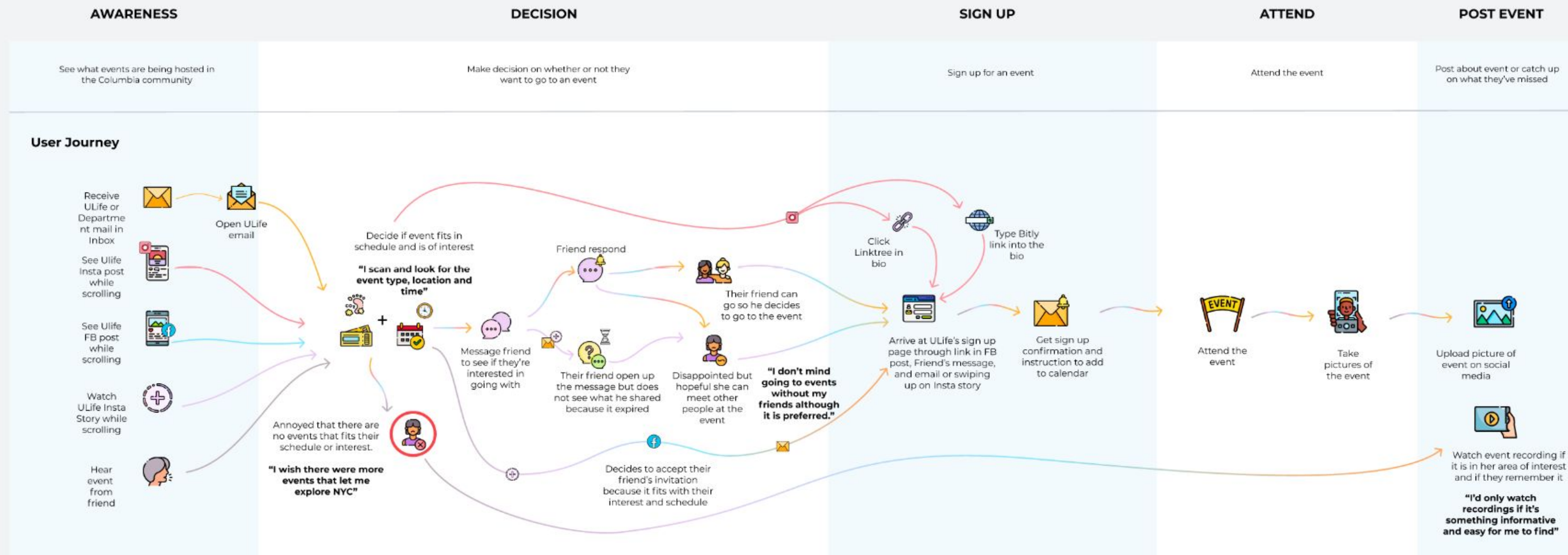


Bio:

Lizzy is a third-year undergraduate student who loves to be engaged with the Columbia community. She frequently attends University Life events with her friends.

Goals:

- Together with her friends, she want to change the narrative that Columbia lack "school spirit"
- Make unforgettable memories with her friends
- Always down to make new friends and lasting connections



Insights

- Must lean in and leverage the social media platforms
- Importance of collaboration with other school offices

Opportunities

- Social media platforms have built in features that makes creating interactive posts simple.

see pain points

Insights

- Provide asynchronous event time for different students
- Super-engaged students are the most likely to share events so we must make it easy for them to do so.
- Language on all marketing materials should engaging and seek interactions from students.

Opportunities

- More regularly scheduled events for students to attend and run into familiar faces
- A section of our newsletter advertising free, fun events around the city.
- Leverage social platforms to promote event sharing behaviors. See slide 15 (Instagram) and 20 (Facebook).

see pain points

Insights

- Zoom events registration automatically send students reminders near day of event. Extend this to in-person event reminders.

Opportunities

- Replace Bit.ly links with directing users to Link.in Bio or Story Highlights of events. See slide 16 & 17

see pain points

Insights

- Importance of student-to-student interactions during events

Opportunities

- Build-in opportunity for student to interact with one another
- Promote taking pictures and sharing pictures via a hashtag on social media. Slide 17.
- Incentivize students' sharing pictures with raffles
- Deliver event recordings for students who signed up but could not make it to events.

see pain points



Moderately-Engaged Journey

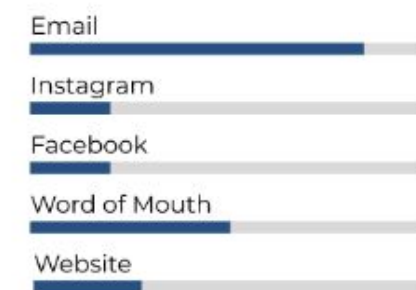
Moderately-Engaged



James, 30

School: General Studies
Major: Information Science
Home Location: Miami, FL
Housing: Off-campus

Preferred Channels:

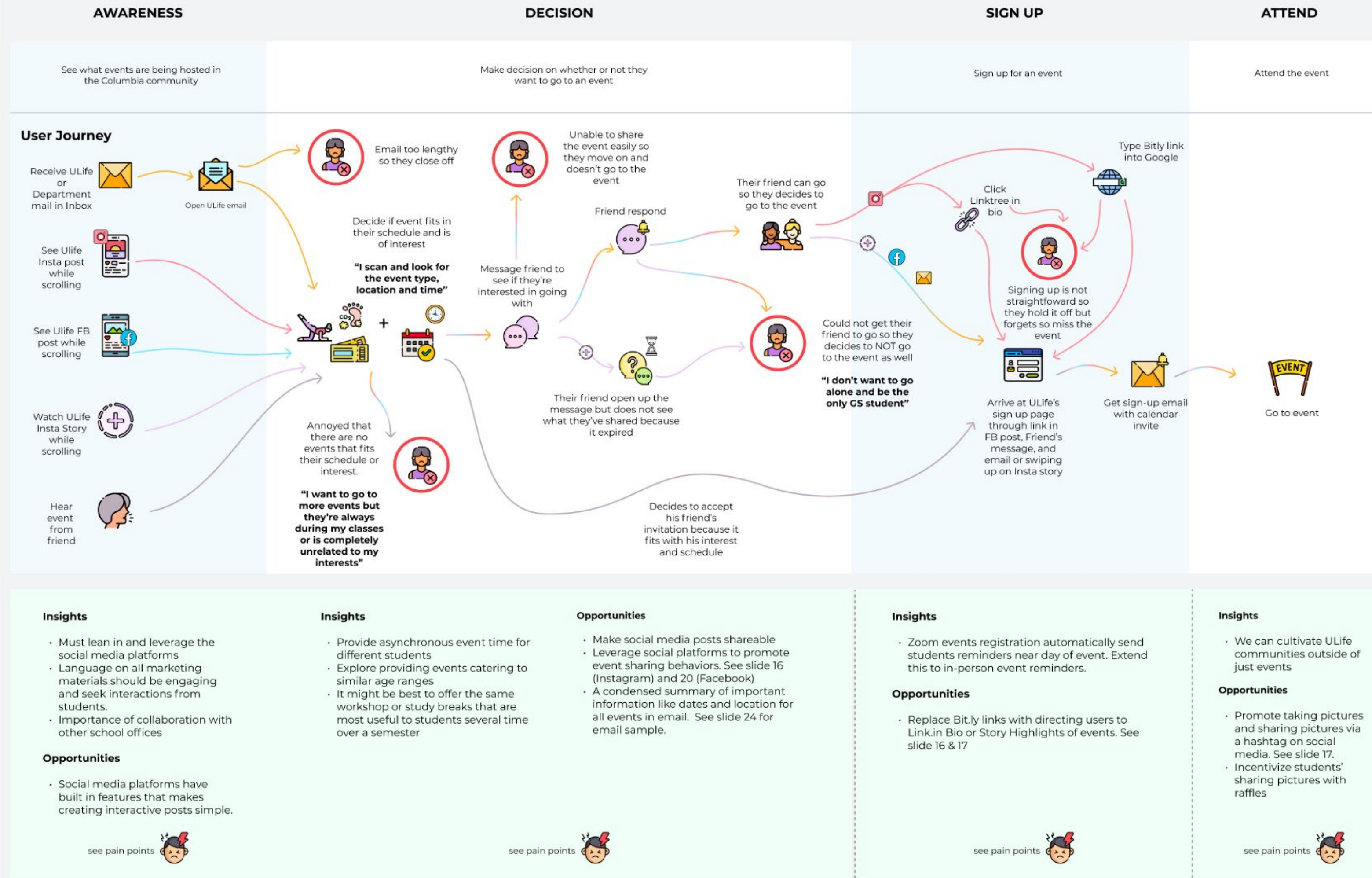


Bio:

James is a GS student who is going back to school to get his first bachelor's degree after serving as a mechanic in the Air Force for over a decade. Spencer looks forward to learning again as well as getting in some of the college experiences that he felt like he missed out on.

Goals:

- Join clubs and connect with people
- Attend meaningful events that are relevant to his interest
- Participate in Columbia's traditions



Non-engaged Journey

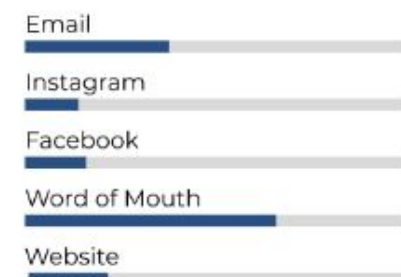
Non-Engaged



Imani, 27

School: Law
Major: Intellectual Property
Home Location: Jordan
Housing: Off-campus

Preferred Channels:

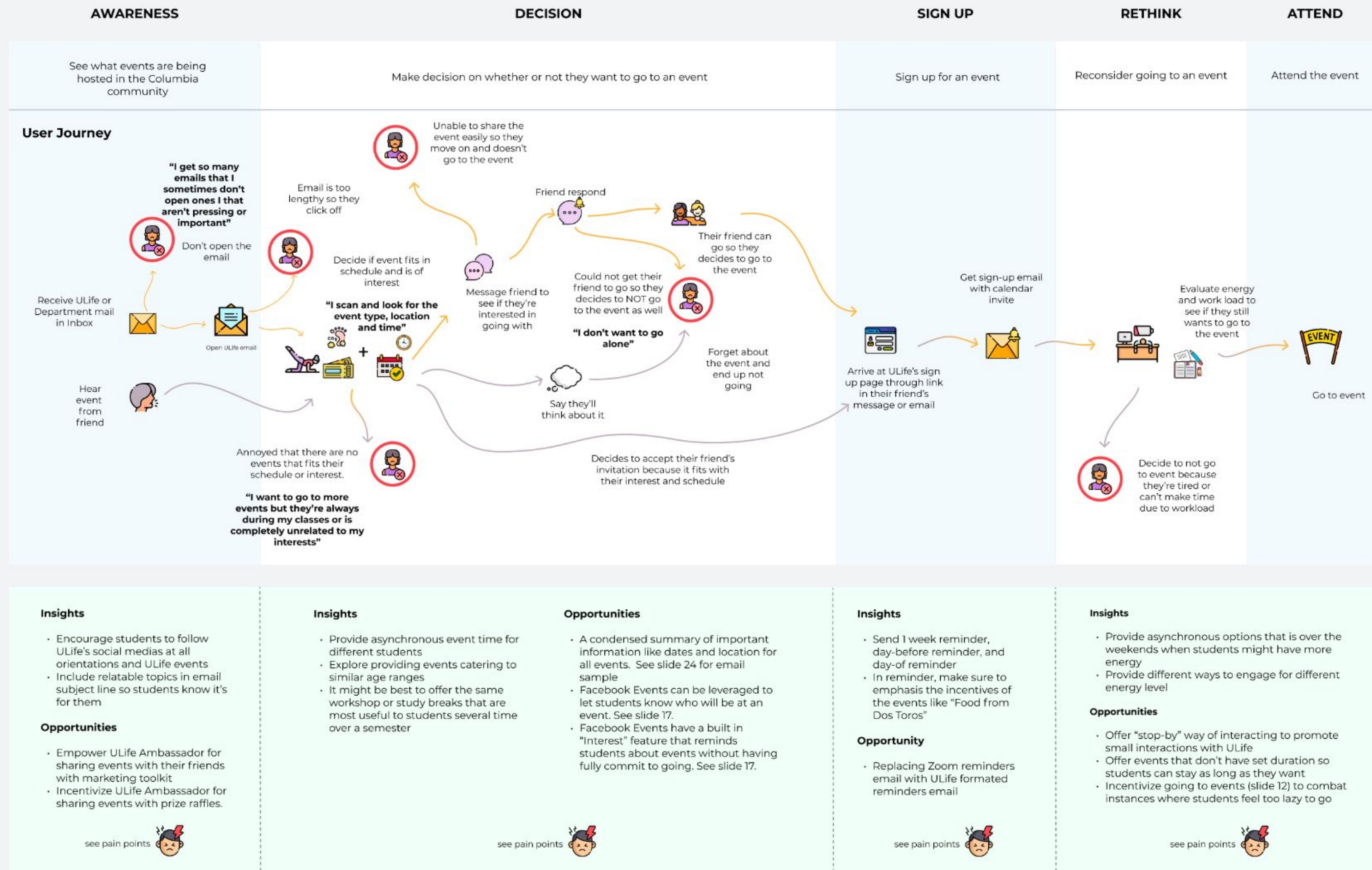


Bio:

Imani is an international second-year law student. As she is finishing up her program at the law school, she is reflecting on how much time she spent in the library instead of developing her connections with Columbia peers.

Goals:

- Build a strong and diverse network of Columbia students
- Explore New York City and take advantage of the opportunity to go to be immersed in such a unique space
- Find a balance between work and social life such that she doesn't regret her law school experience



Overview of findings



Connection

All students interviewed emphasized a desire to connect with other students on campus.



Authenticity

Students were drawn to and responded better to content that showcased the Columbia community more than promotional events postings.



Ease

Students were open to attending ULife events if it was a low friction process for them to sign up and go with friends.



Channels

The “front door” for students to see events and our content were: emails, social media postings, and word of mouth—not the website.

Social Media: Before

THE ANNUAL SSOIC INTERSECTIONALITY CONFERENCE
FRIDAY, NOVEMBER 22, 2019

8:00 - 8:45	PRACTICING WELLNESS: YOGA
8:45 - 9:00	BREAK
9:00 - 10:30	BEYOND EDUCATION: INTERSECTIONALITY AND THE CLASSROOM
10:30 - 10:45	BREAK
10:45 - 11:45	HEALTH PANEL
11:45 - 12:00	BREAK
12:00 - 1:30	LUNCH PANEL: EQUAL PAY FOR EQUAL WORK

afternoon session

4:00 - 5:00	POLICY PERSPECTIVES: THE NEXT FRONTIERS OF THE MOVEMENT
5:00 - 5:15	BREAK
5:15 - 6:00	WORKSHOP: RESTORATIVE JUSTICE CIRCLE, A SAFE SPACE FOR WOMEN OF COLOR
5:15 - 6:00	WORKSHOP: PRACTICAL ALLYSHIP
6:00 - 6:15	BREAK
6:15 - 6:45	DEAN LECTURE SERIES PRESENTS: AISHA MOODIE-MILLS, A LEADING VOICE IN MARRIAGE EQUALITY

Lights & Bites

Wednesday, November 20

Please join us as we celebrate the start of the holiday season.

4:30-5PM
Tree-lighting in the Small Square.

5:00-7PM
Graduates of the SBDC Harlem Local Vendor Program offer a sampling of bite-sized treats in The Forum.

Stay for the 125th St. BID's Parade of Lights.

Office of University Life COLUMBIA HEALTH Alice Health Promotion

THE QUEST FOR QUALITY SLEEP
SLEEP 101

ZZZ

Want to improve sleep quality? The stress of change, new environments, and different time zones can impact an individual's sleep patterns. Learn about the critical role of sleep and how to establish healthy practices, while navigating a new physical or remote learning environment with Alice Health Promotion.

MONDAY, DECEMBER 7, 2020
4 - 5 PM EST | ZOOM

REGISTER: bit.ly/sleepworkshopDec7

IF YOU NEED DISABILITY ACCOMMODATIONS TO ATTEND THIS EVENT, CONTACT DISABILITY SERVICES AT 212-854-2388 OR DISABILITY@COLUMBIA.EDU AT LEAST 10 DAYS IN ADVANCE OF THE EVENT.

Wellness Days @ColumbiaUniversityLife @ColumbiaULife

Looked like a bulletin board

Too much text

Not enough photos of students

Not viewer friendly

Office of University Life

FINANCIAL WELLNESS

Get information and resources to help you manage your student loans and personal finances, including tips for creating a budget, using credit responsibly and much more!



Thursday, November 21, 2019 | 2 - 3:30 pm
807 Jerome Greene Hall

Please bring your CUID.
Register: bit.ly/FinancialWellnessWorkshop-IG

Wellness Days @ColumbiaUniversityLife @ColumbiaULife Get the University Life app

Office of University Life

BLACK & LATINX ROUNDTABLE WITH COLUMBIA FACULTY

Wednesday, November 20, 2019 | 6 - 8:30 pm
Case Lounge, 701 Jerome Greene Hall

Join Columbia faculty members for a discussion on their experiences in higher education as scholars of color. Dinner will be served. Please bring your CUID.

Register: bit.ly/BlackandLatinxDinner-IG



Prof. Daniel Alarcon, Graduate School of Journalism
Prof. Jasmine McDonald, Mailman School of Public Health
Prof. Brian Smith, School of Engineering and Applied Science
Prof. Deborah Paredes, School of the Arts

THE GRADUATE INITIATIVE FOR INCLUSION AND ENGAGEMENT

Co-sponsored by the Office of the Vice Provost for Faculty Advancement

@ColumbiaUniversityLife @ColumbiaULife Get the University Life app #ColumbiaULife

Office of University Life

UNIVERSITY LIFE FORUM:
TITLE IX 2.0: UNDERSTANDING CHANGES TO TITLE IX AND COLUMBIA'S POLICIES

ZOOM RECORDING AVAILABLE ON YOUTUBE



Joseph D. Greenwell, Vice President for Student Affairs, University Life
La'Shawn Rivera, Executive Director, Sexual Violence Response
Marjory D. Fisher, Associate Vice President & Title IX Coordinator
Kevin Pitt, Associate Vice President for Student Conduct and Community Standards

@ColumbiaULife @ColumbiaULife @ColumbiaULife @ColumbiaULife

UXD Recommendations



All!
COLUMBIA University Life

International Game Night

Come learn board games from different cultures while meeting new people! Food and refreshments will be provided.

[RSVP HERE!](#)

Tuesday, December 6
5:00pm-7:00pm
at Wein Lounge Hall

THE **TOMORROW** GRADUATE INITIATIVE

- Keep users engaged by telling a story
- Use IG Stories and Reels to share video from events
- Call to Actions (CTA) must be clear and relevant

Partnering with students

First-Gen Week



All! columbiaulife

All! columbiaulife "I feel that for me to share my first-gen identity is to say: hey, I'm being vulnerable with you and I'm letting you know that I'm coming from a place that I do not know. I am the first. I am a trailblazer. I feel that it highlights my strength, my resilience and willingness to go beyond the standard that was placed in front of me."

Nia Augustine is a first year student at @columbiapublichealth, pursuing a master's in Health Administration, Management, and policy. We spoke with many great first-gen students

[View insights](#)

Liked by columbiapublicsafety and others

NOVEMBER 16, 2021

Add a comment... [Post](#)

Pride Month



All! columbiaulife

All! columbiaulife "I am most looking forward to celebrating with friends and enjoying the energy of NYC during Pride again." To celebrate members of our community, we spoke with LGBTQ+ students who told us how they celebrate Pride, whether its meaning has changed for them since the pandemic began, and what they're most looking forward to during Pride this month. Hear more from Madison and other students at our Student Voices on Pride page which you find at the link in our bio.

78w


[View insights](#)

Liked by columbiahealth and others

JUNE 24, 2021

University Life Pillars

Sexual Respect



columbiaulife
Columbia University

columbiaulife "Consent is important because: respect and boundaries are crucial!!" In honor of Sexual Assault Awareness Month, we went around campus to ask: why is consent important? Scroll through to see what these Columbia students had to say!

[View insights](#)

Liked by **columbiahealth** and others
APRIL 21

Add a comment... [Post](#)

Inclusion + Belonging



columbiaulife
Columbia University

beautiful calaveritas or skeletons. Some students were very creative and they will dress the calaveritas like brides. I think there was a contest in elementary school every year for the best dressed calaverita but I never won. But I think it was very interesting to see how creative parents were with their children. So I think that's something that stands out to me from this holiday—that is that it's more a community tradition."

-Ana Oropeza (@ana_oropeza) is a student at @columbiags and spoke with University Life recently to share what Dia de los Muertos means to her and her family! #columbiauniversity #dialosmuertos #dayofthedeath

Edited · 6d

nica_mo33 ❤️❤️❤️
5d Reply

worthgirl ❤️❤️❤️
6d 1 like Reply

elynhenriquez Bella!
6d 1 like Reply

roselviavargas I love this information because it comes from your own experience. There's no way to describe such a deep and meaningful tradition unless you experience it yourself.
6d 1 like Reply

larosafeliz_angelica Hermoso nunca estamos solos siempre nos cuidan ❤️❤️❤️
6d 1 like Reply See translation

sofiachavarria Hermoso aniel! Y bella nuestra tradición 🇲🇽 felicidades!
6d 1 like Reply See translation ...

shubhangisengar Amazing!
6d 1 like Reply

cemeca_columbia Loving this! ❤️
6d 1 like Reply

[View insights](#)

Liked by **columbiaalumni** and others

University Life Original Content

People of Columbia



columbiaulife
Columbia University

columbiaulife "We're just going for a nice walk and enjoying the sunshine today."

- ◆ What's your dog's name and what's your favorite thing about being on campus with her? Tilly, and well Tilly's favorite thing is all the people for sure. My favorite thing is to see her happy and her tail wagging.
- ◆ Favorite thing about being a student at Barnard? Having access to a research university but still having a small class size and a liberal arts

[View insights](#)

Liked by **columbiaalumni** and others
OCTOBER 11

Add a comment... [Post](#)

Fashion at Columbia



columbiaulife
Columbia University

columbiaulife This week in fashion at Columbia ✨
#ColumbiaUniversity

2w

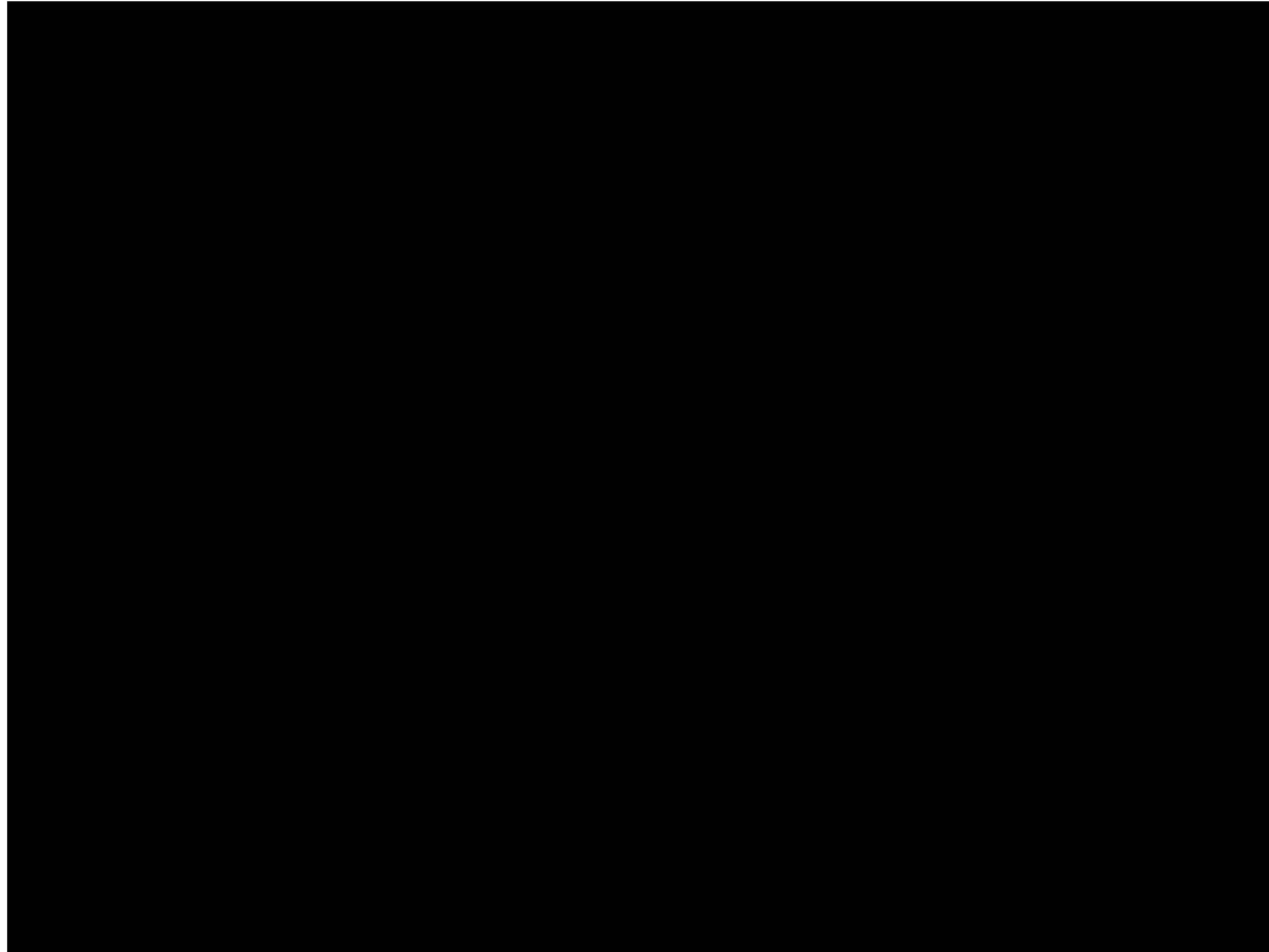
- alexiareb** !!!!!!
- ellis.sb** Period
- lorenzadlt** JAYYYYY @jayalvidrez 🍷🍷🍷🍷🍷

[View insights](#)

Liked by **columbiaalumni** and others
OCTOBER 21

Add a comment... [Post](#)

Leaning into video





Student Feedback



nene.augustine Thank you for this amazing feature and allowing me the chance to share my story 🙏❤️ It was an absolute pleasure working with the team.



emiloves3 She is an inspiration, a shining star, a guiding light to anyone that has had the blessing to know her! Well deserved recognition!! 🙌🙌🙌 Congratulations Keshia ❤️🎉



adibahdib So relatable. Thank you for sharing this ❤️

58w 2 likes Reply



cnharris77 YAY!!!! I am so excited and ready to cheer on (loudly) my people! 🦁!



pharmdeele 🙌 so proud of your vulnerability and all that you've achieved! #traiblazer @nene.augustine



joeboggio30 That's a great shot! Makes me excited to graduate in two years (:



roselviavargas I love this information because it comes from your own experience. There's no way to describe such a deep and meaningful tradition unless you experience it yourself.

By the Numbers (2021 vs 2022)



Impressions

2 M → 3.1 M



Engagements

52K → 87.5K



Followers

11K → 16.9K



Impressions: how many times a photo/video is seen.

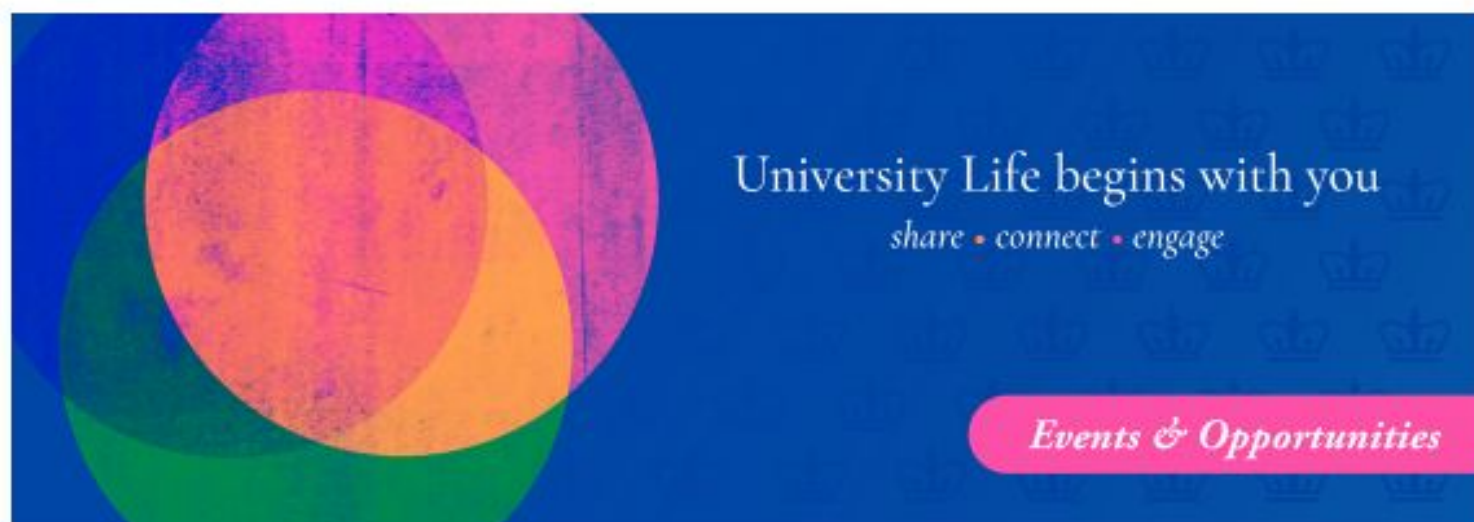
Engagements: how many times someone engages with your content by liking, sharing, or saving the photo/video.

2023 Outlook

- More student spotlights - but in video form
- More interactive content during “down periods”
- More collaborations with students but also with schools and offices
- Check us out on Instagram: @columbiaulife



Newsletter | Before and After



Dear Students,

We have a wide variety of exciting events and opportunities across the University for you this week!

Upcoming Events and Opportunities

All events in ET

Under the [Key to NYC](#) requirements, dining and entertainment events require proof of vaccination at the door. For any in-person event listed below, please be prepared to provide proof of vaccination and a picture ID.



Virtual Cardio Kickboxing Class

Thursday, November 11 | 1:30 PM

Join us as we team up with [Columbia Physical Education and Recreation](#) to host an online kickboxing class. No equipment or experience required.

[Register Here](#)

Day of Service

Saturday, November 13 | 9:30 AM - 12:00 PM

Interested in volunteering to serve the communities around Columbia's campuses? Sign up for this Day of Service, hosted by the [University Life Events Council](#), and choose one of four volunteer opportunities.

[Sign Up Here](#)



Happening Around Campus

Critical Race Theory and Writing for the General Reader

Thursday, November 11 | 5:30-6:45 PM

The [Columbia Public Writing Series](#) continues with a discussion featuring [Professor of Journalism Jelani Cobb](#), as he discusses his work on the late legal scholar Derrick Bell, long considered one of the founding scholars of Critical Race Theory.

[Register Here](#)

Website Design Best Practices for Wealth Managers

Monday, November 15 | 12:00-1:00 PM

Join [SPS' Wealth Management Program](#) for a workshop that will explain the psychology behind website design practices and help you to build your own successful website.

[Register Here](#)

Face to Face: Navigating Microaggressions & In-Person Learning

Monday, November 15 | 4:00-5:00 PM

Join this discussion on how the return to in-person classroom settings brings with it potential for experiences with interpersonal marginalization and microaggressions. Panelists will share their personal experiences and offer advice for responding to and coping with these encounters.

[Register Here](#)

Columbia University Trans Awareness Week Keynote: Eva Reign

Monday, November 15 | 7:00-8:00 PM

[LGBTQ+ @ Columbia](#) and [Multicultural Affairs](#) are hosting a conversation with Black trans actor and writer, Eva Reign, as she talks about the power of storytelling.

[Register Here](#)

Fellowship Opportunities

Nobel Igniters Fellowship Essay Challenge

Deadline: Monday, November 15

The Ignitor Fellowship Program is a new and exciting extracurricular program available to all students who are interested in making the change they want to see in the world.

[Learn More Here](#)

Millennium Fellowship Class of 2022 Application

Priority Deadline: Tuesday, November 30

The [Millennium Fellowship](#) is a semester-long leadership development program that happens on campus. The application for the 2022 cohort is now open and applying by the priority deadline is strongly encouraged. The final application deadline is March 31, 2022.

[Apply Here](#)

Obama Foundation Scholars Application

Deadline: Wednesday, December 22 at 5:00 PM

Each year, [Columbia World Projects](#) hosts a cohort of [Obama Foundation Scholars](#), an immersive, fully-funded, residential program in New York City for students who have demonstrated a commitment to finding solutions to challenges in their communities.

[Apply Here](#)



Before the Website Refresh

“The University Life website looks like every other Columbia website.”

“Where are the students?”
“Who are we serving?”



Two Categories of Students

Higher Support

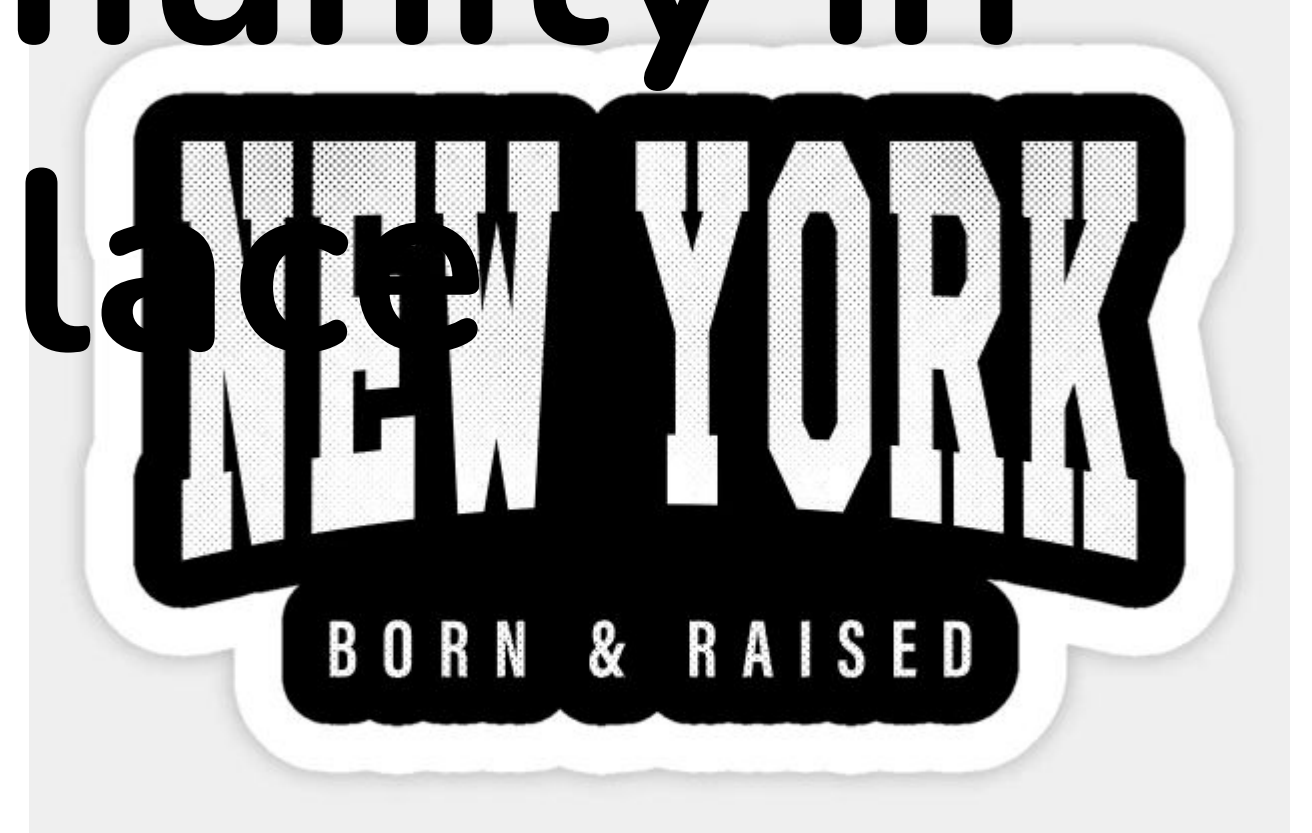


Lower Support

COLUMBIA UNIVERSITY



Community in place



COLUMBIA | University Life

Centering Ease

Resource Directory

Sort ▾ Service Type ▾ Audience ▾ Campus ▾ Keyword filter:

Graduate 38 Undergraduate 31

43 Services, showing 1 - 24

Campus Accessibility Alerts [#/service/node/2333](#) [edit](#)

Graduate

Alice! Health Promotion [#/service/node/2123](#) [edit](#)

Center for Veteran Transition and Integration [#/service/node/2142](#) [edit](#)

Counseling Services - Columbia University Irving Medical Center [#/service/node/2130](#) [edit](#)

Counseling Services - Morningside [#/service/node/2128](#) [edit](#)

Disability Services - Columbia University Irving Medical Center [#/service/node/2132](#) [edit](#)

Disability Services - Morningside [#/service/node/2131](#) [edit](#)

Dodge Gym [#/service/node/2121](#) [edit](#)

Essential Policies [#/service/node/2110](#) [edit](#)

Financial Services - Columbia University Irving Medical Center [#/service/node/2144](#) [edit](#)

Financial Services - Morningside [#/service/node/2143](#) [edit](#)

Gay Health Advocacy Project [#/service/node/2134](#) [edit](#)

Graduate Housing [#/service/node/2156](#) [edit](#)

Resources for Faculty, Staff & Researchers



 COLUMBIA | University Life

[Report an Incident](#) · [Resources for Faculty, Staff & Researchers](#)

Resources ▾ [Student Life](#) ▾ [Newsletters](#) ▾ [About](#) ▾

Student Resources

- [Resource Directory](#)
- [In An Emergency](#)
- [Mental Health](#)
- [Students With Children](#)
- [iGrad: Financial Literacy](#)
- [Fun & Free Activities Around NYC](#)
- [Zoom Backgrounds](#)

Campus Life

- [Maps and Locations](#)
- [Arts and Recreation](#)
- [Schools Directory](#)

Inclusion & Belonging

- [Promoting Social Justice & Combating Bias](#)
- [DACA & Undocumented](#)
- [Sexual Respect](#)
- [Accommodations for Pregnant Students](#)
- [Why Pronouns Matter](#)
- [Columbia's Commitment to Anti-Racism](#)
- [Inclusive Public Safety](#)
- [Inclusive Public Safety Advisory Committee](#)

University Policies

- [Essential Policies](#)
- [Bias Reporting Process and FAQs](#)
- [Discrimination, Harassment or Gender-Based Misconduct](#)
- [Freedom of Expression on our Campus](#)
- [Rules of University Conduct](#)



Share My Story



 COLUMBIA | University Life

How We're Continuing the Work

Fun and Free Activities Around NYC

Staying in New York City for winter break? Check out these free and low-cost activities happening around NYC!

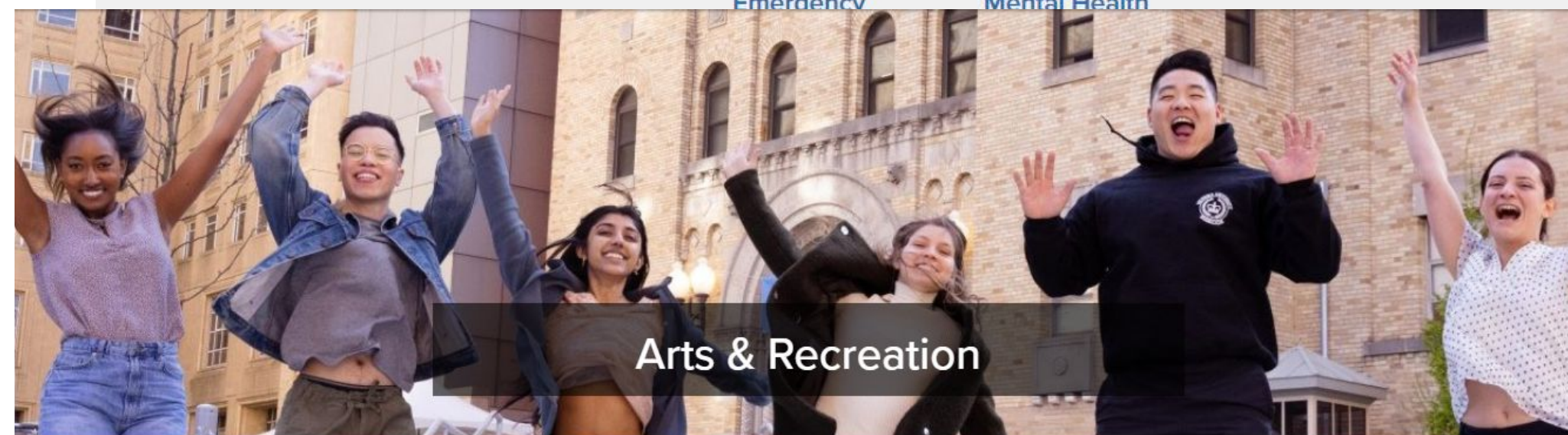
I'M LOOKING FOR...



Emergency



Mental Health



Arts & Recreation

There are many options to explore arts and recreation throughout Columbia's campuses and New York City!

Below you'll find some resources and locations based both on and off of Columbia's campuses.

I'M LOOKING FOR...



On-Campus Resources



Off-Campus Resources



Winter Fun



Markets & Shopping



Museums



Parks & Outdoor Spaces



Cheap Eats & Treats



More Opportunities

Students, not buildings!



All students, faculty, staff and visitors should use whichever restroom is most consistent with their gender identity.

Morningside

Manhattanville

CUIMC

Medical

(116th St. & Morningside Ave.)



COLUMBIA | University Life

2022 Rebrand: Before



 COLUMBIA | University Life

New Look and Feel

A
STUDENTS
SCHOOLS
CAMPUSES


 COLUMBIA | University Life



Across Our Programs




After: 2022-2023 Newsletters



UNIVERSITY LIFE EVENTS AND OPPORTUNITIES

Dear Students,

We hope you'll take a break from studying to join us for [Low Lounge: A Winter Workshop](#) on Sunday, December 11th from 11:00 AM to 3:00 PM.




UNIVERSITY LIFE **events** COUNCIL PRESENTS

LOW LOUNGE: A WINTER WORKSHOP

The Low Library Rotunda will be transformed into the ultimate study break featuring student performances, a hot beverage station, an ice cream cart, snacks, giveaways, raffles, and craft & activity tables. This event is free and open to all students, from all schools and campuses. Take a break and join the [University Life Events Council](#) for a winter wonderland!

[Learn More and Register](#)


Events and Opportunities with University Life



Grad Hangout: International Game Night
Tuesday, December 6, 5:00 - 7:00 PM
In-Person

Learn how to play board games from around the world, make friends and win prizes! Food and refreshments will be provided. This event is part

Weekly



UNIVERSITY LIFE HEALTH AND WELL-BEING


Dear Students,

We all encounter difficulties managing our well-being; it's part of the human experience. One of the most important ways you can improve your resilience and strengthen your well-being is by asking for help. That might mean inviting a friend to share a meal and telling them about your day, attending a University Life workshop to learn how to manage your finances, or reaching out to [Student Health on Haven](#) or [Columbia Health's](#) counseling services for [support with your mental health](#).

To support my own well-being, I've developed a practice of gratitude, and try to end every day by giving thanks for someone or something I appreciate. I often feel grateful for the students, colleagues, friends, and family who have asked for my help. It's a powerful reminder of the importance of trust in supporting each other; in turn these encounters always remind me of the many places I can turn when I need help or support.


I encourage you to reach out for support and explore the following resources to support your holistic well-being.

Health Reminders



Staying home when you are sick is an important part of how we stay healthy together.

- If you have any [symptoms of COVID-19](#), stay home until you feel well, mask, get tested, and seek care if you need it. Review other [COVID-19 guidance and policies](#).



Getting the flu vaccine protects your health and our community. You can make an appointment at a [nearby pharmacy](#).

- Additional flu season information is available through [Columbia Health for Morningside/Manhattanville students](#) and [Student](#)

Monthly



WELCOME HOME COLUMBIA!
SEPTEMBER 6-16
All!

Dear Students,

Whether you are continuing your academic journey with us, joining our community for the first time, or returning for the first time in a while: Welcome to Columbia!

[University Life](#) was created to build community for all students across all schools and all campuses. Our welcome extends beyond the start of the academic year and our offices serve as a resource for all students. We hope you'll join us for programming and community building events this year and beyond.

As this academic year begins, we invite you to [Welcome Home Columbia](#), a series of events happening September 6-16. Start your year on a positive note and connect with other students! You can learn about a few of the events below. For a full calendar of events happening across all three campuses, visit the [University Life website](#).



Speed Friending
Wednesday, September 7, 7:00 - 8:00 PM
In-Person

Are you looking to make new friends and connections among Columbia's 30,000+ students? Join us for a night of conversation, snacks and fun. You might just meet your new best friend!

[Learn More and Register](#)



Low-Lapalooza
Thursday, September 8, 7:00 - 8:30 PM
In-Person

Join the [University Life Events Council](#) for a fun-filled night with silent disco, games, Insomnia Cookies and much more! Free headsets and three audio channels will be provided, and the first 75 students to arrive will receive free swag.

[Learn More and Register](#)

Signature Programs

Impact of Changes: Newsletter & Website

Monthly Average Click-Through Rate on Events & Opportunities Newsletter and Average Monthly Website Pageviews Fall 2021 vs. Fall 2022

September 2021

- 7.5% CTR
- 41K pageviews

October 2021

- 5% CTR
- 40K pageviews

November 2021

- 6% CTR
- 28K pageviews

December 2021

- 4% CTR
- 31.1K pageviews

September 2022

- 9% CTR ↑
- 52K pageviews ↑

October 2022

- 6% CTR ↑
- 36K pageviews ↓

November 2022

- 8% CTR ↑
- 33.6K pageviews ↑

December 2022

- 5% CTR ↑
- 35K pageviews ↑

Expressing Concern in Email Messaging

July 4th shooting in Highland Park, IL

I am an incoming graduate student at Columbia. Highland Park, IL is where I was born and raised... It has been a hectic and horrific day. My family was separated for some time. I was very surprised to receive an email from school, but it meant the world. The quick and meaningful response to this tragic and traumatizing event is something I will carry with me forever. It is comforting to have Columbia on my side.

Flooding in Kentucky

Thank you for thinking of us - it was a stressful morning. My family is shaken up, but doing well and is safe! Your emails are always encouraging us to take care of ourselves... I hope you're able to take care, too!

Student Voices



STUDENT VOICES

Serving and Advocating for Service Members

November 07, 2022

Julian Melo is an immigrant, first generation American, United States Army veteran and a senior at the [Columbia University](#)



STUDENT VOICES

Dylan Baca & Tristan Espinoza on Commemorating Indigenous Peoples' Day and Indigenous Youth Advocacy

October 11, 2022

Dylan Baca (CC'25) and Tristan Espinoza (CC'25) are both board members of the [Columbia University](#)



STUDENT VOICES

Centering Community and Celebrating Latinx Heritage as a First Generation American

October 06, 2022

Johanna Martinez (CC '24) is studying sustainable development and was selected as one of the inaugural [Columbia University](#)

“Thank you so much again for the interview, it means the world to me.”

-Tristan Espinoza

Key Takeaways for Us!

- Communications = tool for connection.
- Social Media is no longer optional.
- Start with the user.
- Partnership is critical.



“Everything is copy.”- Nora Ephron



Questions for us?

The Blue Folder: Add It to Your Website!

RECOGNIZE

RESPOND

REFER

RESOURCE

RESPOND: TIPS FOR DE-ESCALATION

From the Crisis Prevention Institute (www.crisisprevention.com)

1. BE EMPATHIC AND NONJUDGMENTAL

- Pay attention to the person—whatever they may be experiencing, it may be the most important thing in their life at the moment.

2. RESPECT PERSONAL SPACE

- Stand at least 1.5-3 feet away from a person who is escalating.
- If you must enter someone's personal space, explain your actions so the person feels less confused and/or frightened.

3. USE NONTHREATENING, NONVERBAL COMMUNICATION

- Keeping tone and body language neutral go a long way towards defusing a situation.
- As a person escalates, they lose the ability to hear your words; they will increasingly react to your non-verbal communication (e.g., gestures, facial expressions, movements and tone of voice).

4. KEEP YOUR EMOTIONS IN CHECK

- Always remain calm, rational and professional; your actions will have a direct impact on whether or not the situation escalates.
- Convey a sense that the situation is manageable, and that you know what steps to take. Doing so will help to keep both you and the student calm in the moment.

5. FOCUS ON FEELINGS

- Watch and listen carefully for the person's real message and identify how the person is feeling.
- Supportive words will help the person know that you understand what's happening in the situation, and can help to elicit a positive response.

6. SET LIMITS

- Give clear, simple and enforceable limits when a person's behavior is belligerent, defensive or disruptive.
- When a person is upset, they lose the ability to hear what you say. Be clear, speak simply and offer the positive choice first.

7. CHOOSE WISELY WHAT YOU INSIST UPON

- Offering people flexibility and options can help you avoid unnecessary conflicts or power struggles.
- Be thoughtful in deciding which rules are negotiable, and which are not.

8. ALLOW SILENCE AND TIME FOR REFLECTION AND DECISION-MAKING

- Silence is a powerful communication tool and can give people a chance to reflect on what's happening and what steps they wish to take.
- When a person is upset, they may not be able to think clearly. Give them a few moments to think through what you've said.
- Stress increases when a person feels rushed. Allowing time can bring calm to the situation and allow for better decision making.

Resource for you to support students in distress.

universitylife.columbia.edu/bluefolder



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