

# The Help Gap Is Real

Before we explore 10 ways to close it — here's what the research shows:

**42%**

of community college students said they needed help — but never sought it out

*Inside Higher Ed, 2024*

**>50%**

of students with significant anxiety or depression never use campus mental health services

*University of Michigan Research*

**1 in 5**

students who rate their own mental health as "fair or poor" actually seek help at school

*American College Health Association*

**+13%**

higher academic success rate when students actively engage with campus support services

*ERIC / Valley College Study*

**10 Ways to Drive Engagement with TracCloud ►**

## TIP #1

DIRECTOR'S PLAYBOOK



# Celebrate the "First Visit" Milestone

Set up TracCloud to track and celebrate a student's very first visit to ANY campus center. Send an automated, personalized welcome message the same day — "We're so glad you stopped by. Here's what else we offer..."

Why it works: First visits are the hardest. Students who feel welcomed are dramatically more likely to return. TracCloud can log this milestone automatically and trigger a follow-up outreach without anyone lifting a finger. You're rolling out the invisible red carpet.

## TIP #2

DIRECTOR'S PLAYBOOK



# Visit Streak Rewards

Track consecutive weeks of student visits and trigger a congratulatory message — or better yet, a Success Plan reward step — when they hit 3, 5, or 8 weeks in a row.

Think of it as a fitness app for academic support. Students who see their streak growing become motivated to protect it. TracCloud can track visit patterns and fire automated "You're on a 4-week streak!" messages via TracFlow. Small dopamine hit. Big retention win. No app required.

## TIP #3

DIRECTOR'S PLAYBOOK



# "Bring a Friend" Event Tracking

Create a custom visit reason in TracCloud called 'Peer Referral' or 'Friend Brought Me Here.' When a student brings a classmate to a workshop or tutoring session, both visits are tracked — AND the referring student gets attributed with a special engagement credit.

Why this matters: Peer influence is the most powerful enrollment driver in your arsenal. Students who attend WITH a friend are more comfortable and more likely to return. TracCloud makes this trackable, so you can identify your best ambassadors and reward them.

## TIP #4

DIRECTOR'S PLAYBOOK



# Pre-Exam Check-in Events

Create workshop-style events in TracCloud called "Exam Week Drop-In" tied to high-stakes exam dates. Market them to specific course sections, open the doors, and track every student who comes in.

The magic: You're not just helping students — you're creating a massive, documented spike in engagement data right before the moment it matters most. TracCloud tracks registrations, attendance, and follow-up surveys automatically. You get the data. Students get the help. Win-win. (Bonus: add snacks. Attendance will triple.)

## TIP #5

DIRECTOR'S PLAYBOOK



# The Center Passport Challenge

Design a 'Campus Engagement Passport' Success Plan in TracCloud that requires students to check into 5 different campus support centers during the semester — tutoring, advising, career center, wellness, writing center.

When they complete it: their dashboard lights up, an automated congratulations is sent, and they get public recognition at a semester-end event. Tracked entirely in TracCloud as Success Plan step completions. You've just turned your centers into a game — and students will compete to finish first.

## TIP #6

DIRECTOR'S PLAYBOOK



# AI-Triggered Proactive Outreach with TracInsights

Use TracInsights' predictive analytics to identify students showing early signs of disengagement — dropping course visits, missing appointments, declining wellness scores. Auto-trigger a personalized outreach message through TracFlow before they give up.

This is the difference between reactive and proactive advising. Instead of "We noticed you dropped the course," you're saying "We noticed you haven't been in lately — can we help?" — BEFORE it's too late. TracCloud logs every outreach as an engagement event, so even the at-risk students are counted in your data.

## TIP #7

DIRECTOR'S PLAYBOOK



# The "Ghost Student" Rescue Campaign

Use TracInsights analytics to identify students who have NEVER visited any campus support center — not once, not ever. Trigger a personalized outreach campaign inviting them in for a free "discovery visit."

These are your invisible students. They enrolled, they showed up to class (maybe), and they're quietly struggling without ever asking for help. TracCloud makes them visible — and TracFlow lets you reach them before they disappear entirely. Some students just need to know the door is open. Now you can tell them.

## TIP #8

DIRECTOR'S PLAYBOOK



# Birthday Re-Engagement Outreach

Use TracFlow to automatically send a personalized birthday message to any student who visited the center during the prior term — gently inviting them back. "Happy Birthday, Alex! We loved having you in the tutoring center last semester. Come say hi — first coffee's on us."

A small personal touch that costs nothing and builds real connection. Students who feel remembered are students who return. TracCloud stores visit history by term, TracFlow fires the message automatically. You don't lift a finger. Students feel like you actually care. (You do — now it shows.)

## TIP #9

DIRECTOR'S PLAYBOOK



# Department-Sponsored Engagement Challenge

Partner with departments teaching high-DFW (Drop/Fail/Withdraw) courses to co-sponsor Success Plans that REQUIRE students to visit the tutoring center. Faculty refer students through SAGE; TracCloud logs every visit; you share the outcome data with the department at end of term.

This creates a formal, data-backed bridge between faculty and support services. The department gets retention wins. You get utilization data. Students get structured support they wouldn't have sought on their own. And you get the numbers to justify your budget, your staff, and your center's existence. Win-win-win.

## TIP #10

DIRECTOR'S PLAYBOOK



# The Semester Engagement Spotlight

At the end of each semester, use TracCloud's reporting to identify your most engaged students — highest visit counts, completed Success Plans, consistent survey participation, SI attendance streaks. Then celebrate them publicly.

TracFlow fires a personalized "Top Engager" recognition message to each student. Their names go up on a digital recognition wall via the Announcements dashboard. Invite them to a small end-of-term appreciation event — coffee, certificates, a photo op.

Here's the multiplier effect: every student you recognize becomes a walking advertisement for your center next semester. They tell their friends. TracCloud already knows who referred whom. You're not just closing the loop on this semester's engagement — you're seeding next semester's pipeline. And it costs nothing but a report run and fifteen minutes in TracFlow.