



Office of Communications



NORTH FLORIDA
COLLEGE

Strategic Plan: Goal 1

- NFC will be known for high quality academic programs, workforce preparation, and community service.
(Branding)

Recommendation

- Approve the Master Subscription Agreement and Order Form from GoodKind Software Corporation.

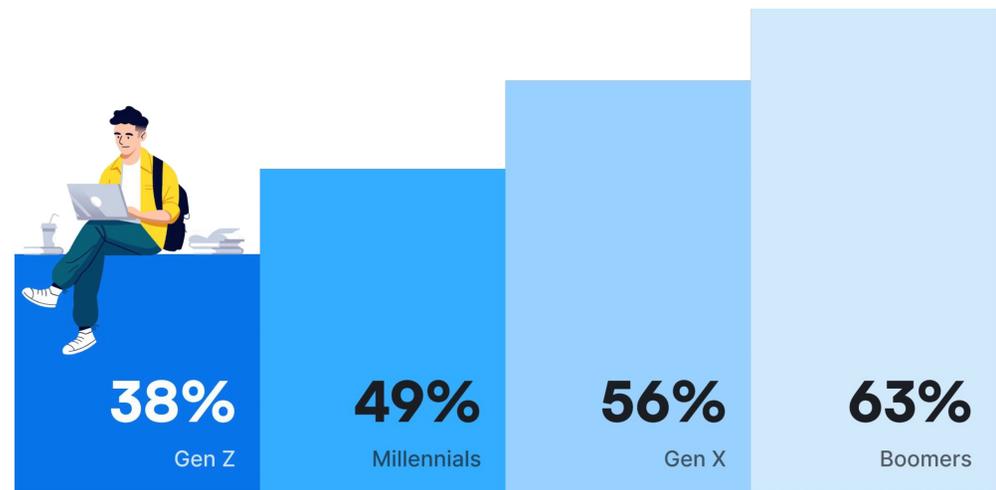
This Recommendation

- Allows multiple departments on campus **solve the problem of meeting students where they are** and effectively communicate throughout **key moments** in the student experience.

Why Do We Need Goodkind?

- Because of **GenZ**

Younger generations are less likely to trust institutions than ever before.



Percentage of respondents that trust US Institutions, by generation (Morning Consult, 2023).

Why Do We Need Goodkind?

- **42% of GenZ** students trust higher ed institutions.
The lowest of any generation – ever
- **8 seconds** is the attention span of GenZ

Why Focus on GenZ?

- GenZ are **ages 12-29**
- GenZers turn to Youtube for video information, but believe higher education is limited in technology.
- They want fewer comforts and more support; i.e. spaces that promote interaction.

Why Focus on GenZ?

- For the Spring 2024 semester, **GenZ makes up 78.5%** of NFC's enrollment.

We Need to Focus on GenZ



How Does Goodkind Assist With NFC's Strategic Plan?



Campus-Wide Usage

Recruitment: Enrollment

- Strategic Plan Goal 4, Objective 1

Admissions: Enrollment to Completion

- Strategic Plan Goal 4, Objective 1 & 2

Learning Resources: Student Achievement & Persistence

- Strategic Plan Goal 4 Objective 2 & 3

Campus-Wide Usage

Student Activities: Engagement

- Strategic Plan Goal 4 Objective 2 & 3

Advising/Transfer and Career Development: Engagement and Effectiveness

- Strategic Plan Goal 4, Objective 1 & 2

Foundation: Resource Development and Advancement

- Strategic Plan 1 Goal Objective 1.1

Campus-Wide Usage

- Individualized messages and quick updates about:
 - Programs of interest
 - Application completion assistance
 - Financial Aid and Scholarship deadlines
 - Early Alerts and Learning Resources
 - Key Events: First Gen, Graduation, Honors Convocation, Pinning, etc.
 - Alumni and donor assistance



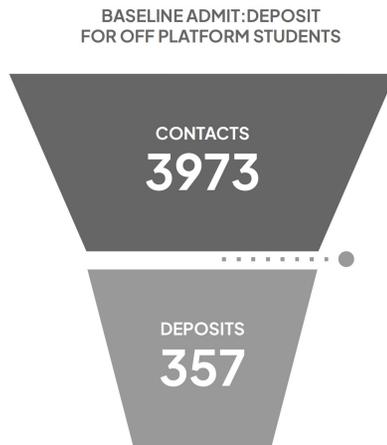
About Goodkind



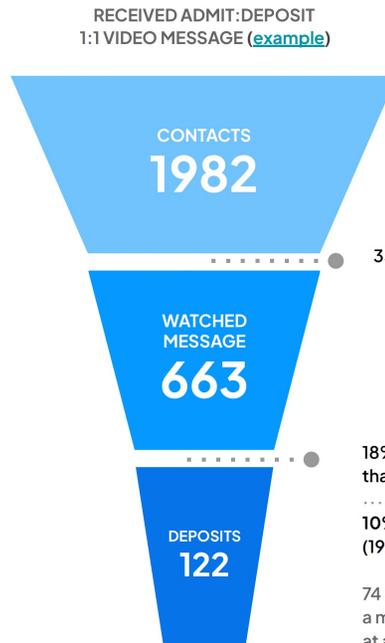
Average Success Rate

- **2xs** - average conversion increase customers see on core metrics of students who watch Goodkind videos vs. control groups.
- Average conversion rate is between **4% - 30%**.

12% yield increase for 1:1, 36% increase for 1:many campaigns compared to baseline yield



9% deposit rate for those off platform.

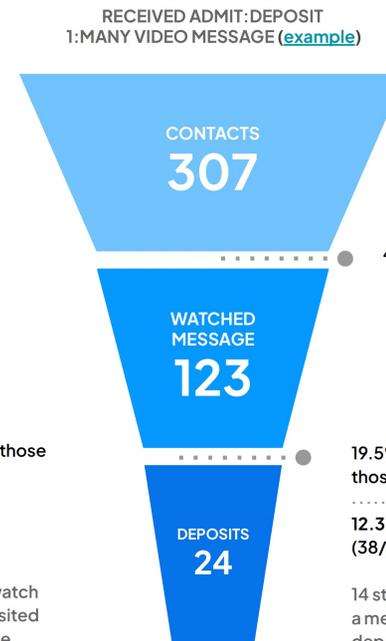


33% watched

18% deposit rate for those that watched.

10% total deposit (196/1982).

74 students did not watch a message and deposited at a 5.6% deposit rate.



40% watched

19.5% deposit rate for those that watched.

12.3% total deposit (38/307).

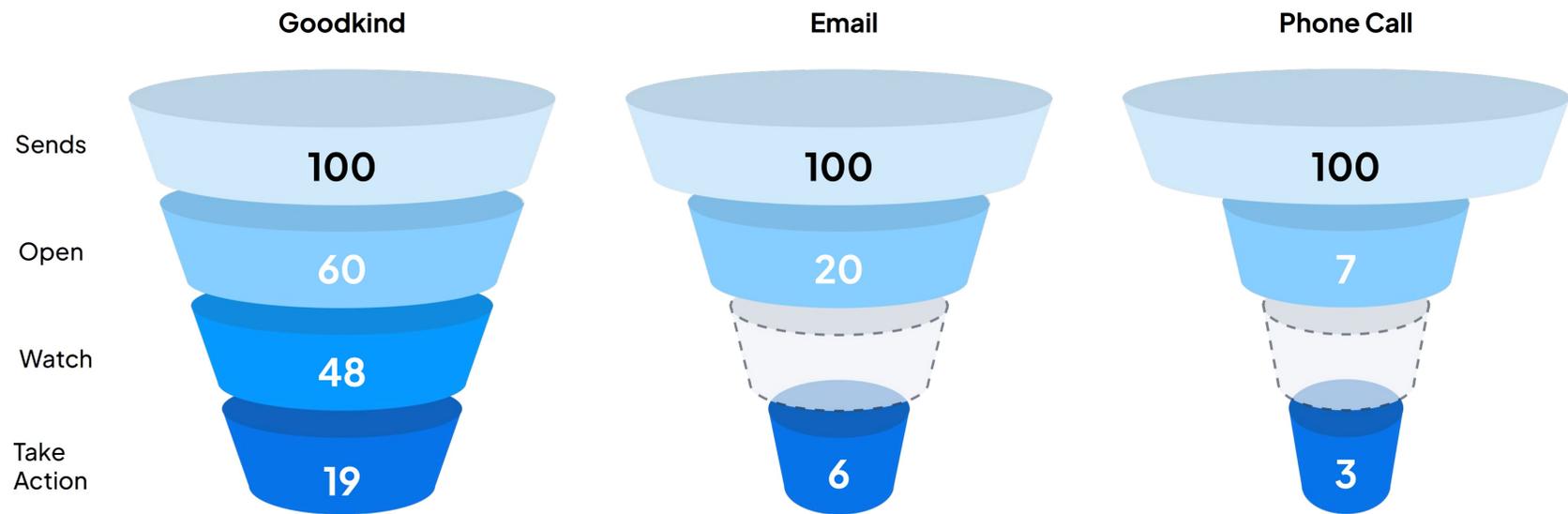
14 students did not watch a message and 7.6% deposit rate.

COMMENT

The deposit rate for the 1:many was higher than the 1:1 campaign which is not expected. The 1:many's were segmented by program of interest and we believe it performed better due to timing improvements. The 1:1 video messages task completion and approval was very delayed during the cycle. The 1:many's had a higher watch rate and better deposit rate as a result despite the lack the of individualization.

An example of 100 sends

Goodkind vs traditional channels



*Goodkind messages sent via SMS, WhatsApp, Email
A 'Watch' is a highly qualified event

Trusted by over 75 institutions





Current NFC Communication Outcomes



Current NFC Communication Outcomes

- Online Email Service – myEmma.com
- 10 Departments Use myEmma.com

Florida Civic Literacy Exam

Hello Sentinel,

For graduation purposes, you are required to take the Florida Civic Literacy exam to meet post-secondary civic literacy competency. You will need to take and pass the exam in order for your degree to be conferred.

Please reach out to the NFC Testing Center { (850)973-9451; testing@nfc.edu } to schedule the FCLE assessment. The exam is also available at our NFC Live Oak Location (386)364-5093 and at our Perry location (850)371-5185. The exam will come at no cost to you, and you are not penalized for multiple attempts. Be aware, the assessment has a 30 day waiting period between attempts. Early scheduling is key!

We have several links available to you as study guides here: <https://www.nfc.edu/getting-started/testing/civic-literacy-exam/>. The NFC Academic Success Center is offering workshops this semester to aid in preparation for the exam. Available ASC workshops are as follows:

February 27, 2024 4:30pm - 5:30pm Library Annex

March 26, 2024 4:30pm - 5:30pm Library Annex

April 23, 2024 4:30pm - 5:30pm Library Annex

Please plan to take the assessment by **April 30, 2024** to avoid delays in degree processing. The end of the term for Spring semester is May 9, 2024

Pursuant to section 1007.25(5), FS, North Florida College's Associate in Arts and Bachelor's degree-seeking students initially entering the Florida College System institution in 2021-22 must satisfy post-secondary civic literacy requirements prior to graduation.

Prior to the award of an Associate in Science or Applied Science degree, students initially entering in the 2022-2023 school year, and thereafter, must also demonstrate competency in civic literacy.

*To meet requirements and demonstrate competency, students must complete a course **AND** pass an assessment.*

FCLE Required 2024-20 2

Response as of Apr 3, 2024 3:25 pm

Compare mailings

Export responses

Save as PDF

Your response

Overview

Opens

Clicks

Shares

New sign-ups

Opt-outs

Civic Literacy Competency for Graduation

Office of Graduation, Katie Terry <terryl@nfc.edu> to [Spring 2024 FCLE Required](#)

35 recipients | Feb 26, 2024 2:27 pm

[Open webview in a new window](#)



— this mailing
— community avg



Apple MPP open rate ⁱ
7.7%
2 opens detected



Delivery rate ⁱ
100%
35 successful deliveries

Bounce rate
0%
0 hard bounces
0 soft bounces

Opt-out rate
0%
0 opt-outs

OPENS BY DEVICE

CLICK ANALYSIS

[Click map](#) | [List](#)



Are you feeling a bit apprehensive about the upcoming Civic Literacy exam? Don't worry, you're not alone! Many college students find this exam challenging, but with the **FCLE Workshop** at NFC, you can conquer it with confidence.

LEARN MORE. ACHIEVE.

FLORIDA CIVIC LITERACY WORKSHOPS

SPRING 2024

February 27

March 26

April 23

4:30 - 5:30 PM
NFC Library - Bldg. 4
ELIZABETH GONZALES
*Academic Success Center
850-973-1719
asc@nfc.edu*

GIVE US FEEDBACK

After attending the workshop, please fill out this quick, anonymous survey:

NFC
NORTH FLORIDA
COLLEGE

The graphic is a vertical rectangular layout. On the left, a grey vertical bar contains the text 'LEARN MORE. ACHIEVE.' in white, oriented vertically. To its right is a black rectangular area with the title 'FLORIDA CIVIC LITERACY WORKSHOPS' in white and 'SPRING 2024' in orange. Below this are three maroon rectangular boxes containing the dates 'February 27', 'March 26', and 'April 23' in white. Underneath these is the time '4:30 - 5:30 PM', the location 'NFC Library - Bldg. 4', the name 'ELIZABETH GONZALES', and contact information for the Academic Success Center. To the right of the dates is a grey vertical bar with the heading 'GIVE US FEEDBACK' and a short paragraph asking for feedback, followed by a QR code. At the bottom right is a maroon rectangular box with the 'NFC' logo and the college's name.

FCLE - SPRING 2024 - EMAIL #2

[Compare mailings](#) [Export responses](#) [Save](#)

Response as of Apr 3, 2024 4:29 pm

- Your response
- Overview**
- Opens
- Clicks
- Shares
- New sign-ups
- Opt-outs

Come to the FCLE Workshop on March 26

Academic Success Center, North Florida College <asc@nfc.edu> to [202420 - NFC STUDENTS - SPRING 2024](#)

846 recipients | Mar 22, 2024

[Open webview in a new w](#)



— this mailing
— community avg



CLICK ANALYSIS

Apple MPP open rate ⓘ

13.7%
43 opens detected



Delivery rate ⓘ

100%
846 successful deliveries

Bounce rate

0%
0 hard bounces
0 soft bounces

Opt-out rate

0%
0 opt-outs

OPENS BY DEVICE

[Click m...](#)



Message from the Office of Financial Aid

Good Morning NFC Student,

North Florida College must enforce standards of satisfactory academic progress for students receiving Title IV federal financial aid. The satisfactory progress system at North Florida College must meet the Federal Regulations requiring at least a 2.0 grade point average, and also requiring that coursework be completed in a timely manner (67% of attempted hours must be completed).

In reviewing your academic progress, unfortunately you have not met these standards and have been placed on financial aid warning. You may continue to receive federal financial aid for one semester while on financial aid warning. Please check the NFC College Catalog for a summary of the Student Eligibility Standards you must meet in order to maintain your eligibility for federal financial aid.

Federal regulations allow only 90 attempted credit hours in pursuit of one Associate Degree. You may have received this letter because you have exceeded this maximum, even if your grade point average is 2.0 or above. If you are pursuing multiple degrees, please let us know.

Please contact the Office of Financial Aid at 850-973-1621 with any questions you may have. You may also email financialaid@nfc.edu.

Sincerely,

Office of Financial Aid

FA "WARN" 202420

Response as of Apr 3, 2024 3:23 pm

Compare mailings

Export responses

Save as PDF

Your response

Overview

Opens

Clicks

Shares

New sign-ups

Opt-outs

NFC Financial Aid Warning

Office of Financial Aid <financialaid@nfc.edu> to Warn 202420

15 recipients | Dec 14, 2023 10:18 am

[Open webview in a new window](#)



— this mailing
— community avg

Total open rate ⓘ

73.3%

11 recipients opened

Apple MPP open rate ⓘ

18.2%

2 opens detected

Click-to-open rate

0%

0 people clicked

Delivery rate ⓘ

100%

15 successful deliveries

Bounce rate

0%

0 hard bounces
0 soft bounces

Opt-out rate

0%

0 opt-outs

Anticipated Outcomes With Goodkind

Anticipated Outcomes With Goodkind

- **Average 5% increase** from current baseline in engagement for key moments in college experience
 - Engagement #1:
 - Clicks
 - Reactions
 - Texting back
 - Engagement #2
 - Invested in on-campus activities, clubs, and resources
 - Interaction with faculty and staff
 - Participation in graduation and other honors ceremonies

Follow-Up: Credit Usage

Section 1.2: Goodkind Conversations, SMS Credits

Item	Price
25,000 SMS credits (message sent or received)	\$500
Phone number	\$100 per number

Conditions: Applies to sms or MMS sending within the US or Canada. A credit is a message sent or received. An MMS takes two credits, an SMS one credit. Credits roll over month to month. Credits can be purchased in batches of \$500 at any time.



5.10 Overage fees. Goodkind shall adjust the provision of services to ensure that the Customer's messaging capabilities are restricted to the quantity commensurate with their pre-purchased credits, thereby precluding any excess messaging activity.

Follow-Up: Security



Goodkind Software Corporation

SOC 2 REPORT

FOR THE

Goodkind Cloud-Hosted Software
Application

TYPE 1 INDEPENDENT SERVICE AUDITOR'S REPORT ON
CONTROLS RELEVANT TO SECURITY, CONFIDENTIALITY & AVAILABILITY

15th November 2023

Attestation and Compliance Services

CertPro
Effective. Efficient. Economical.

Questions?

Sources

- EXECUTIVE SUMMARY The New Generation of Students How colleges can recruit, teach, and serve Gen Z. The Chronicle of Higher Education. (n.d.).
https://connect.chronicle.com/rs/931-EKA-218/images/NextGenStudents_ExecutiveSummary_v5%20_2019.pdf