



MINNESOTA STATE



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Info Hub eCommunication Plan

2018-12-05



MINNESOTA STATE

Intake channels

chat

website

telephone

email

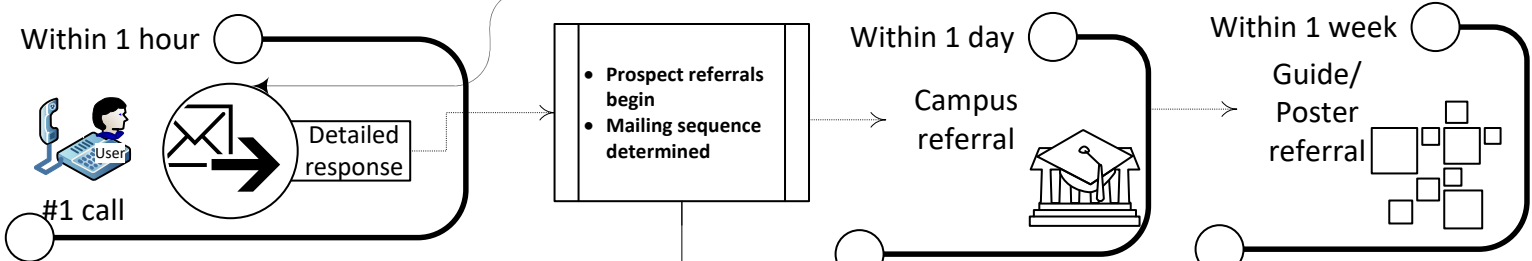
mobile

online form

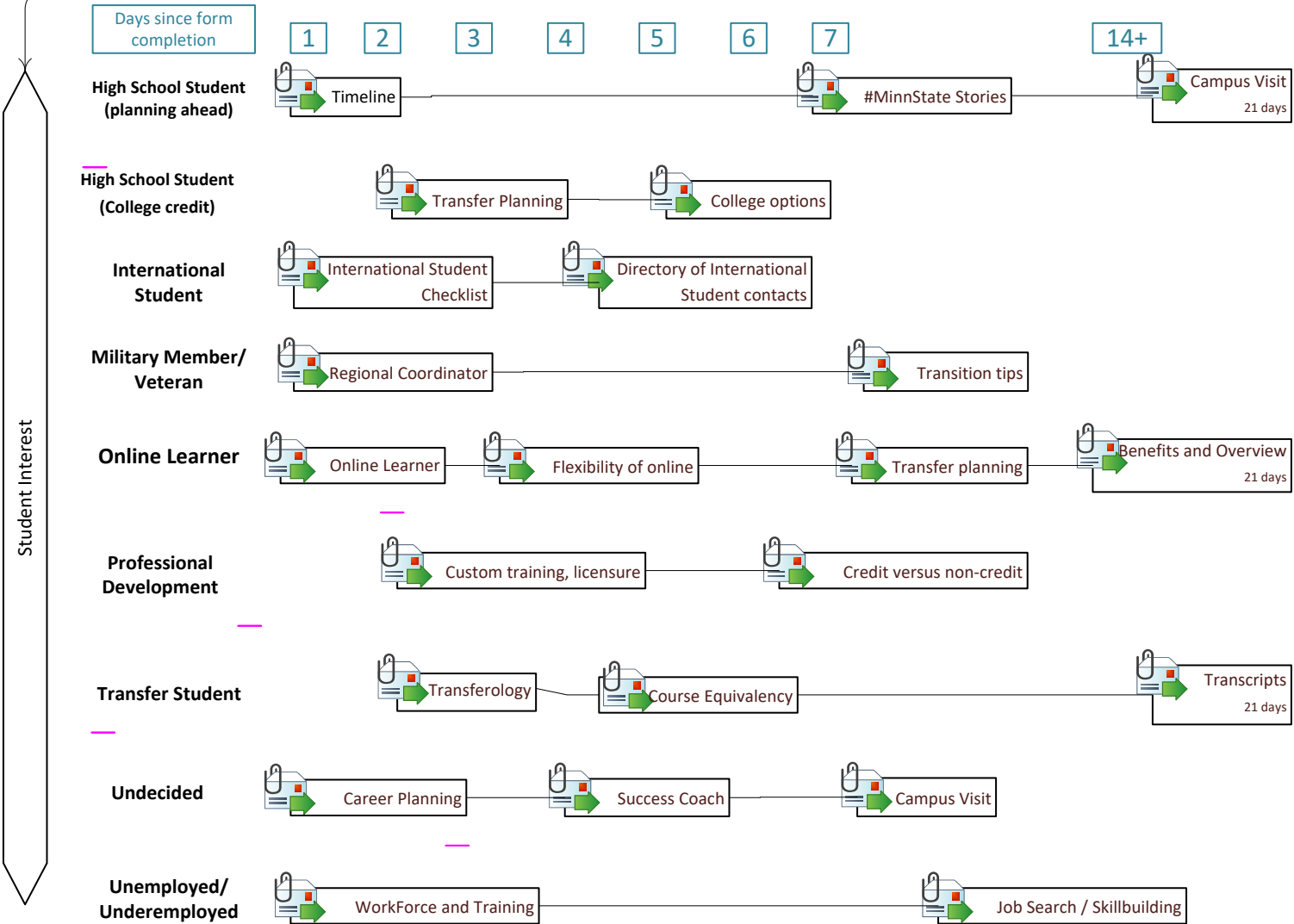
On screen thank you

Welcome email

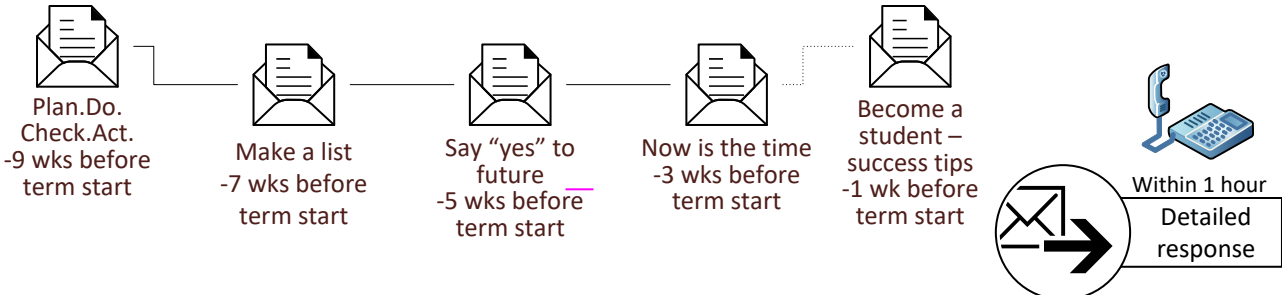
CRM Opportunity



Phase I



Phase II



eAdvising Communication Plan

2016-07-06



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Campaign outreach in Phase I enhanced by “type”

