

## **SLIDE 1: COMMUNICATION MIXOLOGY**

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## **SLIDE 2: YOUR MIXOLOGISTS (Maritza)**

I'm Maritza M. Mejia, Student Life Manager of the Spanish Programs and Success Coach at Catholic International University. I am responsible for developing and managing student activities in the Student Live Center to increase student engagement and promote a positive online learning experience.

Together with our University's Director of Library & Learning Services, and Faculty Advisor to Student Life, we have developed a communication plan to improve student participation in co-curricular and extra-curricular activities.

## **SLIDE 3: ABOUT Catholic International University (Stephanie)**

Catholic International University, is a 100% online university offering Associates, Bachelors, and Master's degree programs in liberal arts, ecclesial management, and theology. Courses take place in Accelerated 8-week terms offered asynchronously in both English and Spanish.

Catholic International practices the Community of Inquiry Model to increase cognitive, social, and teaching presence in a culturally diverse online learning environment.

The online Student Life Center provides students with meeting spaces in the form of discussion boards, the closed social media platform Pronto, and weekly Student Life Office Hours. Student Life works closely with the Library, which is the university's learning commons offering resources for research, information literacy & research instruction, writing support, and tutoring services, in both English and Spanish.

## **SLIDE 4: THE ORDER (Maritza)**

Increasing student engagement in online activities outside of their coursework is a major challenge for both of our departments. With 58% of our student population over the age of 50, communications must appeal to both digital immigrants and digital natives, plus be culturally appealing in both English and Spanish.

In the 2023 Library survey 86% of students reported email as their preferred form of communication. However, click-thru data from emails and other forms of communication tell a different story. Students actually respond to and engage with content posted in the Learning and Student Management Systems 25% more than information sent via their student email accounts.

## **SLIDE 5: THE BASE INGREDIENTS (Stephanie)**

Student Life and the Library work together to produce weekly co-curricular activities that are announced and marketed in a variety of overlapping ways. Such as:

In the Canvas Learning Management System, activities for the term are posted in the announcements and calendar, and reminders are sent through the Inbox messaging system.

In the Populi Student Management System, activities are also posted in the announcements, calendar, and activity feed. Text messaging can also be used to communicate with students.

The same announcements are posted in both Canvas and Populi because students are equally divided between which system is their preferred “news source.”

Additionally the Office of Accreditation uses the information in Populi when creating reports.

Day-of reminders are posted in the university’s closed social media platform, Pronto, a Canvas add-on. This informal approach is where most of our daily interactions with students take place. Pronto works like Facebook or Instagram App and like WhatsApp Chat program, enabling students to receive almost immediate answers when they need help.

## **SLIDE 6: THE MIX: COLLABORATIONS (Maritza)**

In all of our communications, visuals are essential. We use Canva to create Instagram sized graphics that become part of the announcements and Pronto messages.

Formal in-person virtual events are hosted in Zoom, recorded, and made available for those who cannot attend.

Informal virtual events for drop-in questions and research assistance are hosted in Pronto, like a Facebook Live event.

Both Canvas & Populi allow us to schedule announcements at the start of the term to be delivered on a predetermined date.

Both Student Life and the Library teams use Bitmoji to increase approachability and send out greetings.

## **SLIDE 7: THE AAAHHH! RESULTS (Maritza)**

Over the past two years we have doubled participation in online Student Life activities that are designed to enhance the student experience at Catholic International University and insure students are able to succeed in the online learning environment

Engagement with students in the Student Life Center and Library is where our online campus life takes place. The Student Life Team and Librarian are the trusted experts students turn to in their times of need.

Best of all, Stephanie and I discovered that things work best when we work together. We've helped each other learn new technology and better ways to communicate with a diverse student population. And since we both work remote, we both feel less isolated and our camaraderie has spread to students, faculty, and administration.

## **SLIDE 8: CONTACT US**

Thank you!

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