

# COMMUNICATION CHANNEL MATRIX

COMMUNICATION CHANNEL	ACADEMIC DEADLINES	HOME ATHLETIC GAMES	CAMPUS EVENTS/ STUDENT ACTIVITIES	GRADUATION COMMUNICATION	BILLING/ RETENTION/ HOLDS	CAMPUS VISITS & RECRUITMENT
EMAIL	✓	✓	✓	✓	✓	✓
SALESFORCE EMAIL	✓	✗	✗	✓	✓	✓
TEXTING	✓	✓	✓	✓	✓	✓
WEBSITE	✓	✓	✓	✓	✗	✓
DIGITAL SIGNS/TV	✓	✓	✓	✓	✗	✓
SOCIAL MEDIA	✓	✓	✓	✓	✗	✓
PRESS	✗	✓	✗	✓	✗	✓