

## ACADEMIC SUPPORT OUTREACH

### *Fall 2025 Report August 4 – December 5*

## **Outreach Efforts and Campus Partnerships**

Sixty-six (66) outreach efforts were facilitated during the fall 2025 semester. Events included:

- Academic Support Outreach Presentations: Forty-nine (49) classroom presentations delivered across multiple colleges and programs, reaching 1,503 students in person.
- Academic Support Concourse Tabling: Tabling events promoting Academic Support programs and services in collaboration with campus partners.
- Haley Center Navigators: Provided direct engagement and resource guidance for students navigating campus during the First 56 initiative.
- Student Involvement's First 56 – Academic Support Open House: Hosted an open house event to introduce students to Academic Support resources and services, documenting the largest attendance of this event, with 92 recorded attendees.
- Student Involvement First 56 Accountability Group Interest Session: Hosted sessions to inform students about Accountability Groups and encourage participation, resulting in meaningful interaction. These sessions provided valuable insight into how to continue improving engagement, resulting in multiple interest sessions in the following semester.
- Student Employment Information Sessions: These sessions, both in-person and virtual, were successfully facilitated by current student employees and the outreach coordinator to share employment opportunities with AU students. These events provided personalized engagement and valuable insights for future outreach strategies.

Campus Partnerships: Thank you to our campus partners for trusting us to engage with your area!

- |  |   |
|--|---|
| • College of Education                           | • Office of the Provost's Melton Scholars Program |
| • College of Engineering                         | • AU Housing                                      |
| • College of Science and Mathematics             | • AU Human Resources                              |
| • College of Liberal Arts                        | • Global Ambassadors                              |
| • College of Forestry, Wildlife, and Environment | • Pathways and Transfer Center                    |
| • College of Veterinary Medicine                 | • Student Counseling and Psychological Services   |
| • Honors College                                 | • First Year Experience                           |

## **Social Media**

Academic Support's social media engagement was strongest on Facebook, which consistently led in impressions, reach, and interactions compared to Instagram and X. During this period, Facebook posts generated the highest engagement rates, with the top-performing post on September 8, titled "SI Sessions Schedule posted!", achieving 7,344 impressions, including 6,141 views from non-followers and a viral reach of 3,054. Instagram also demonstrated solid engagement, particularly through photo and carousel posts; however, overall metrics were lower than Facebook. Meanwhile, X (Twitter) showed the least engagement, with significantly fewer impressions and interactions per post. These findings highlight Facebook as the primary platform for Academic Support's outreach success, followed by Instagram, while X remains a less active channel for engagement.

# ACADEMIC SUPPORT OUTREACH

*Fall 2025 Report August 4 – December 5*

## Supporting Staff

*Thank you, Academic Support Team!*

### **Professional Staff**

Jessica Agyin-Birikorang  
Samantha Ansley  
Ashley Carr  
Chase Chaplin  
Sandy Cowart  
Jaime Miller  
Jillian Ragar  
Allison Stadler

### **Graduate Assistants**

Hannah Bamigbola  
Abby Chambliss  
Elley Rice  
Xiaotong Zhao  
Chloe Cordell  
Melisa Strickland

### **Student Employees**

Hana Jesus  
Canaan Ragar  
Mary Grissom Hyde  
Sophie Callaway-Young  
Caroline Duncan  
Jewels Wolter  
Paige Prusak  
Kaitlyn Taylor