



STUDENT COMMUNICATION RESOURCE GUIDE

ctcLink Project Communications &
Organizational Change Management

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*This document will be updated as needed.
Check the [ctcLink Communications Toolkit](#) for the latest version.*

Contents

BACKGROUND: Overview of ctcLink and the Path to Go-Live for Students.....	4
INTRODUCTION: ctcLink Student Communication Resource Guide	5
Communication Methods	5
ctcLink Branding	5
Localized Branding.....	5
Student-Centered.....	6
Centralized Email Account.....	6
CHAPTER 1: Building Awareness in Term Prior to ctcLink Transition	6
1.A. Virtual Communications.....	7
1.A.1. Website	7
1.A.2. Email for Awareness.....	8
1.B. Faculty Involvement	9
An example of a faculty script	9
Faculty members should be prepared to answer questions.....	10
1.C. Student Leadership.....	11
1.F. Communications at the College Campus.....	11
1.F.1. Campus Monitors/Indoor Digital Signage.....	11
1.F.2. Banners and Posters.....	11
1.F.3. Reader Boards.....	12
1.F.4. Student Newspaper.....	12
1.F.5. Video	12
CHAPTER 2: Go-Live Transition Term.....	13
2.A. Get Ready for ctcLink	13
2.A.1. Website	13
2.A.2. Email During Go-Live Transition	15
2.A.2.a. Role of the ctcLink Email Account Manager(s)	15
2.A.2.b. Share ctcLink Student Message Emails with All	16
2.A.2.c. Sample Student Messages.....	16
2.A.3. Faculty Involvement	20
2.A.4. Syllabi.....	20
2.A.5. Social Media	20
2.A.6. Newsletter/Digest	20
2.A.7. Website and Canvas Announcement.....	20
2.A.8. Signage at the College Campus	21
2.B. ctcLink is Live	21
2.B.1. Structures for Trouble-Shooting and Problem-Solving Student Issues	21
2.B.2. Students Access ctcLink.....	22

2.B.2.a. Account Activation	22
2.B.2.b. Website.....	23
2.B.2.c. Examples of Resources on the Website	24
2.B.2.d. Activate Account	25
2.B.2.e. Update Student Information.....	25
2.B.2.f. Supporting Students.....	25
2.B.3. Go-Live Email to Students	25
2.B.4. Texting	27
2.B.5. Faculty Involvement.....	27
2.B.6. Social Media.....	28
2.B.7. Newsletter/Digest.....	28
2.B.8. Website and Canvas Announcement.....	28
2.B.9. At the College Campus	28
2.B.10. Targeted Messages	28
2.B.11. Managing Registration for Next Term Classes	28
2.B.11.a Register for Classes.....	29
2.B.11.b. Using ctcLink to Find Enrollment Information	29
CHAPTER 3: Post Go-Live.....	30
CONCLUSION	30

BACKGROUND: Overview of ctcLink and the Path to Go-Live for Students¹

ctcLink is the implementation of a single, centralized system of online functions to give students, faculty and staff anytime, anywhere access to a modern, efficient way of doing their college business.

ctcLink is a people project; it is about much more than new software. As the current 35-plus-year-old administrative system is replaced, colleges will examine their core business processes and practices to align with the delivered software solution (Oracle PeopleSoft), making for streamlined, standardized practices across the 34-college system.

ctcLink will change many of the ways we do things at Washington's community and technical colleges. Once implemented, colleges will have a modern suite of online tools and a set of common core business processes. The ctcLink benefits for students include the following:

- A set of common, mobile-friendly tools to handle college business online, at any time;
- A single ID and student record that follows students wherever they go within the Washington community and technical college system; and
- 24/7 access to an online student center where students can register for classes; handle financial aid processes; pay tuition and fees; add, drop or swap classes; contact an instructor or advisor; manage personal contact information; view grades, track academic goals and apply for graduation.

The 34 Washington State community and technical colleges are implementing ctcLink within six deployment groups. The first deployment group, FirstLink colleges, went live on PeopleSoft in 2015. After many improvements to the ctcLink go-live process were made, the second deployment group went live in October of 2019; the last deployment group will go live in 2022.

The Washington State Board for Community and Technical Colleges' (SBCTC) ctcLink Project team implements improvements after each deployment group goes live. Producing student communication resources – e.g. this document, for colleges to use in the go-live process – is one of these improvements.

Students need to understand the changes so the transition to ctcLink does not disrupt their educational goals at the college(s) where they are enrolled. Students should be made aware of the upcoming transition to ctcLink the quarter prior to go-live with ctcLink. They will need to know the benefits of ctcLink, what to expect, when offices will be closed, when they will not be able to access their student account, where to find information, how to log-in to their account in ctcLink, resources to help troubleshoot (e.g., training and help session both virtually and in-person), how to access their student information, how to register for classes, apply for graduation and much more!

The communication resources in this document showcase other colleges' works. Much of what is presented here builds upon the efforts of ctcLink colleges. The resources are ideas and, if used, should be modified for appropriate use at other colleges.

¹ Source: [What is ctcLink? SBCTC website](#)

INTRODUCTION: ctcLink Student Communication Resource Guide

Student communication is an essential component of the transition to ctcLink. Deliberate and effective student communication is even more important as colleges have changed the way they connect with students to offer teaching and learning due to the COVID-19 pandemic. The following communication guide includes ideas and resources which can be used by colleges at their discretion. The information in this packet is largely informed by and includes collections of work from Washington State colleges who have already adopted ctcLink.

Communication Methods

The information is divided into three phases: awareness, go-live, and post go-live. Communication in each phase needs to be timed precisely and simple. Most of communication suggested in this guide is virtual, as most students at the time this resource guide was written (2020) are accessing both their learning opportunities (e.g., classes) and services remotely. Most suggested communication methods are low-cost and dependent on the college’s technological resources.

ctcLink Branding

Colleges should use a visual brand for all student communication related to ctcLink. As students will receive multiple messages in multiple ways, branding will allow students to recognize the messages as related to ctcLink regardless of the type of communication.

Colleges should feel free to download the ctcLink logos and official color guide at [ctcLink Document Repository \(cDR\) > Communications > ctcLink Logo](#)



Localized Branding

Some colleges have chosen to adapt the ctcLink logo to match their local brand.

Clover Park Technical College localized the ctcLink logo with the college’s brand colors.



Clark College developed and used a unique ctcLink brand just for students—branding it as the “new and improved MyClark@ctcLink.” MyClark was Clark College’s former student system students used to enroll in classes. The student branding focused on the improvements of the system, rather than it being an entirely different system. Clark developed a different logo for students from the one they used for employees.

This unique student logo was retired after Clark College stabilized its use of ctcLink, approximately Spring 2020.



MyClark ctcLink Logo currently in use



When choosing the brand, it is important to consider that ctcLink is one global instance of the enterprise resource planning tools for all 34 Washington State community and technical colleges. As part of that one instance, the ctcLink Login screen and tile is a global configuration consistent across all colleges, whether mobile or desktop. That way, if a student attends more than one college, they benefit from the recognition of “ctcLink” as the place to click for student access and other tools. The ctcLink umbrella includes PeopleSoft, ctcLink mobile, 25Live room scheduling, the Online Admissions Application Portal (OAAP), PBCS budget planning tool, and the integration with Canvas and CampusCE.

All of the systemwide support resources, such as ctcLink mobile app at [Apple App](#) and [Google Play](#) stores and quick reference guides (QRGs) say “ctcLink,” so colleges benefit from co-branding their local name to create and support recognition.

Student-Centered

All communication during the three phases of the ctcLink implementation should be student centered, taking into account how all students receive information.

- The communication should be universally designed.
- The language should be simple and avoid using acronyms.
- Each communication method should be translated into the students’ primary languages.
- Trainings and tutorials on how to use ctcLink should be translated into the appropriate languages. This includes open sessions in-person or virtually to problem-solve issues students are experiencing. Pierce College, for example, contracts with an organization to translate their communications into multiple languages.

Centralized Email Account

Colleges should create or consider creating one centralized email account to use in communicating about ctcLink with students as recommended by representatives from colleges who have already adopted ctcLink. Creating and maintaining this ctcLink email account should be included in the college’s long-term ctcLink support plan.

The email account must be managed by a person or group of people in tight coordination. The manager(s) of the email account should be able to handle responses to students positively and knows enough about student services to triage responses which may not be related to ctcLink, e.g., concerns about library fees or financial aid holds.

See also: 1.A.2. Email for Awareness, 2.A.2. Email during Go-Live Transition, 2.A.2.a. Role of the ctcLink Email Account Manager(s), 2.A.2.b. Share ctcLink Student Message Emails with All, 2.B.3. Go-Live Email to Students.

CHAPTER 1: Building Awareness in Term Prior to ctcLink Transition

Students should become aware of the upcoming transition to ctcLink in the eighth to ninth week of the quarter preceding implementation of ctcLink.

The timing of the awareness campaign should be after the majority of students register for the next term’s classes. The communications about building awareness of ctcLink should not confuse the enrollment process. The communication should be positive and relay the benefits of ctcLink to students. (As the employees learn the new ctcLink technology, we can ask students for grace later, if needed.)

During the awareness phase, three main concepts should be communicated:

- Brief description of ctclink
- Benefits of ctclink

- Timeline or count-down to Go-Live

1.A. Virtual Communications

1.A.1. Website

The student ctcLink website is the landing page for all other communication. The information on this site must be concise. The intended audience is students, yet the information on the website should be presented so as not to confuse future students or the internal college community.

The website should be live before the eighth week of the quarter prior to go-live in ctcLink. (The timing of the website is based on the timing of the other communication methods which refer to website.)

The website must provide the brief description and benefits of ctcLink as well as the high-level timeline for go-live in ctcLink. Here is a description from SBCTC, “ctcLink is a single, centralized system of online functions to give students anytime, anywhere access to a modern, efficient way of doing their college business, including registering for classes, seeing what classes you need to take to graduate, applying for graduation, and much more. ctcLink benefits for students include:

- A set of common, mobile-friendly tools to handle college business online, at any time;
- A single ID and student record that follows students wherever they go within the Washington community and technical college system; and
- 24/7 access to an online student center where students can register for classes; handle financial aid processes; pay tuition and fees; add, drop or swap classes; contact an instructor or advisor; manage personal contact information; view grades, track academic goals and apply for graduation.”

Colleges may also introduce the fact that students will receive a new identification number, ctcLink ID, to conduct college business in ctcLink next quarter.

Seattle Colleges provide a nice example website to build ctcLink transition awareness.

SEATTLE COLLEGES

Students Business Employees Community & Alumni Donors

About - Programs - Academics - Administration - Colleges & Centers -

ctcLink / ctcLink for Students

ctcLink

- About -
- Key Dates, Events, and Timeline
- Training
- ctcLink Updates
- Info for Students**
- Contact

ctcLink for Students



What are the benefits of ctcLink to me as a student?

The move to ctcLink will help you better manage your entire college experience. You'll be able to do the following:

- Register for classes from your mobile device and online.
- View your student information 24/7 as well as register for classes and pay tuition at any time.
- Register for specific courses that apply to remaining program requirements.
- Apply for admissions, register for classes, apply for financial aid, check grades, and request transcripts under one login.

If you are a current student, you will be assigned a **new ID number in February 2021**—a **ctcLink ID**—and, after launch, all new incoming students will receive a ctcLink ID. With this new ID, you will have one login to access your information across Seattle Colleges as well as at all Washington community and technical colleges. If you transfer in from or out to another community or technical college in Washington state, you will be able to use that same ID to access your information, which will follow you.

When will this change take place?

ctcLink is scheduled to go live for Seattle Colleges—Central, North, and South—during **Winter Quarter on February 22, 2021**.

As we get closer to the go live date, you'll receive more information. We also plan to work with student government at our colleges to enlist their help in spreading the word and keeping everyone informed.

Learn More

We are excited about the improvements ctcLink will bring to your online experience with Seattle Colleges. We invite you to click through the website and learn more about ctcLink. Check the frequently asked questions (FAQ) page and the ctcLink Updates page (see menu for links).

Source: Seattle Colleges; October 28, 2020: <https://www.seattlecolleges.edu/ctclink/ctclink-students>.

1.A.2. Email for Awareness

Students should receive an introduction to ctcLink email during the final two to three weeks of the quarter prior to go-live of ctcLink.

The email should be sent from a managed email account. All subsequent ctcLink go-live information related emails should come from this account. (See Introduction, Centralized Email Account.) The content of the awareness email should be very short and positive. The email should include the standard ctcLink brand or the ctcLink college brand. Finally, the email should refer back to the student ctcLink website for more information.

Below is an example from Clark College:



Hello, students!

We are excited to announce a new and improved myClark beginning October 31, 2019!

The myClark improvements will make the way you access your Clark information modern and more user-friendly. You will be able to conduct all your college business in one system!

Watch for more emails next quarter to receive updates. Please be on the lookout for a list of important dates, added features in myClark, and explanations of how to access your account, register for Winter quarter, find classes, view your grades, apply for graduation and much, much more!

We look forward to making sure that myClark is a rewarding and meaningful part of your Clark College experience!

For more information go to www.clark.edu/newmyclark
Or email ctclink@clark.edu

Source: Clark College with modifications

NOTE: In the previous email example, Clark College's former student system for registration was called myClark. Clark College made the decision to brand ctcLink as myClark rather than introducing a new system.

The types of responses ctcLink email account managers should expect, primarily with this first email, are comments related to changing the system during the pandemic and comments unrelated to ctcLink.

If the account manager chooses to respond to the negative comments about changing systems during this time, they should reemphasize the benefits and inform students that the current technology is no longer supported by modern technology tools. The account manager should triage the comments unrelated to the ctcLink to the appropriate departments in the college and follow-up if necessary.

1.B. Faculty Involvement

Faculty members are an important partner in the transition to ctcLink. They have the most one-on-one contact with students, especially in remote operations. They can deliver important messages to students to help them be successful at the college in general, not just within specific classes.

For faculty members to deliver the message effectively, they should be aware of the transition to ctcLink and understand the importance and necessity of the transition. Their positive and supportive influence on students is essential to mitigate the risk of this change to ongoing operations, e.g., potential registration delays or enrollment decline.

A PowerPoint slide is a positive medium for faculty members to announce the upcoming change in the student system/transition to ctcLink. The slide should identify the benefits of ctcLink. The purpose of the message is to let students know they should be on the look-out for more information during the quarter.

An example of a faculty script

"I want to make you all aware of a change that will occur next quarter. <College name> is changing its entire student technology system to ctcLink. ctcLink makes it easier for you to

register for classes, view your class schedule, access your course placement information, see which courses you need to complete your degree, update your contact information, apply for graduation and much more. You will be able to do all of this within one system and one login. You will have access to the new system on <date expected to be live for students>. Pay attention to your email to find out more information, how to log-in to ctcLink to activate your account. Today, I just wanted to make you aware of this upcoming change and share the website where you can track changes as they happen. Stay tuned for more information next quarter. Canvas will remain the same and is not included in this change.”

Faculty members should be prepared to answer questions

Two general themes of questions are (1.) rationale for changing systems now, and (2.) various forms of what is going to happen. Faculty members should respond to the concerns about changing the system in a positive way: “We need better technology tools to serve you, the students. Although it will be a learning curve for both students and the college, we will get through it together and you will be better served.” Faculty members should encourage students to keep checking the website and their email for more information and specific details regarding questions pertaining to what and how the transition to ctcLink will occur.

Here is an example of a simple PowerPoint slide to facilitate the faculty members’ announcement.



Source: Clark College

1.C. Student Leadership

Partnering with student leadership and ambassadors to get the word out is another important strategy to build awareness. Specifically, meet with the student government and ambassadors early to ask for their suggestions to build awareness and excitement for the upcoming transition to ctcLink.

Implement their suggestions where feasible. Ask the student government officials and ambassadors to let the student groups they work with know about the upcoming transition to ctcLink. At this time, it should be brief and positive, “Next quarter we will be implementing a new computer system that will be much easier to register for classes and see your transcripts. I hear the new system lets you know what courses you still need to take for graduation. More information is coming.”

Ask student leaders to include a short communication brief in their electronic communications; the brief should be simple and refer them to the website for more information as well as the email address. Colleges should have a plan for student leaders to triage questions and responses.

1.F. Communications at the College Campus

Colleges should apply ctcLink signage to consistent with the virtual awareness campaign materials. There are a variety of methods for on-campus signage that can be applied: campus monitors/indoor digital signage, banners, posters, and outdoor digital signage.

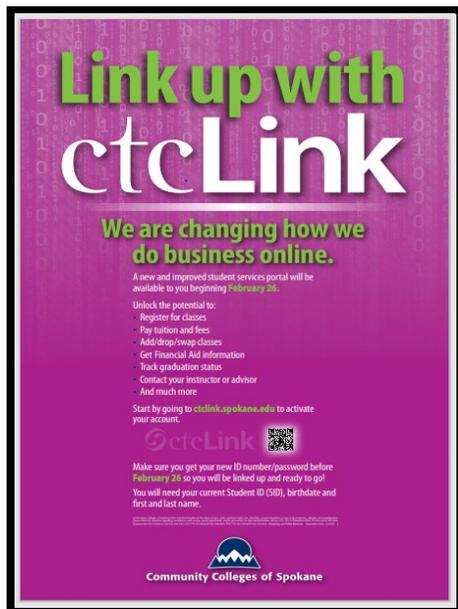
1.F.1. Campus Monitors/Indoor Digital Signage

Colleges often have display monitors throughout campus to announce important messages and opportunities. A page could be developed and displayed on the campus monitors/indoor digital signage with consistent branding; the page should be similar to the PowerPoint slide used by the faculty members in their classes (see above) or used in the school newspaper to build awareness (see below).

1.F.2. Banners and Posters

Banners and posters should be consistent with branding. Students should be able to identify the subject at a glance if they have already received the message from their instructors and/or saw the newspaper advertisement. The look of the flyer should be consistent with the branding the college selected for ctcLink communication. The banners and/or posters should be presented in the languages of the students who frequent the areas the banners and/or posters are hung.

The Community Colleges of Spokane designed the following poster.



Source: Community Colleges of Spokane

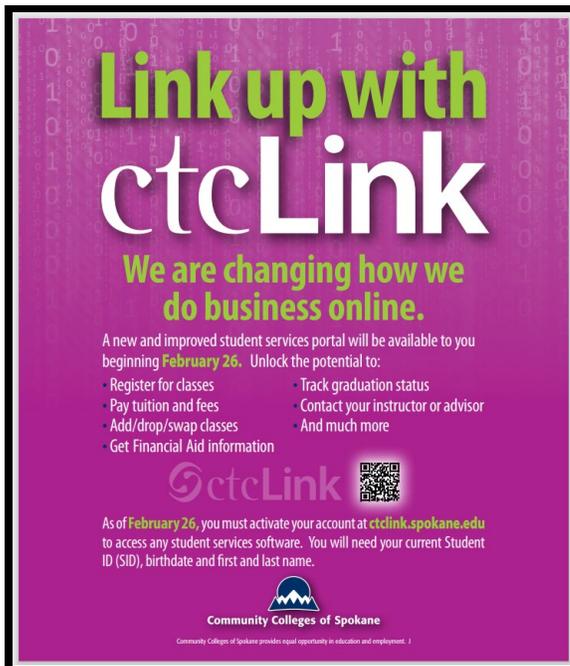
Posting flyers in college restrooms is another way to build awareness about the transition to ctcLink.

1.F.3. Reader Boards

Many colleges have reader boards. Colleges could use these reader boards to help build awareness of ctcLink. A short campaign may be possible, “New and Improved Student Technology System, ctcLink coming <Term> Quarter!” As time gets closer, the actual date should be listed.

1.F.4. Student Newspaper

Another communication strategy to build awareness is to take out an advertisement in the college newspaper and have it run in the latter part of the quarter prior to go-live through a week before go-live. It reinforces building awareness of the upcoming change. The Community Colleges of Spokane did this and the example is presented below:



Source: Community Colleges of Spokane

1.F.5. Video

Videos are important part of how people receive and learn information. A fun video announcing the benefits of ctcLink – coming soon – would be a good resource to complement the information on the website, email to students, what faculty will give out in class, and information on the digital student newspaper. A video is not necessary, but can be fun! The following video from Shoreline Community College is a nice example of an introductory video for ctcLink, although the primary intended audience is employees.

[Introduction to ctcLink Video \(Shoreline Community College\)](#)

CHAPTER 2: Go-Live Transition Term

Communication to students is critical during the transition to ctcLink. The term or quarter ctcLink is implemented at the college is a very busy and hectic time with so much activity occurring to get ready, implement, and stabilize ctcLink. Communicating the activity as well as the implications of each activity takes deliberate effort.

This section provides communication strategies for colleges to use during the quarter they go-live with ctcLink. It is divided into two parts:

- Get Ready for ctcLink
- ctcLink is Live

Students need to be aware of the go-live process and how it will impact them. When ctcLink is available, students will also need to know how to access the system and perform a variety of tasks immediately. The timing of most deployment groups includes student registration for the next term immediately after ctcLink go-live.

Communication must be deliberate, succinct, redundant (for emphasis), in multiple communication channels, and just-in-time. The best strategies to reach students capitalize on current communication channels.

Colleges must consider all students when developing communication strategies:

- Universal design is essential: Screen readers, captioning, accessible documents, and accessible technology should be part of all communication strategies.
- Reading and comprehension level should be considered as colleges serve students in adult basic education programs and English language learners whose first language is not English.
 - Colleges in early deployment groups have made progress in this area, but all colleges identify significant room for improvement in student-centered and non-English communication strategies.

Many of the activities that must be communicated are determined locally at each college. For example, the date students will no longer be able to update their information in Legacy will need to be communicated. This date will be different for most colleges, even within the same deployment group.

As another example, some colleges may choose to close departments during the go-live process and others may not. Modify suggestions in this section based on your local college operational decisions.

2.A. Get Ready for ctcLink

Throughout the go-live term, communication channels will need to be developed and leveraged to give timely announcements to students. These channels must be consistent and timely and alert students to pay attention to when and how they can access their student account and services at the college. All people at the college connecting with students should reinforce the messages being communicated to students.

Beginning the first week of the term the college goes live with ctcLink, students should be alerted what to expect. Students should know:

- The student information system will change to ctcLink at a specific date this term
- When they will not have access to their student account
- When and which offices will be closed for service
- Where to find information on how to activate and use their new account when it becomes available

2.A.1. Website

During the term the college goes live on ctcLink, a link to ctcLink information should be prominently

displayed on the college's homepage. This link should remain in place during the entire term and possibly the next term. The link should lead people directly to the student ctcLink website.

The student ctcLink website should be the landing page for all communication related to ctcLink for students. The first page of your "ctcLink for students" website will be updated frequently, especially during the go-live term.

During the go-live term — but prior to go-live — the website should announce the following:

- Last date students can make changes to their student account
- Schedule of when the offices close due to go-live activities
- When students will be able to login to their new account
- When/how to find login directions
- Canvas will not be impacted by the transition to ctcLink

After a college has implemented ctcLink and the offices are reopened, the website should be changed to provide links to information pages and videos about how to perform specific functions, such as register and apply for financial aid, and where to go to troubleshoot issues.

Seattle Colleges created a ctcLink website to give students information about what to expect next.

ctcLink

INFORMATION ABOUT CTCLINK FOR STUDENTS AT SEATTLE COLLEGES

In February 2021, Seattle Colleges – Central, North, and South – will move to a new system for student self-service. This new system, called ctcLink, will change the way you do all your college business.

Manage your entire college experience from your mobile device, laptop, or home computer. Using the new online student center, you'll be able to do the following:

- View or update your student information and manage personal contact info.
- Register for classes, add, and drop.
- Pay tuition and fees and handle financial aid processes.
- View your grades, track academic goals, and apply for graduation.
- Contact your instructors or advisor.



ctcLink offers a more consistent experience across the Washington community and technical college (CTC) system. You'll have 24/7 access to an online student center, and so will your advisors and instructors. Your system ID credentials will also follow you within the state CTC system. Whether you complete your education at one college, transfer from one CTC to another, or attend two or more at once, everyone will use common online tools for everything from admission to graduation.

When will this change take place?

ctcLink is scheduled to go live for Seattle Colleges during Winter Quarter on February 22, 2021. As we get closer to the go live date, you'll receive more information. Look for information from your college student government as well. We will be enlisting their help in keeping everyone informed.

Key Dates

- **January 4, 2021** – Winter Quarter classes begin
- **February 16** – Look for information about using ctcLink to register for Spring Quarter 2021 in your Seattle Colleges email.
- **February 22** – ctcLink goes live across Seattle Colleges for North, Central, and South
- **March 3*** – Registration for Spring Quarter 2021 begins for returning students using ctcLink (*This is a change from earlier published information listing registration as beginning February 8.)

Check Our Website, ctcLink for Students
Look for official emails in advance of any major changes, and make sure to check our website

www.seattlecolleges.edu/ctclink

Source: Seattle Colleges: <https://www.seattlecolleges.edu/sites/seattlecolleges.southseattle.edu/files/inline-files/STUDENTS-ctcLinkNov2020VF.pdf>

Preparing for the Change

In the months prior to “go live,” staff across Seattle Colleges are preparing for the new ctcLink system. As you can imagine learning and implementing an entirely new system can be challenging. Right now staff members are engaged in training, building the new system, verifying data, and testing the system to ensure it is ready for launch. Countless hours have been and continue to be devoted to these efforts.

As we prepare, you may notice a slowdown in processing information and day-to-day activities in November, December, and January. **Additionally, effective November 6, 2020, through March 30, 2021, all Student Services offices will be closed on Fridays**, allowing staff to complete required training and testing sessions, attend staff meetings, and catch up on work. We ask for your patience as our staff works to balance training, testing, and daily work in two systems—our current system and the new ctcLink environment. Please know, we will do our best to meet your needs as we transition into ctcLink.

Changes in Class Registration

Registration for Winter Quarter classes, which began November 2, will use our current system, and you will continue as you have in past quarters. **Registration for Spring Quarter 2021 for current students has been pushed back from February 8 and will now begin March 3, 2021 using the new ctcLink system.** Look for more information after February 16 about how to use the new system to register.

New ID Numbers in the New Year

If you are a current student, you will be assigned a new ID number—a ctcLink ID. Expect to receive an email message about your new ID number and instructions after February 16. With this new ID, you will have one login to access your information across Seattle Colleges as well as at all Washington community and technical colleges. If you transfer in from or out to another CTC in Washington state, your ID will follow you and you will be able to use that same ID to access your information. Expect more information and instructions to come before any changes occur. All new incoming students also will receive a ctcLink ID.

Background about ctcLink

All CTCs across Washington are transitioning to ctcLink, replacing an outdated computer system.

- So far, ten other community colleges have moved to ctcLink, including Pierce and Olympic Colleges.
- Locally, Highline and Edmonds Community Colleges will also implement ctcLink in February 2021.

Washington’s 34 CTCs have shared back-office administrative systems for 30 years, but that software is now both limited in its functionality and outdated. CTCs are implementing a new and more flexible information system to meet business and educational needs now and into the future. However, it is about much more than new software. ctcLink is an unprecedented and significant business transformation project for all 34 CTCs and the State Board agency. It will change the way we do business—both locally and together as a system.



www.seattlecolleges.edu/ctclink

Source: Seattle Colleges: <https://www.seattlecolleges.edu/sites/seattlecolleges.southseattle.edu/files/inline-files/STUDENTS-ctcLinkNov2020VF.pdf>

2.A.2. Email During Go-Live Transition

At the beginning of the second week of the quarter, students should begin receiving weekly emails announcing what to expect during the ctcLink transition. The emails should:

- Outline the schedule and refer them to the website with more detailed information.
- Be consistent in style and format and *intentionally redundant*. Help students understand and remember messages by repeating much of the same information in each email.
- Be sent from a monitored, managed ctcLink email account.

2.A.2.a. Role of the ctcLink Email Account Manager(s)

The email account manager(s) should:

- Monitor the ctcLink email account at least daily.
- Expect to receive responses unrelated to ctcLink as students often have administrative

questions and concerns at the beginning of the term.

- Be sure to triage and follow-up when an issue or concern is identified in a response.
- Establish a method of tracking responses to students if multiple people are responding to the account.

You may want to have a prepared response message to students expressing concerns or questioning why we are implementing a new student system at this time:

*“[**** College] is changing its student technology system to better serve you. While we have grown accustomed to our current system, it uses outdated technology that does not offer the integrated online services students need. The new student technology system, ctcLink, offers many services online in a mobile-friendly way. I understand a new system may cause frustration. I hope you will be patient with us as we learn this system together.”*

2.A.2.b. Share ctcLink Student Message Emails with All

All members of the college community, especially those who work directly with students, should be aware of the ctcLink-related emails students are receiving.

The executive sponsor should share the student communications with the college community in their regular emails. This can be done in multiple ways that best fit with the college’s communication style. One method is to post the student emails on the Intranet on a ctcLink-related page and then, in the executive sponsor’s emails to the college community, refer to the student communications and/or mention, with a hyperlink, that students received a new email.

2.A.2.c. Sample Student Messages

Below are samples of Clark College’s weekly student emails during the term Clark went live. “myClark” is the ctcLink brand for students. Clark focused its message on the “new and improved” former system called “My Clark.”



Clark College mail announcing that MyClark

will change.



Dear Student,

The new and improved myClark will be available October 31, 2019!

The myClark improvements will make the way you access your Clark information more user-friendly, more comprehensive, and more connected to the college community, such as registering for classes and see your progress toward completing your degree.

Please be aware that you will not be able to access your student records online in myClark from October 18 through October 31. These records include information about student accounts, balances, class registration, enrollment, and transcripts. If you need this information, please access it online by October 17 or in person in Gaiser Hall. You will still have full access to your coursework in Canvas—**Canvas will NOT be interrupted due to the myClark upgrade.**

What to Expect as myClark Transforms:

- Change your student information (online or in-person) by Thursday, October 17.
- myClark will not be available from Friday, October 18 until Thursday, October 31.
- Learn how to access your new and improved myClark by going to www.clark.edu/faculty-staff/ctclink/students.php.
- Access the new and improved myClark on Thursday, October 31.
- Check your new myClark web portal for your Winter term enrollment date, after November 8.
- Priority registration begins in the new and improved myClark on Tuesday, November 12.

Please let us know if you have any questions regarding myClark by emailing them to ctcLink@clark.edu. Look for next week's email with further information!

Thank you,

Shanda Haluapo, Associate Vice President of Planning and Effectiveness
and the **myClark ctcLink Steering Team**
Clark College
ctcLink@clark.edu
www.clark.edu/faculty-staff/ctcLink/students.php

Clark College email to students announcing

go-live date



New and improved myClark coming to you on October 31, 2019!

The current online MyClark system will be down from October 18 until October 31.

The good news is that you will be registering for winter quarter classes in the new and improved myClark in November! The functionality of the new myClark is superior—within one system you will be able to do the following:

- Register for classes;
- View your class schedule;
- View your course history;
- Access course placement information;
- See what courses you need to complete for your degree;
- View any hold or information you need to submit;
- Update contact information;
- Apply for graduation and **more!**

When you log in to the new myClark account on October 31, 2019 you will put in your existing SID to receive a new student identification number, called your ctcLink ID. Don't worry, more instructions are coming over the next few weeks. The college is prepared to support you through this transition at Tech Hub and other places throughout the college. However, the system is going to be much user friendly and intuitive than our current system!

Please let us know if you have any questions regarding myClark by emailing them to ctcLink@clark.edu. Look for next week's email with further information!

What to Expect as myClark Transforms:

- myClark will not be available from Friday, October 18 until Thursday, October 31.
- Learn how to access your new and improved myClark by going to www.clark.edu/faculty-staff/ctclink/students.php.
- Access the new and improved myClark on Thursday, October 31.
- Check your new myClark web portal for your Winter term enrollment date, after November 8.
- Priority registration begins in the new and improved myClark on Tuesday, November 12.

Thank you,

Shanda Haluapo, Associate Vice President of Planning and Effectiveness
and the **myClark ctcLink Steering Team**
Clark College
ctcLink@clark.edu
www.clark.edu/faculty-staff/ctcLink/students.php

Clark College email announcing features

and to-do list



The New and improved myClark system will be activated for you to use on October 31, 2019!

The current online MyClark system will be down from October 18 until October 31. **Canvas is not impacted by this.** If you need assistance with student services, we are here for you:

- **In person:** Stop by the Information Desk in Gaiser Hall.
- **By phone:** Call our switchboard at 360-992-2107 or check our Directory for individual office phone numbers.
- **By email:** Contact registration@clark.edu.

When you log in to the new myClark account on October 31, 2019, you will put in your existing SID to receive a new student identification number, called your ctLink ID. At that time you will be able to see fall and winter quarter classes offered and all of your student information.

As a reminder, **What to Expect as myClark Transforms:**

- myClark will not be available from Friday, October 18 until Thursday, October 31. If you need to access student services we are here for you:
 - **In person:** Stop by the Information Desk in Gaiser Hall.
 - **By phone:** Call our switchboard at 360-699-6398 or check our [Directory](#) for individual office phone numbers.
 - **By email:** Contact registration@clark.edu.
- Learn how to access your new and improved myClark by going to www.clark.edu/newmyclark.
- Access the new and improved myClark on Thursday, October 31.
- Fall 2019 and Winter 2020 classes will be available for you to review on October 31.
- The Student Ambassadors and Tech Hub staff in **Gaiser Hall at the Welcome Desk** will be available from 8am – 5pm Thursday and Friday, October 31 and November 1.
- On October 31 and November 1, Tech Hub staff will be available from 8:00am – 5:00pm if you want to sit down at a computer and get some assistance in two locations at the main campus: Scarpelli (SHL) 135B and the Tech Hub located inside the front doors of the Library.
 - At Columbia Tech Center, a campus open lab will be on Friday, November 1 from 8:00 am to noon in room CTC 339.
 - At Clark College at WSU Vancouver campus, open lab will be on Thursday, October 31 from 1:00 – 4:30 p.m. in CCW 104 lab.
- Check your new myClark web portal for your Winter term enrollment date, after November 8.
- Priority registration for Veterans and students with approved accommodations begins in the new and improved myClark on Tuesday, November 12.

Thank you,

Shanda Haluapo, Associate Vice President of Planning and Effectiveness
and the **myClark ctLink Steering Team**
Clark College

Clark College email announcing activation

assistance information



We have a mobile app: ctLink! Your student-leadership asked for a mobile app and we listened! Use your mobile device and download the ctLink app today at any app store. The ctLink mobile app will provide information about Clark College at your fingertips.

On October 31, when we move to the new and improved myClark, the ctLink app will add a direct link into your myClark.

To find out the resources to support you next week, please visit [student resources](#).

What to Expect as myClark Transforms:

- myClark will not be available from Friday, October 18 until Thursday, October 31. If you need to access student services, we are here for you:
 - **In person:** Stop by the Information Desk in Gaiser Hall.
 - **By phone:** Call 360-992-2107 or check our [Directory](#) for individual office phone numbers.
 - **By email:** Contact registration@clark.edu.
- Canvas is not impacted by the upgrade to myClark. Canvas will remain operational.
- Learn how to access your new and improved myClark by going to www.clark.edu/newmyclark.
- Access the new and improved myClark on Thursday, October 31.
- On October 31, you will receive an email with the link and directions to log into the new myClark account. You will put in your existing SID to receive a new student identification number, called your ctLink ID. At that time, you will be able to see fall and winter quarter classes offered and all of your student information.
- On October 31, the ctLink mobile app will take you directly to myClark.
- The Student Ambassadors and Tech Hub staff in **Gaiser Hall at the Welcome Desk** will be available from 8am – 5pm Thursday and Friday, October 31 and November 1.
- On October 31 and November 1, Tech Hub staff will be available from 8:00am – 5:00pm if you want to sit down at a computer and get some assistance in two locations at the main campus: Scarpelli (SHL) 135B and the Tech Hub located inside the front doors of the Library.
 - At Columbia Tech Center, a campus open lab will be on Friday, November 1 from 8:00 am to noon in room CTC 339.
 - At Clark College at WSU Vancouver campus, open lab will be on Thursday, October 31 from 1:00 – 4:30 pm in CCW 104 lab.
- Check your new myClark web portal for your Winter term enrollment date, after November 8.
- Priority registration for Veterans and students with approved accommodations begins in the new and improved myClark on Tuesday, November 12.

Thank you,

Shanda Haluapo, Associate Vice President of Planning and Effectiveness
and the **myClark ctLink Steering Team**

Clark College
ctLink@clark.edu
www.clark.edu/newmyclark

Clark College email announcing mobile app and

activation help.



All Clark College services will be closed on Monday, October 28 and Tuesday, October 29 to get the myClark ctLink system ready for you. There will be no interruption to the current class schedules or use of Canvas.

You will have access to your new and improved myClark on October 31!

If you need help accessing your myClark ctLink, please visit [student resources](#).

What to Expect as myClark Transforms:

- **October 28 and October 29 (Monday and Tuesday):**
 - All services will be closed on Monday, October 28 and Tuesday, October 29.
 - Classes will be in session, as scheduled.
 - Canvas will remain operational.
 - If you haven't already, download the ctLink mobile app from any app store.
 - Learn how to access your new and improved myClark by going to www.clark.edu/newmyclark.
- **October 30 (Wednesday):**
 - Student services will open with limited capacity.
 - Business services will open with limited capacity.
 - If you haven't already, download the ctLink mobile app from any app store.
 - Learn how to access your new and improved myClark by going to www.clark.edu/newmyclark.
- **October 31 (Thursday):**
 - Access the new and improved myClark.
 - You will receive an email with the link and directions to log into the new myClark account. You will put in your existing SID to receive a new student identification number, called your ctLink ID. At that time, you will be able to see fall and winter quarter classes offered and all of your student information.
 - The ctLink mobile app will directly link into your myClark.
- **October 31 and November 1 (Thursday and Friday):**
 - Student Ambassadors and Tech Hub staff in **Gaiser Hall at the Welcome Desk** from 8:00 a.m. to 5:00 p.m. to answer questions.
 - Open Labs will be available for you get hands-on assistance:
 - At the main campus, Scarpelli (SHL) 135B and the Tech Hub located inside the front doors of the Library from 8:00am – 5:00pm.
 - At Columbia Tech Center, a campus open lab will be on Friday, November 1 from 8:00 am to noon in room CTC 339.
 - At Clark College at WSU Vancouver campus, open lab will be on Thursday, October 31 from 1:00 – 4:30 pm in CCW 104 lab.
- **November 8 (Friday):**
 - Check your new myClark web portal for your Winter term enrollment date.
- **November 12 (Tuesday):**
 - Priority registration for Veterans and students with approved accommodations begins in the new and improved myClark.

Thank you,

Clark College email announcing office closures.

You can find more examples of student messages at the [ctLink Communications Toolkit](#).

2.A.3. Faculty Involvement

Help your faculty members help your students! Faculty serve as an important communication channel for ctcLink as they directly interact with students.

Faculty members need to know where to refer students if they have questions about the ctcLink announcements, so remember to keep faculty in the loop.

Faculty members could be asked to share a simple PowerPoint slide weekly with highlights of the weekly campus email and a link to the website. The PowerPoint slide should have the same student ctcLink branding. Faculty members will want to make sure to clarify the following points:

1. Their student system will change to ctcLink and be available to them on the specific date.
2. Their student ID will change to their ctcLink ID.
3. Classes and Canvas will not be impacted.
4. Students should check the website to find out more information, e.g., when offices will be closed and how to use the new system.

If faculty members do not want to take class time, they may wish to post a weekly announcement in each of their class' Canvas shells. The lead communicator would need to summarize the message from the PowerPoint and provide it to faculty members so they can copy and paste the information into their class announcements. The ctcLink email and ctcLink student website should both be hyperlinked in the text.

Faculty members need to be thanked and recognized for the extra work they are doing to support students in this transition. They play an important role.

2.A.4. Syllabi

During the quarter the college transitions to ctcLink, the college may request faculty include a statement about the change on their class syllabus. The following information should be included:

- The transition to ctcLink will occur on the specific date.
- Their student ID will change to their ctcLink ID.
- Classes and access to Canvas will not be impacted.
- Student ctcLink Website address to find the most current information.
- Watch for emails about ctcLink.
- The dates offices and services will be closed.

2.A.5. Social Media

Colleges increasingly use social media channels to communicate with students, particularly Instagram and Facebook.

Succinct messages with consistent ctcLink branding and links to your college's student ctcLink website should be included in each social media message. Make sure the messages are positive and briefly point out the benefits of ctcLink.

Be prepared to manage social media posts and quickly triage students to other services when appropriate. The fact that students will be receiving different student identification numbers — ctcLink IDs — as a part of the change should be communicated in these posts. The purpose of social media messages is to build awareness of the change and where to find more information.

2.A.6. Newsletter/Digest

Colleges should be sure to send out messages about the upcoming transition to ctcLink on any communication brief students are familiar with, such as blogs, newsletters or digests. Depending on the character type and limit restrictions, these messages could be very different. Some colleges have weekly digests allowing no more than 300 characters per announcement.

2.A.7. Website and Canvas Announcement

Two weeks prior to going live with ctcLink, post an announcement on the homepage of the college's

homepage and Canvas site.

The brief message should identify the ctcLink website to find more information and when students will have access to ctcLink. For example:

*“The new student technology system, ctcLink, will be available to students on [date]. Student services offices [list] will be closed from [date] to [date]. Your classes and Canvas will **not** be impacted. Find more information at [student ctcLink website address].”*

2.A.8. Signage at the College Campus

Campus signage used during the Awareness phase (prior to go-live with ctcLink), should meet the signage needs for post go-live.

Where possible, update information to include any dates offices will be closed, the last day students can make changes to their account, how to find more information about the transition to ctcLink, and that they will be receiving a new student identification number.

2.B. ctcLink is Live

Students need to know a lot about ctcLink! They need to know when they will be able to access their account, how to activate and access their student account, and how to use their account.

2.B.1. Structures for Trouble-Shooting and Problem-Solving Student Issues

Student communications should include how to troubleshoot and problem-solve issues as they arise. Those most engaged in the transition to ctcLink — e.g., project managers, pillar leads, business analysts, and subject matter experts — can anticipate issues that may occur at go-live due to their involvement in the preparation activities.

In addition, there are people-related issues of not being comfortable with a change of this magnitude. Protocols need to be implemented to address and solve these issues. Those protocols should be incorporated into communications with students.

By now a lot of planning has gone into how to support students during the transition to ctcLink. Deployment group two and three colleges recommend that colleges

- 1) Have one ctcLink email address that is managed centrally.
- 2) Have the capacity to talk with students on the phone.
- 3) Have a space, such as a Zoom meeting with a lobby and Zoom rooms, staffed by a live person to triage issues.
- 4) Ensure there is trained capacity at the student Tier 1 support level (sometimes the student technology help desk) to troubleshoot with students and employees.

Student ctcLink support services should be centralized

Colleges should have a centralized and coordinated issue-receiving and management system to ensure college resources are used efficiently and effectively. The coordinated receiving system averts students from contacting multiple people with one issue, who would unknowingly all be working on the same issue for one student—as described by colleges in previous deployment groups.

The centralized college ctcLink email account is described in the Introduction, Centralized Email Account and 3.A.2. Email during Go-Live. Colleges would continue to use this email account as they have in the past. However, at this time email account manager(s) will need to know how to triage the questions differently.

Based on the information the student provides, the student may need to be triaged to the student Tier 1 support, virtual or in-person lobby or lab, or other options colleges have developed for students. The email account manager may also receive non-ctcLink related requests for information or assistance, which will need to be routed to appropriate services.

Telephones

As colleges have remote operations, colleges should plan for problem-solving and more complex triaging to occur over the telephone. Not all students keep traditional hours; colleges should schedule personnel to answer phones in early morning and evening hours; e.g., 7 a.m. to 8 p.m.

Many employees do not feel comfortable providing students with their personal phone numbers, so colleges should explore different ways to accommodate them. For example:

- Invest in soft phone or virtual phone technology which requires a VPN (Virtual Private Network).
- Purchase cell phones and distribute those to student services employees who have been trained in ctcLink and can effectively triage and do the initial troubleshooting.

Virtual office and/or in-person open labs

Options may be offered to connect with specific student populations or for specific activities. For example, schedule and advertise open labs to help students activate their accounts, change their student information, and register for next term's classes.

Colleges may also offer open labs for students in specific programs, such as adult basic education, English Learner whose first language is not English, International students, and select pathway programs, e.g., nursing and dental hygiene. These labs will need to be advertised in the locations (including virtual locations, such as Canvas) students frequent and by faculty members and staff in the programs.

Colleges should plan for physical and virtual lobby or lab space for students who have ctcLink technical issues. This becomes Tier 1 support for students. For in-person assistance, students can come to the lobby to receive help with technical issues in compliance with proper COVID-19 protocol.

Students should also have the option to log in to the virtual room from their computers. College personnel manage the physical and virtual rooms. As a student comes into the room, the college personnel can meet with the student to identify their issue. Once enough non-FERPA related information is shared regarding the technical issue and the issue is still not resolved, the manager can send the student to a subject matter expert in a virtual break-out room to solve the issue.

Pierce College, Cascadia College, and Lower Columbia College used this or a similar model for their student ctcLink support services as they went live with ctcLink at the beginning of the COVID 19 stay-at-home order. (Some colleges transition student Tier 1 support to another department after ctcLink is stabilized for students.)

2.B.2. Students Access ctcLink

As the college goes live and ctcLink is available to students, students need to receive information on how to activate their account immediately.

Students should feel a sense of urgency to activate their ctcLink account. You can build that urgency by incorporating the message that students will register for the next term in ctcLink. To prepare for registration, they will need to log into ctcLink to find their registration date and make sure their information is correct in the new system. Accurate information is essential to them enrolling for classes in the next term.

Colleges can use the same channels as used during the college's student ctcLink awareness communication. The main difference is, rather than just build awareness, the communication now asks students to take specific actions.

2.B.2.a. Account Activation

The first step to use ctcLink is activating the account. Students will need to know their student identification number (SID) used in Legacy to activate their ctcLink account.

Let students know the ctcLink Mobile app is available to download on their smartphones. Students use this app to navigate their student records and manage enrollment in classes.

Students cannot activate their ctcLink account more than once. Most of the issues with student account activation are because some students have already activated their ctcLink account at another college during a previous deployment group.

Colleges in early deployment groups created a ctcLink ID look-up application for students (and employees) to get their ctcLink ID. This application is needed when people forget their ctcLink ID after they activate their account and should not be confused with account activation.

2.B.2.b. Website

The college's website will be the most used ctcLink information destination. As the college goes live with ctcLink, new website content must be launched immediately. A link to ctcLink information should be prominently displayed on the college's homepage.

Colleges should prepare an inventory of all places that mention the Legacy student information system. Each page and related documents should then be updated with ctcLink information and instructions. The only exception is departments or functions that will be dual processing at the time of go-live. In these cases, departments will need to make sure accurate information is on the website.

The student ctcLink website should be updated with Activate Your Account (AYA) information and basic ctcLink functions. The student ctcLink website should include just-in-time information and where to find help to troubleshoot in the early stages.

Cascadia College offers a simple website focused on getting students started in ctcLink. It emphasizes account activation, student registration, link to download mobile app, and understanding the student tiles to navigate ctcLink.

CASCADIA COLLEGE
BOTHELL

ctcLINK Schedules, Catalogs, and Dates CANNAS Student Toolbox Library CAPDS Act Search Cascadia

DISCOVER CASCADIA PROGRAMS & DEGREES FUTURE STUDENTS CURRENT STUDENTS

CTCLINK
Cascadia College » ctcLink

ctcLINK
student service portal

APPLY NOW!

- Associate Transfer Degrees
- Bachelor's Degree in Mobile Application
- Bachelor's Degree in Sustainable Practices
- Professional Technical Degrees and Certificates
- Calendar
- Class Schedules & Catalogs
- International Programs
- Running Start
- Equity & Inclusion
- Emergency Preparedness
- Commuter Services

For ctcLink support: ctcLinksupport@cascadia.edu

Connect with us

f in YouTube

CTCLINK STUDENT SELF-SERVICE PORTAL

Cascadia College is now using a new system for student self-service, called ctcLink, which will vastly improve the way you do all your college business (review class schedules, register for classes, pay tuition, review financial aid, check academic progress, view unofficial transcripts, receive messages, and more). As part of this process, you will be assigned a new student ID and login passwords.

Access Your Account

- Launch ctcLink in the Chrome browser.
 - Desktop version (full site recommended for comprehensive user experience)
 - Mobile version (limited experience)

Activate Your Account

- Launch ctcLink in the Chrome browser. **Important: Remember to write down your new ctcLink ID.**
- See [detailed instructions](#) below

Registering for Classes

[Instructions](#) on how to find your registration time, how to navigate the class schedule, and how to enroll in classes for summer and fall quarters.

Need to meet with an academic advisor to help with class selection? Email advising@cascadia.edu or attend an advising drop-in zoom hour. Complete list of hours and zoom IDs available at www.cascadia.edu/virtual.

Download the App

The ctcLink app is available on [Apple](#) or [Android](#) devices so you can login to the student self-service system on your mobile devices.

Student Homepage Tile Descriptions

There are several tiles on your student homepage, find [detailed information](#) about what you can access and what action you can take within each tile.

Support

For questions about your ctcLink student ID number or account access email ctcLinksupport@cascadia.edu

ctcLink Account Instructions

Activation	→
Register for Classes	→
Cascadia Student Homepage Tiles	→

Source: Cascadia College - <http://www.cascadia.edu/ctclink.aspx>

2.B.2.c. Examples of Resources on the Website

Colleges in the first deployment groups developed materials which later deployment groups may find useful. These materials focus on providing an overview of how to use the ctcLink system and how to activate an account.

ctcLink overviews can be shared in many other venues, such as by faculty members in their communication about ctcLink. Here are a few examples:

- [Cascadia College Overview](#)
- [Lower Columbia College Mobile App Overview](#)

- [Olympic College ctcLink Instruction Checklist](#)
- [Peninsula College ctcLink Overview](#)
- [Pierce College ctcLink Guide](#)
- [Pierce College Student Self-Service Course on ctcLink](#)
- [Tacoma Community College ctcLink Overview Video](#)

2.B.2.d. Activate Account

Linked below are materials, both instructions and videos, that have been developed by colleges to help students activate their account.

- [Cascadia College Instructions \(scroll to the bottom\)](#)
- [Lower Columbia College Instructions in English](#)
- [Lower Columbia College Instructions in Spanish](#)
- [Pierce College Activate ctcLink Instructions](#)
- [Pierce College Activate ctcLink Video](#)
- [Peninsula College Activate ctcLink Video](#)
- [Peninsula College ctcLink Troubleshooting Issues](#)

2.B.2.e. Update Student Information

Students will be asked to activate their account so they can review and update their student information. The Washington State Board for Community and Technical Colleges provided a [guide to help students update their contact information](#).

2.B.2.f. Supporting Students

Students may encounter technical issues or issues when learning how to use ctcLink. Colleges and the SBCTC ctcLink Support have developed trouble shooting guides for both students to use themselves—if appropriate and for student Tier 1 support to use:

- [Lower Columbia College Guide to Troubleshooting ctcLink Login Issues:](#)
- [Lower Columbia College General Troubleshooting Tips and Resources for ctcLink](#)
- [Lower Columbia Service Ticket for Students](#)
- [SBCTC Student ctcLink Help Topics](#)

2.B.3. Go-Live Email to Students

The day prior to ctcLink being available to students, the student should receive an email that announces “ctcLink is live tomorrow [date]” and include instructions and links for how to activate their account, student ctcLink website and how to get help.



Find your REGISTRATION DATE for Winter quarter 2020 only on the new and improved [myClark ctclink!](#)

Activate your myClark ctclink Account

Please read all of the directions first and then follow the directions, step by step. You can login into your myClark ctclink two ways:

1. Use your ctclink mobile app to access your new and improved **myClark @ctclink** tile or
2. Go to the [Clark Students](#) website and click on **myClark @ctclink**. * (This is different than the myClark @Clark, please make sure to click the myClark @ctclink.)

Directions for you to log in are easy to find:

- [Screen reader login directions](#);
- [Not using a screen reader login directions](#); and
- Login directions – see below.

myClark ctclink Login Directions

Once you get to the ctclink login page, please scroll to the bottom of the screen and click "First Time User?"

1. Click "First Time User?" under "Enable Screen Reader Mode."
2. Do the Following:
 - **First Name**, enter your first name
 - **Last Name**, enter your last name
 - **Date of Birth**, enter your date of birth
 - Select ***SID (old)**—below "Date of Birth," and
 - Enter your old SID.
 - Click **Submit**.
3. Set your three security questions and set a password.
4. Confirm your password.
5. **Close the browser.**
6. Click on the [link](#) in step 1.
7. If you use a screen reader, scroll below username and password and click "Enable Screen Reader Mode."
8. Type in username and password.
9. Click Submit.

myClark ctclink Resources: October 31 and November 1

Once you get into the **myClark @ctclink**, go the Student Homepage and explore! We have student resources to support you!

Source: Clark College, 1 of 2 pages

Have questions about logging in?

Visit the Student Ambassadors and Tech Hub staff in **Gaiser Hall at the Welcome Desk** from 8am – 5pm Thursday and Friday October 31st and November 1st.

Call the Tech Hub at (360) 992-2010 or (360) 992-2431.

If you want to sit down at a computer and get some assistance from Tech Hub staff, then

Tech Hub staff will be available 8:00am – 5:00pm Friday in two locations:

Scarpelli (SHL) 135B & Library – Tech Hub located inside the front doors

If you have questions about your student data or something looks incorrect, then

Come visit us in **GHL 207**. You can stop at the Welcome Desk and someone can direct you to GHL 207.

Need some help navigating the system with your assistive technology?

- We recommend using the **ctcLink** app to get to all your MyClark information. Download the ctcLink app. from any app store.
- Help in person: The Career Center staff will be available to assist you in navigating the system. The Career Center is located on the lowest level of the Penguin Union Building (PUB 002), down the hallway from Disability Support Services. They are open Monday through Thursday from 8:00 am to 6:00 pm and Friday from 8:00 am to 1:00 pm.
- Help by phone: Call Tech Hub at (360) 992-2010. Hours are Monday to Thursday 8am to 9pm or Friday to Sunday 8am to 5pm. They can support with log in assistance or general assistance in completing a task. They may forward your request to their supervisor Ken Pruett or Mike Silva who have admin authority if needed.
- Assistive technology Tips and Tricks for myClark will be available at www.clark.edu/newmyclark.
- Assistive technology In-person appointment: Contact the DSS office (360) 992-2314 for an Assistive Tech appointment to learn tips and tricks or assistance with navigation.

Located at Columbia Tech Center?

Open lab on Friday, November 1st from 8:00am – noon in **CTC 339** – Employees and Students are welcome.

As a reminder, if you need help accessing your myClark ctcLink, please visit [student resources](#).

Thank you,

Shanda Haluapo, Associate Vice President of Planning and Effectiveness
and the myClark ctcLink Steering Team

Clark College

ctcLink@clark.edu

www.clark.edu/newmyclark

Source: Clark College, 2 of 2 pages of email

2.B.4. Texting

Some colleges have the ability to reach out to students via text messaging. Colleges should consider texting students to announce they should activate their ctcLink account. The text message should be brief and direct them to the website.

2.B.5. Faculty Involvement

Faculty members can be instrumental to communicating with students that now is the time to activate their ctcLink account. By this time, faculty members should have been able to log into their own ctcLink account. Faculty members can announce ctcLink is live and let students know where to find instructions to activate their account and how to find help.

Faculty members should encourage students to activate their account quickly to be ready to register for the next term, which includes making sure their student information is correct.

Faculty members should be aware that ctcLink is a shared system for all 34 community and technical colleges.

Students cannot activate their ctcLink account more than once. Most of the issues with student account activation are because some students have already activated their ctcLink account at another college during a previous deployment group.

Faculty and staff of adult basic education and those whose first language is not English programs may become involved in more high-touch ways to support students in activating their account. In addition to the open lab environment, some professors of these programs took class time to support students in activating their ctcLink account at Clark College. One lesson learned from Clark College

was while the professors who helped students during class time were able to get the information needed to support students, it would have been better if they were more informed initially. Faculty members are colleges' communication partners, engage and inform them early.

2.B.6. Social Media

An announcement should be made on social media platforms to announce ctcLink is live. Succinct positive messages with consistent ctcLink branding and links to the student ctcLink website should be included in each social media message. Be prepared to manage the posts with positive affirmations of ctcLink benefits and triage to other services when appropriate. The main content of the message is to let students know they need to activate their account now and where to find more information.

2.B.7. Newsletter/Digest

Colleges should be sure to send out messages that it is time to activate their account on ctcLink to prepare for the next term's registration on the communication briefs students are familiar with, such as newsletters or digests.

2.B.8. Website and Canvas Announcement

An announcement on the college's homepage and Canvas should be updated to publicize ctcLink is now live and students should activate their account. The brief message should identify the website to find more information and when students will have access to ctcLink: "ctcLink is now available. Activate your account now to prepare for [next term's] registration. Find more information at [student ctcLink website address]." Hyperlink should be used.

2.B.9. At the College Campus

The campus signage should be changed to let students know that ctcLink is now live and direct them to activate their account as soon as possible. The message should direct students to the student ctcLink website.

2.B.10. Targeted Messages

Colleges are increasingly able to target specific student populations with messaging systems. For example, Edmonds College uses its customer relationship management (CRM) software to ensure students receive specific, relevant messages and information.

For example, colleges can retrieve a list of current students who have not yet activated their ctcLink accounts and contact the students to support them in activating their account. A targeted communications technique is important to prevent students who have already activated their ctcLink accounts from receiving notices to activate their account.

If messages aren't targeted, students will be desensitized to future ctcLink messages.

2.B.11. Managing Registration for Next Term Classes

Students will need to use ctcLink to register for the next term's classes, so their account must be activated. Communication should go out to students announcing upcoming registration and that they can find their registration date and time in ctcLink.

Messages can also mention that students may register using the ctcLink Mobile app. Some colleges may prefer to guide students to the mobile option for registration, because the ctcLink mobile app is more accessible than the desktop version of ctcLink. Be aware, the mobile app does not include all ctcLink functionality.

Colleges may choose to convene open support labs, virtual and/or in-person, to support students' registration process and help students with issues. Open labs should be facilitated by enrollment specialists. These labs may be necessary for the first two terms registration cycles after go-live with ctcLink.

Tier 1 student support will also play a role, because students may self-refer or be referred in error by college personnel for registration issues.

It will be important for Tier 1 student support to understand the enrollment processes and related functions so they can determine if an issue is the result of someone not knowing how to use the system, how the system is supposed work, or if it is an error in how the system functions. For example, understanding how a financial aid hold impacts the ability to register is important for Tier 1 student support.

The established communication methods colleges have used to invite students to register should be used at this time. In addition, any new communication about ctclink should focus on components of the registration process within ctclink. All existing communication about registration should be updated with the appropriate updated links to instructions on how to register for classes within ctclink.

Below are examples of instructions for how to register and other related functions:

2.B.11.a Register for Classes

- [Lower Columbia College Registering for Classes](#)
- [Peninsula College Registering for Classes Video](#)
- [Pierce College Registering for Classes Video, Part 1](#)
- [Pierce College Registering for Classes Video, Part 2](#)
- [Pierce College Registering for Classes](#)
- [Tacoma Community College Registering for Classes](#)

2.B.11.b. Using ctclink to Find Enrollment Information

- [Peninsula College Find Advisor Video](#)
- [Peninsula College Search for Class on my ctclink Student Portal](#)
- [Peninsula College Search for Class on the Website Video](#)
- [Pierce College Find Advisor Video](#)
- [Pierce College Search for Classes](#)
- [Pierce College Search for Classes in Schedule](#)
- [Pierce College Understanding Class Details Guide](#)

CHAPTER 3: Post Go-Live

For a period of time after colleges go live on ctcLink, college leaders and ctcLink change champions will need to encourage employees to foster and grow their new ctcLink abilities, reinforce the changes, and to celebrate milestones.

Go-live activities can continue for a while, since some of new processes won't occur until one or two quarters after go-live in ctcLink, e.g., financial aid, year-end closing, W-2s. After the college goes live, it is important to keep instructions, tutorials, and other guides on how to use and trouble-shooting issues with ctcLink in one convenient place as well as strategically place links on the web. All employees should know how to triage students to the right support they need when it comes to ctcLink.

The [Clark College ctcLink Account website](#) includes detailed at-a-glance information about how to use ctcLink with easy access to meet with services and programs:

- ctcLink Login link
- ctcLink Account Setup Instructions
 - Activate ctcLink Account
 - Reset ctcLink Account Password
 - Get ctcLink ID
 - Update Preferred Contact Information
 - Navigating ctcLink Mobile (High Point) – Enroll in Classes
- Navigating ctcLink
 - Find Enrollment Appointment Date
 - Enroll in Classes
 - Enroll in Class Waitlist
 - Make a Payment on your Account
 - Enroll in Payment Plan
 - View Your Class Schedule
 - Drop Classes
 - View Your Grades
 - View/Print Your Unofficial Transcript
 - Apply for Graduation

CONCLUSION

Eventually, believe it or not, ctcLink will simply be the student information system tool used by the college and not a “new” system.

The first colleges to go live on ctcLink in 2015, the Community Colleges of Spokane and Tacoma Community College, now mostly just communicate ctcLink updates and planned outages to students.

These colleges also use ctcLink as an additional communication channel with students. ctcLink has simply become the way students conduct their business and few students even remember the Legacy system.