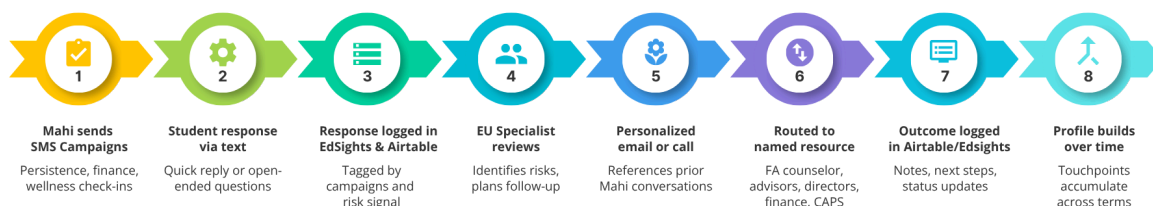


MAHI Outreach Pipeline Image



Long Description

The image shows an eight-step, left-to-right timeline illustrating how student outreach, response tracking, and support interventions are coordinated over time. Each step is represented by a numbered circle connected by colored arrows, indicating a continuous workflow.

The process begins with **Step 1**, where Mahi sends SMS campaigns to students. These messages focus on key areas such as persistence, financial concerns, and wellness check-ins.

In **Step 2**, students respond via text message. Responses may be brief replies or answers to open-ended questions, depending on the campaign.

In **Step 3**, these responses are logged in EdSights and Airtable. Each response is tagged according to the campaign and any identified risk signals, allowing for tracking and categorization.

Step 4 involves review by an Engagement Unit (EU) Specialist. The specialist evaluates responses to identify potential risks and determine appropriate follow-up actions.

In **Step 5**, the specialist conducts personalized outreach, typically through email or phone. This communication references prior interactions to provide continuity and context.

Step 6 routes the student to a specific support resource when needed. This may include financial aid counselors, academic advisors, program directors, financial services, or counseling services (CAPS).

In **Step 7**, the outcome of the interaction is documented in Airtable or EdSights. Notes, next steps, and status updates are recorded to maintain continuity of care.

Finally, **Step 8** shows that a student's profile builds over time. Each interaction contributes to a cumulative record of touchpoints across academic terms, supporting more informed and personalized future engagement.

Overall, the timeline shows how student support evolves from proactive outreach into ongoing relationship building, with each step building on the last through thoughtful data use, personalized follow-up, and coordinated support across campus resources.