

Apply the Strategies: Reflect and Reframe

Instructions: Read each strategy and guiding question. Use the space beside each to reflect on how it applies to your setting. What ideas does it spark for you?

1. Reframe the Perception to Rebuild Engagement

- **Guiding questions:** What outdated assumptions or misconceptions do your students (or colleagues) hold about your office or its purpose—and how might those assumptions limit engagement? What do students think you do vs. what you actually offer?
- **Your reflection:**

2. Listen to Students—Not Just Your Own Voice

- **Guiding questions:** How do your students describe themselves, and what do they say they need? Are you speaking their language or relying on institutional labels?
- **Your reflection:**

3. Define Who You're Missing—and Why

- **Guiding questions:** Who is not engaging with your services or programs, and why? Do you have data to help identify gaps and explore what might be preventing their engagement?
- **Your reflection:**

4. Maximize What You Have—Scale with Intention

- **Guiding questions:** If expanding your team or having additional resources isn't possible at the moment, how can you design service delivery that extends your reach while still feeling personal and relevant? What's one step you could take to work around it?
- **Your reflection:**

Closing Reflection:

What is one small change you could make to improve graduate student engagement in your context?
