

CPR3 Program for HBCU and Community College Student Success

This guide provides targeted messaging, email templates, and strategic insights to effectively introduce the CPR3 Program for HBCU and Community College Students. Inside, you'll find key talking points, stakeholder roles to engage, and real-world outcomes that demonstrate how CPR3 supports digital enablement, increases academic performance, and enhances the student experience for international learners.

CPR³ Program for HBCU and Community College Student Success

Prospecting & Outreach Guide for Driving Institutional Engagement

Overview

This guide provides targeted messaging, email templates, and strategic insights to effectively introduce the CPR³ Program for Student Success at HBCUs and Community Colleges. Inside, you'll find key talking points, stakeholder roles to engage, and real-world outcomes that demonstrate how the CPR³ program supports digital enablement, addresses basic needs, increases academic performance, and enhances the student experience for vulnerable and underserved learners.

Top 5 Challenges Faced by Students at HBCUs and Community Colleges

1. Basic Needs Insecurity

Many students struggle to meet their fundamental needs—including food, housing, healthcare, and hygiene—resulting in chronic stress and instability. This can lead to absenteeism, difficulty concentrating in class, and ultimately, higher dropout rates. CPR³ program directly supports these students by providing instant, mobile access to curated resources for campus and community food programs, rental assistance, healthcare clinics, and mental health services—all available on secure, preloaded devices.

2. Financial Pressure

Students at HBCUs and community colleges often come from low-income households and face limited access to scholarships or financial aid. Many work long hours to fund their education, leaving less time for academics. Our CPR³ program helps alleviate this burden by connecting students to budgeting tools, emergency assistance programs, and financial literacy content, helping them stay financially stable and focused on their education.

3. Academic Preparedness Gaps

First-generation students and adult learners may lack access to the academic tools and support systems others take for granted. These gaps can reduce confidence and increase the risk of failure. CPR³ program bridges this divide with preloaded academic resources, study guides, tutoring links, writing support, and calendar tools to help students build essential skills and stay on track.

4. Technology Access

Many students do not have access to reliable devices or internet connectivity, particularly outside of campus. This creates barriers to completing coursework,

attending virtual classes, or accessing institutional platforms. Our CPR³ program provides a secure, managed laptop or iPad, filtered for safety, and ready to connect with essential academic platforms like Canvas, Microsoft Teams, and email, giving every student the tools to succeed, no matter where they are.

5. **Transportation & Communication Barriers**

Students may lack access to reliable transportation and communication tools, limiting their ability to stay informed and connected with their institution. Missed appointments, unread announcements, or unsubmitted documentation can derail a student's academic progress. Our CPR³ program devices serve as a digital lifeline, keeping students up to date with academic deadlines, health alerts, and access to student support offices through centralized communication tools.

How Premier's CPR³ Program Supports Student Success

The CPR³ program is an all-in-one managed solution that provides students with secure, ready-to-use laptops or iPads. Each device is:

- Preloaded with school-selected academic platforms and tools (College LMS, Teams, Microsoft or Google Suite, and other academic tools).
- Loaded with curated resources to support food access, housing aid, healthcare, crisis response, and more
- Designed to increase access to key services and remove barriers that prevent student persistence and program completion
- Supported with end-user helpdesk and Tier 2 support to reduce the burden on campus IT
- Our CPR³ program includes the option of an extended warranty, accidental damage protection, and theft/loss coverage—all with a \$0 deductible

Premier's CPR³ program helps students stay connected, engaged, and equipped to succeed academically, emotionally, and logistically.

Strategic POCs to Engage

Dean or VP of Student Affairs

They lead initiatives focused on overall student well-being, engagement, and equity. CPR³ program offers a practical and scalable way to ensure all students can access basic resources and communication tools that support retention and success. These leaders will value the CPR³ program as a solution that aligns with institutional goals around closing achievement gaps and improving student experience.

Director of Basic Needs / Student Wellness / Case Management

Focused on supporting students through crisis, these leaders oversee food pantry programs, housing assistance, mental health services, and more. They would benefit from the CPR³ program, which extends their reach digitally and provides an easy, consistent method of connecting students with life-stabilizing resources on and off campus.

Dean of Students

The Dean of Students, charged with maintaining student success, retention, and safety, would see the CPR³ program as a vital tool for crisis prevention and academic continuity. By providing at-risk students with the right tools and consistent communication, the CPR³ program supports institutional goals to increase persistence and reduce dropout rates.

Chief Information Officer / Director of IT Services

Responsible for infrastructure, device security, and access, these individuals would value the CPR³ program's turnkey solution: fully managed laptops or iPads, end-user and Tier 2 support, filtering, extended warranties, and loss/theft protection—all with minimal lift for IT. CPR³ program empowers student success without taxing internal IT resources.

VP of Enrollment or Student Success

These leaders are focused on increasing enrollment, improving retention, and ensuring students reach graduation. Premier's CPR³ program supports these outcomes by helping students stay connected to campus services, meet their basic needs, and thrive academically, despite life challenges.

EMAIL TEMPLATES FOUND ON NEXT PAGE

Email Templates

Dean or VP of Student Affairs

Subject: A Scalable Solution to Support Student Access & Basic Needs

Hi [First Name],

I'm reaching out to introduce our CPR³ program—a fully managed device solution that meets the basic needs of your most vulnerable students. Our CPR³ program provides students with laptops or iPads preloaded with food, housing, healthcare, academic tools, and other critical support resources—helping them stay connected, engaged, and on track.

We've seen this program increase academic performance, retention, and overall student well-being.

I'd like to set up a quick call to discuss how the CPR³ program can support your students. Here's a link to my calendar so you can choose a time that works best for you: [\[Insert Calendar Link\]](#)

As always, here to help.

Director of Basic Needs or Wellness Services

Subject: Supporting Students with a Mobile Tool for Basic Needs & More

Hi [First Name],

I wanted to share our CPR³ program—an all-in-one managed solution designed to support students through secure, preloaded laptops or iPads. These devices connect students directly to essential resources like food pantries, rental assistance, medical services, and mental health support.

It's customizable, easy to deploy, and designed to meet students where they are.

I'd like to set up a quick call to discuss how the CPR³ program can support your students. Here's a link to my calendar so you can choose a time that works best for you: [\[Insert Calendar Link\]](#)

As always, here to help.

Dean of Students

Subject: A Trusted Resource Hub for Students in Crisis or Transition

Hi [First Name],

I'm reaching out to share our CPR³ program, a fully managed device solution that provides students in crisis or transition with 24/7 access to housing aid, food support, mental health services, academic tools, and more.

We preload them with the resources students need, including access to academic content, communication tools, and essential services that empower them to stay enrolled and succeed.

I'd like to set up a quick call to discuss how the CPR³ program can support your students. Here's a link to my calendar so you can choose a time that works best for you: [\[Insert Calendar Link\]](#)

As always, here to help.

VP of Enrollment or Student Success

Subject: Supporting Retention with the CPR³ program

Hi [First Name],

As enrollment pressures rise, our CPR³ program helps break down barriers commonly impacting student persistence, like basic needs insecurity, tech access, and academic disconnection. With preloaded devices offering both digital and human support pathways, CPR³ program ensures students are equipped to succeed from enrollment to graduation.

I'd like to set up a quick call to discuss how the CPR³ program can support your students. Here's a link to my calendar so you can choose a time that works best for you: [\[Insert Calendar Link\]](#)

As always, here to help.

CIO or Director of IT

Subject: Fully Managed Devices with Zero IT Burden

Hi [First Name],

I wanted to introduce you to our CPR³ program. It's an all-in-one managed solution designed to support students with minimal IT involvement. We provide the iPads or laptops, preload them with the resources students need—including academic platforms, connectivity tools, and access to basic needs like food and housing—all while handling setup, filtering, and support.

Devices include extended warranties, accidental damage protection, and theft/loss coverage with a \$0 deductible.

I'd like to set up a quick call to discuss how the CPR3 program can support your students. Here's a link to my calendar so you can choose a time that works best for you: [\[Insert Calendar Link\]](#)

As always, here to help.