

Student Outreach Campaign Ideas

Use Navigate360 to Support Students Across Their Journey

A tailored campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or support. Student success practitioners use Navigate360 to conduct a wide range of campaigns – seeing impressive results for their students. Below is a list of campaign ideas from Navigate360 institutions across the country.

NAVIGATE360 CAMPAIGN TYPES



Appointment Campaigns:
Encourage students to schedule appointment



Messaging Campaigns:
Email or text a group of students about certain things they may need to do or attend



Enrollment Campaigns:
Encourage students to enroll for a specific term



***Survey Campaigns:**
Send a survey to a specific population and get responses to drive follow-up support and intervention

CAMPAIGNS AS EASY AS 1, 2, 3

Step 1
Pick your focus population.

Step 2
Plan your strategy, messaging frequency, and mode of outreach.

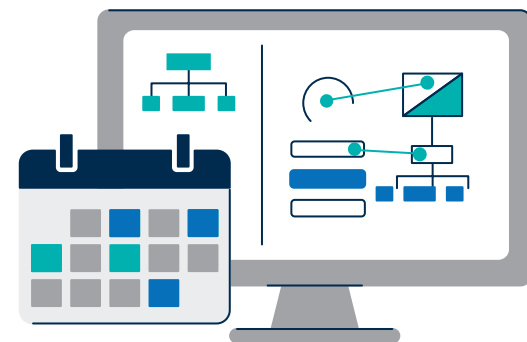
Step 3
Evaluate your campaign success based on predetermined metrics.

Start of Term

1	Students who may have support needs that have not yet been identified	✓
2	Students who are new to college and may have feedback or needs based on their transition	✓
3	Students who may need technology assistance	🗨️
4	Entering freshman students who are high risk based on their pre-enrollment data	📅 🗨️
5	Students struggling in a specific course required for their major (identified through early alerts)	📅 🗨️
6	Seniors with GPAs below 1.5	📅 🗨️
7	Undeclared students on probation who have not attended a major exploration or career advising session	📅
8	Sophomores and juniors on academic probation from the previous term	📅 🗨️
9	Majors with students in the "Murky Middle" of GPA requirements	🗨️
10	Students within 0.2 points of the GPA requirement for their program	🗨️
11	Students recently admitted to the School of Business who are close to academic probation	🗨️
12	Undeclared students who are uninformed about policies and which courses to select	🗨️
13	Students who are on track to declare an intended major but have registration holds	🗨️
14	Pre-majors that are at risk of not meeting selective admissions requirements	🗨️
15	Students who will be repeating Success Marker courses for their major in the upcoming term	📅 🗨️
16	Students who have not registered for a course required by their major	🗨️
17	High performing biology students who have not applied for labs	🗨️
18	Students who have been identified as needing support via faculty Progress Report Campaigns	📅

Registration

19	Students whose registration preparedness must be assessed, including status of course planning and administrative tasks	✓
20	Students who have not created or submitted a degree plan	🗨️
21	Students interested in health careers, but not likely to meet pre-health requirements	🗨️
22	Undeclared junior transfer students	📅
23	Undecided students who are nearing the credit threshold required by the university to declare a major	📅
24	Students in need of a degree planning session to graduate on time	📅
25	Students not on track to complete required courses in time to graduate	🗨️
26	Sophomores or juniors in need of summer credits to graduate in four years	🗨️ ✓
27	Students in their sixth year who have not yet applied for graduation	🗨️
28	Seniors with excessive credits	🗨️
29	Students close to graduating that may need additional assistance	🗨️
30	Stop outs that could return and graduate easily	✓
31	All students, to encourage registration as early as possible	✓



End of Term

32	Students whose graduation preparedness and post-grad plans must be assessed.	✓
33	Freshman students who have missed the grade threshold for one or more Success Marker courses	📅 🗨️
34	Students with low credit completion ratios for the term (e.g. less than 67%)	📅 🗨️
35	First-time probation students eligible for an academic recovery program	📅 🗨️
36	Student athletes on academic probation for the first time	📅 🗨️
37	Moderate or high risk students who were not advised during the term	📅
38	Freshmen whose first-term GPA was lower than their adjusted high school GPA	🗨️
39	Pre-nursing or pre-med stop outs who could pursue an alternative health-related program	📅
40	"Keep it up" campaign (e.g. students who improved their GPAs or earned a 4.0 for the term)	🗨️
41	High performing students not enrolled for the next term	✓

Anytime

42	Students who may need a nudge to access wellness resources	🗨️
43	Students who are not engaging in clubs or other organizations	🗨️
44	Students who are high risk in a challenging or selective major	🗨️
45	Students in the advisor's cohort who are high risk in their major	📅
46	Students pursuing a selective program who are below the GPA required for admittance	🗨️
47	Students in a specific major who are in need of supplemental instruction but haven't received it	📅
48	Students eligible for an academic support program or one-on-one mentoring	🗨️
49	Students at risk of losing a scholarship with specific requirements	📅
50	Students at risk of losing their financial aid	🗨️
51	Full-time working students unable to attend advising sessions	🗨️
52	Seniors (120+ credits) in need of mentors	📅
53	Students in need of a "persuasive" nudge to attend tutoring (e.g. direct outreach from the Director of Tutoring)	🗨️
54	Declared sophomores in the "Murky Middle" (e.g. GPA 2.0 to 3.0)	🗨️
55	Honors students whose cumulative GPA has dropped below 3.0	📅
56	STEM students who have never been advised or contacted	📅 🗨️
57	Students with downward trending GPAs	🗨️
58	Undeclared students above a certain credit threshold	📅
59	Students pursuing graduate study who may not be eligible for graduate programs	🗨️
60	High achieving students that may transfer to another institution	📅
61	High-performing students for recruitment to a particular major	🗨️
62	Students eligible for a scholarship or special program	🗨️
63	Business students eligible for summer internships	🗨️
64	Students who are strong candidates for graduate study	🗨️
65	Students eligible for study abroad programs (e.g. study abroad office can reach out to grow programs)	🗨️

For additional campaign resources including calendar templates, visit the **Navigate360 Help Center**. For additional campaign ideas from other Navigate360 institutions, **log in to the Navigate360 Community at networking.eab.com**.

*Access to this feature depends on your institution's Navigate360 package