61 Campaign Ideas Target Your Advising Efforts Across the Year

A targeted advising campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or action. Over the past year, academic advisors in the Student Success Collaborative have used the Navigate platform to conduct a wide range of campaigns—seeing impressive results with students. Below is a list of 61 campaign ideas from advisors across the country.

STUDENT POPULATIONS

Immediate Performance Concern

These students are currently failing courses, missing milestones, or struggling to remain academically eligible. They are at-risk in the most traditional sense and unlikely to persist without immediate support.

Future Performance Concern

Although these students appear to be performing adequately, Navigate data suggests that they are likely to struggle or encounter roadblocks in future terms Intervening with these students now will help prevent trouble down the road.

Program Choice Concern

These students are enrolled in a major that is a poor fit for them based on their academic performance, or remain undeclared past the recommended credit threshold. A proactive advising conversation could help put these students back on the right path.

Progress Concern

Students in this population might be performing well academically, but are making slower than recommended progress to graduation, potentially adding cost or reducing their likelihood of completing at all. This population includes students who have stopped out, or whose credit accumulation has slowed.

Student Experience Concern

Students in this population are high performing, but may benefit from an encouraging message or engagement opportunity like a scholarship or internship to deepen their relationship with the institution and get more out of the college experience.

ADVISOR ACTIONS

Re-enroll

Inform

Support or connect with resources

Persuade to change major or help choose major

Remove barriers

Connect with opportunity

Start of Term End of Term Registration Anytime Entering freshman students who are high risk based Students with low credit completion ratios for 37 Students who are high risk in a challenging or selective major Students who have not created or submitted a degree plan on their pre-enrollment data the term (e.g. less than 75%) 38 Students in the advisor's cohort who are high risk in their major Students struggling in a specific course required for First-time probation students eligible for an academic Students pursuing a selective program who are below the GPA their major (identified through early alerts) Students interested in health careers, but not likely to recovery program required for admittance meet pre-health requirements Seniors with GPAs below 1.5 30 Student athletes on academic probation for the first time Students in a specific major who are in need of supplemental Undeclared students on probation who have not attended instruction but haven't received it a major exploration or career advising session 20 Undeclared junior transfer students Students eligible for an academic support program or Sophomores and juniors on academic probation from Moderate or high risk students who were not advised one-on-one mentoring the previous term Undecided students who are nearing the credit threshold Students at risk of losing a scholarship with specific requirements required by the university to declare a major Freshmen whose first-term GPA was lower than their 43 Students at risk of losing their financial aid adjusted high school GPA 44 Full-time working students unable to attend advising sessions Engineering students in the "Murky Middle" for their Students in need of a degree planning session to concentration (e.g. GPA 2.5 to 3.0) 45 Seniors (120+ credits) in need of mentors Students not on track to complete required courses Pre-Nursing students in the "Murky Middle" for admission 33 Stop outs that could return and graduate easily Students in need of a "persuasive" nudge to attend tutoring (e.g. direct outreach from the Director of Tutoring) into the program (e.g. GPA 3.2 to 3.5) in time to graduate Pre-nursing or pre-med stop outs who could pursue Freshman students who have missed the grade threshold Sophomores or juniors in need of summer credits to an alternative health-related program for one or more Success Marker courses graduate in four years 47 Declared sophomores in the "Murky Middle" (e.g. GPA 2.0 to 3.0) Students in their sixth year who have not yet applied Students within 0.2 points of the GPA requirement \bigcirc 48 Honors students whose cumulative GPA has dropped below 3.0 for their program for graduation "Keep it up" campaign (e.g. students who improved 49 STEM students who have never been advised or contacted Students recently admitted to the School of Business 26 Seniors with excessive credits their GPAs or earned a 4.0 for the term) who are close to academic probation 50 Students with downward trending GPAs Students close to graduating that may need High performing students not enrolled for additional assistance Students in GPA bands (e.g. 2.2 to 2.5) with major graduation rates lower than the university average Undeclared students who are uninformed about policies \bigcirc 52 Undeclared students above a certain credit threshold Let's Get Started! Students who are on track to declare an intended major \bigcirc Fill in a few targeted campaigns to try this year. For a step-by-step guide, recommended campaigns but have registration holds to try first, and additional resources to conduct your campaigns, visit eab.com/navigate. Students pursuing graduate study who may not be eligible Pre-majors that are at risk of not meeting selective for graduate programs admissions requirements Pre-health students at risk of not making it into High achieving students that may transfer to another institution Students who will be repeating Success Marker courses 55 Potential recruits for the honors program for their major in the upcoming term High-performing students for recruitment to a particular major 57 Students eligible for a scholarship or special program Students eligible for a co-curricular minor (e.g. business students Students who have not registered for a course required who have completed IT coursework) by their major 59 Business students eligible for summer internships Students who are strong candidates for graduate study Start of Term High performing biology students who have not Students eligible for study abroad programs (e.g. study abroad office can reach out to grow programs) applied for labs



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