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. Interacting 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

Inform
- Support or connect with resources
- Persuade to change major or help choose major
- Re-enroll
- Remove barriers
- Connect with opportunity

Start of Term
- Entering freshman students who are high risk based on their pre-enrollment data
- Students struggling in a specific course required for their major, identified through early alert
- Undeclared students on probation who have not attended a major exploration or career advising session
- Sophomores and juniors on academic probation from the previous term
- Engineering students in the "Murky Middle" for their concentration (e.g. GPA 2.5 to 3.0)
- Pre-Nursing students in the "Murky Middle" for admission into the program (e.g. GPA 2.2 to 2.5)
- Students with GPAs below 1.5
- Students who have not registered for a course required by their major
- Students who have not created or submitted a degree plan
- Students in need of a degree planning session to help choose major and which courses to select
- Students who are on track to declare an intended major but have registration holds
- Pre-majors at risk of not meeting selective admissions requirements
- Pre-health students at risk of not making it into upper division
- Students who will be repeating Success Marker courses for their major in the upcoming term
- Students who have not registered for a course required by their major
- High performing biology students who have not applied for labs

Registration
- Students who have not created or submitted a degree plan
- Students interested in health careers, but not likely to meet pre-health requirements
- Undeclared junior transfer students
- Students who are nearing the credit threshold required by the university to declare a major
- Students in need of a degree planning session to graduate on time
- Students not on track to complete required courses in time to graduate
- Students who have missed the grade threshold for one or more Success Marker courses
- Students in their sixth year who have not yet applied for graduation
- Seniors with excessive credits
- Students close to graduating that may need additional assistance

End of Term
- Students with low credit completion ratios for the term (e.g. less than 75%)
- First-time probation students eligible for an academic recovery program
- Student athletes on academic probation for the first time
- Moderately or high risk students who were not advised
- Students with low credit completion ratios for one or more Success Marker courses
- Students in need of a "personaludge" to the right path.
- Step outs that could return and graduate early
- Pre-running or pre-med stop outs who could pursue an alternative health-related program
- Keep it up campaign (e.g. students who improved their GPAs or earned a 4.0 for the term)
- High performing students not enrolled for the next term

Anytime
- Students who are at high risk in a challenging or selective major
- Students in the advisor’s cohort who are at high risk in their major
- Students pursuing a selective program who are below the GPA required for admission
- Students in a specific major who are in need of supplemental instruction but haven’t received it
- Students eligible for an academic support program or one-on-one mentoring
- Students at risk of losing their financial aid
- Full-time working students unable to attend advising sessions
- Students with a “red flag” (e.g. direct outreach from the Director of Tutoring)
- Declared sophomores in the “Murky Middle” (e.g. GPA 2.0 to 3.0)
- Honors students whose cumulative GPA has dropped below 3.0
- STEM students who have never been advised or contacted
- Students with dismissed advising holds
- Students in GPA bands (e.g. 2.2 to 2.5) with major graduation rates lower than the university average
- Undeclared students above a certain credit threshold
- Students pursuing graduate study who may not be eligible for graduate programs
- Students eligible for study abroad programs (e.g. study abroad office can reach out to grow programs)

Let’s Get Started!
Fill in a few targeted campaigns to try this year. For a step-by-step guide, recommended campaigns to try first, and additional resources to conduct your campaigns, visit eab.com/navigate.