

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 SSC 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, SSC 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

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

Start of Term

1	Entering freshman students who are high risk based on their pre-enrollment data	
2	Students struggling in a specific course required for their major (identified through early alerts)	
3	Seniors with GPAs below 1.5	
4	Undeclared students on probation who have not attended a major exploration or career advising session	
5	Sophomores and juniors on academic probation from the previous term	
6	Engineering students in the "Murky Middle" for their concentration (e.g. GPA 2.5 to 3.0)	
7	Pre-Nursing students in the "Murky Middle" for admission into the program (e.g. GPA 3.2 to 3.5)	
8	Freshman students who have missed the grade threshold for one or more Success Marker courses	
9	Students within 0.2 points of the GPA requirement for their program	
10	Students recently admitted to the School of Business who are close to academic probation	
11	Undeclared students who are uninformed about policies and which courses to select	
12	Students who are on track to declare an intended major but have registration holds	
13	Pre-majors that are at risk of not meeting selective admissions requirements	
14	Pre-health students at risk of not making it into upper division	
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	

Registration

18	Students who have not created or submitted a degree plan	
19	Students interested in health careers, but not likely to meet pre-health requirements	
20	Undeclared junior transfer students	
21	Undecided students who are nearing the credit threshold required by the university to declare a major	
22	Students in need of a degree planning session to graduate on time	
23	Students not on track to complete required courses in time to graduate	
24	Sophomores or juniors in need of summer credits to graduate in four years	
25	Students in their sixth year who have not yet applied for graduation	
26	Seniors with excessive credits	
27	Students close to graduating that may need additional assistance	

End of Term

28	Students with low credit completion ratios for the term (e.g. less than 75%)	
29	First-time probation students eligible for an academic recovery program	
30	Student athletes on academic probation for the first time	
31	Moderate or high risk students who were not advised during the term	
32	Freshmen whose first-term GPA was lower than their adjusted high school GPA	
33	Stop outs that could return and graduate easily	
34	Pre-nursing or pre-med stop outs who could pursue an alternative health-related program	
35	"Keep it up" campaign (e.g. students who improved their GPAs or earned a 4.0 for the term)	
36	High performing students not enrolled for the next term	

Anytime

37	Students who are high risk in a challenging or selective major	
38	Students in the advisor's cohort who are high risk in their major	
39	Students pursuing a selective program who are below the GPA required for admittance	
40	Students in a specific major who are in need of supplemental instruction but haven't received it	
41	Students eligible for an academic support program or one-on-one mentoring	
42	Students at risk of losing a scholarship with specific requirements	
43	Students at risk of losing their financial aid	
44	Full-time working students unable to attend advising sessions	
45	Seniors (120+ credits) in need of mentors	
46	Students in need of a "persuasive" nudge to attend tutoring (e.g. direct outreach from the Director of Tutoring)	
47	Declared sophomores in the "Murky Middle" (e.g. GPA 2.0 to 3.0)	
48	Honors students whose cumulative GPA has dropped below 3.0	
49	STEM students who have never been advised or contacted	
50	Students with downward trending GPAs	
51	Students in GPA bands (e.g. 2.2 to 2.5) with major graduation rates lower than the university average	
52	Undeclared students above a certain credit threshold	
53	Students pursuing graduate study who may not be eligible for graduate programs	
54	High achieving students that may transfer to another institution	
55	Potential recruits for the honors program	
56	High-performing students for recruitment to a particular major	
57	Students eligible for a scholarship or special program	
58	Students eligible for a co-curricular minor (e.g. business students who have completed IT coursework)	
59	Business students eligible for summer internships	
60	Students who are strong candidates for graduate study	
61	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/ssccampaignideas.

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Start of Term

Registration

End of Term