

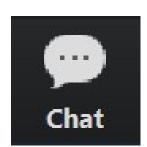




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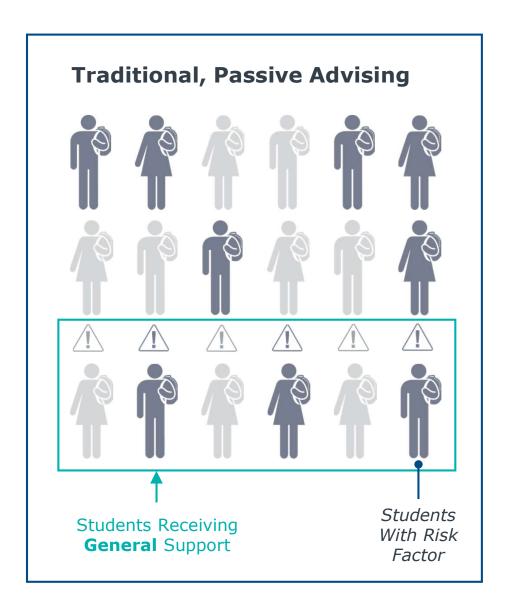


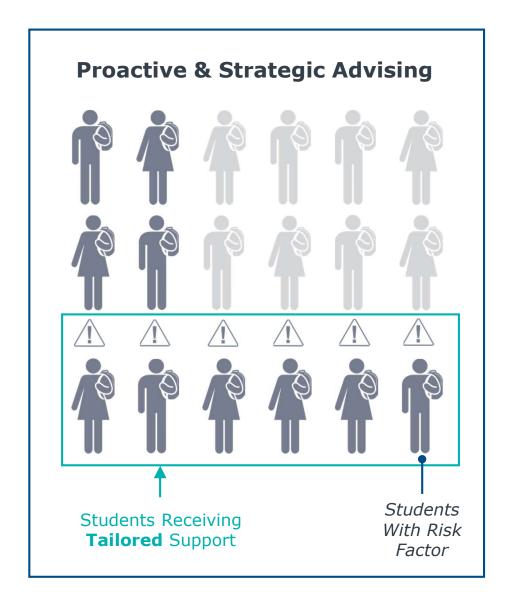
Zoom Group Chat From Me to Everyone: Use the chat to ask questions and contribute to discussion! To: Everyone v Type message here...

- 1 What Is a Targeted Campaign?
- 2 How It Works: Five Steps
- 3 Successful Campaigns from Around the Collaborative
- 4 COVID19 Targeted Campaign Recommendations
- 5 Available Resources

What Is a Targeted Campaign?

Proactive Intervention Focused on a Subpopulation with a Shared Need





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Step 1: Narrow Your Focus



Choose specific campaign objectives that align with personal goals for your student caseload or goals of your department/school

Find areas for opportunity by combining:

- √ first-hand experience
- √ institutional student success data





Example: "Murky Middle" Finance Majors

- ✓ First person experience: Students in the Finance major often realize too late that they need extra help to pass their advanced math courses.
- ✓ Institutional data: Finance majors with 2.0-3.0 GPAs drop out at a higher rate than students in other majors.

Target group: Mid-career Finance majors with 2.0-3.0 GPAs with high risk predictions and fewer than 90 earned credits

Objectives:

- Contact all identified students to encourage them to initiate an advising session
- 2. Schedule an advising session with 75% of identified students
- 3. Connect 50% of students with tutoring or other resources to work on their academic standing
- 4. Reduce these students' risk of dropping out



Choose How You Will Measure Success



Select 3-6 Metrics Encompassing Both Short- and Long-term Outcomes

What is the initial action you will take to kick off the campaign?

What do you hope students immediately do **in response** to your outreach?

What **behavior or action** do students
need to take as a result
of the campaign?

What is the **impact** you hope to see with this group in one term or one year?













Examples:

- # of emails
- # of follow-up calls

Examples:

- % response rate
- # of appts scheduled

Examples:

- % declaring major
- % attending tutoring

Examples:

- # improving GPA or avg. GPA improvement
- # obtaining scholarship



 Full list of common metrics on pages 3-4 of the Measuring Effectiveness Toolkit



What **populations** are you most concerned about during the COVID19 response?

What interventions/support could you provide this population?

PollEv.com/brelindajohn160

Step 2: Identify and Generate Your List

Pinpointing Students You Want to Target for Intervention

After setting an objective, identify your target list of students by selecting the parameters that will define this population.



Select

Determine which filters to apply to best "capture" the desired student population

Generate

Use the Advanced Search to generate a list of students will be part of the targeted outreach

Optional

Save

Save your list as a "Watch List" to monitor throughout the length of your campaign

4 Export

Export your list as an .XLS for additional tracking and analysis

Advanced Search Filters

Using the Platform to Generate Lists



Common Filters for Campaigns

- Grade or enrollment in a course
- Term GPA
- Cumulative GPA
- Advisor
- College/major/concentration
- Credit completion %
- Credits earned
- Term enrollment
- Transfer Student
- Risk level
- Missed Success Markers



Check that your parameters generate a manageable number of students. We recommend **30** to **75** students.

Can't generate your selected population with just the filters?

Use the 'Upload a List' Function

- Put all student IDs in column
 1 of an Excel file
- Save it as a .csv
- Upload the list by going to 'Watch Lists'
- Save as new or existing Watch List

Defining an Effective Outreach Strategy

Now that you have the students, the next step is to determine how you will reach out to them to meet your objectives.



- Create a timeline

 How frequently and through which channels will you reach out to targeted students?
- Plan follow-up steps

 Map out steps you will take to followup with these students if they do not

- Write your outreach

 Prepare the messages you want to communicate and resources you want to provide at each interaction
- Share and collaborate

 Consider sharing your strategies with others on campus—no need to reinvent the wheel!

respond

Outreach Strategy

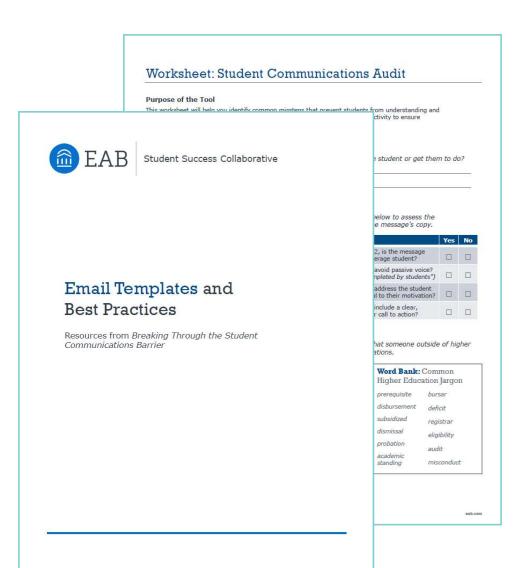
Suggested Outreach Frequency

In successful previous campaigns, advisors outreached to students **3** to **5** times over a one or two month period of the semester

Targeted Email #1 2 Targeted Email #2 3 Phone Call Advising Sessions 6 Follow Up Email

Resource: Student Communications

Audit and Improve Email Content to Ensure Students Respond



What's inside?

- Summary of email best practices
- Communications audit worksheet
- Email templates for inspiration



Download by clicking here
or requesting from your
Strategic Leader



You can also access on-demand webinars about our student communications research

Connecting Students With The Right Resources

After the initial outreach and appointment, it's up to you to guide the student down the best path. Make sure you document this for your campaign tracking!



Diagnose

What issues is this student facing? The answer might be "none," and that's OK.

2 Act

It's now time for students to take the next step based on your interactions.

Direct

After diagnosis, direct that student towards the appropriate action.

Document

Relevant information should be documented for reference.

Quantifying The Success Of Your Efforts

After intervention, follow up with students to confirm whether they took action, and what the outcome was.



Close the Loop

Seek to reestablish contact with the student within two weeks of your meeting.

2 Record Your Results

Document results either in a note or spreadsheet on an ongoing basis.

Analyze

Based on the metrics you set, did you achieve your goal? If not, how close were you? What will you change next time?

4 Share

Share positive results and lessons learned with other advisors in your office, the dean of your department, etc.

Process for Running Targeted Campaigns with Navigate

Focus in on one of your institution's areas of greatest opportunity

Send proactive outreach to students to establish contact

Follow up on student progress and track campaign outcomes

Focus

Identify

Contact

Intervene

Follow Up

Create lists of students with target attributes to define your target population

Meet with students and provide tailored advising support to this population's needs



Platform Demo

Launching Targeted Campaigns

DEMO

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Virginia Commonwealth University Case Study

Virginia Commonwealth University

- Richmond, VA
- 23,700 Undergraduates
- Classification:
 Very High
 Research
- 86% Retention Rate
- 59% Graduation Rate
- Joined SSC in 2013



Challenge: VCU has steadily improved its first-year retention rate in recent years, but wanted to focus on increasing four- and six-year graduation rates. To meet this goal, decentralized advisors needed a new, shared approach to identifying and addressing the needs of less obviously atrisk populations, particularly after the first year.

Encouraging Proactive Interventions with Unique Populations of At-Risk Students



Platform Training

Consultant and SSC Leaders teach strategic platform usage and connect campaign development to institutional goals



SSC Campaign
Toolkit supports
standardized
approach while
encouraging advisor
creativity





Campus Leadership

Clear expectations, focus, and support result in 12 campaigns run by 40+ advisors in 7 programs across the University

Generating Diverse Campaigns and Outcomes

Campaigns Impact Key Micro Metrics on the Path to Persistence

	Campaign Type	Population & Intervention	Student Outcome	
1	Academic Performance Improvement	Connect Business School students on probation to needed support resources	34%	Percentage of students who raised GPA above 2.0
2	Major Selection	Assist high-risk Undeclared students with major planning and declaration	19	Additional students enrolled in Education and Career Planning course
3	Transfer Persistence	Facilitate academic planning for low-GPA transfer Biology students	8%	Eight percentage points higher persistence than previous year cohort
4	Accelerating Degree Completion	Assist underperforming psychology students with course sequencing	25	Upper-class students enrolled in gatekeeper statistics course
5	Graduation Application	Remind qualified seniors to apply for graduation	19%	Increase in graduation candidates compared to spring 2014

Graduation Rates Crush Previous Historical Record

Campus Wide Efforts Result in Campus Wide Gains

905

Students contacted as part of the "Rising Senior Campaign"

505

Students applied to graduate after campaign intervention

83%

of students in School of **Engineering and Computer** Science responded to outreach 7%

Increase in four-year graduation rate for 2012 cohort

3%

Increase in six-year graduation rate for 2010 cohort

100% of targeted students in School of Health Sciences applied to graduate in upcoming terms

School of Nursing

- Adjusted graduation plans, dependent on success in certain courses
- Frequent stop-out contact

School of Business Administration

- Career Services referrals and support
- Multiple emails sent to each student

School of Education and Human Services

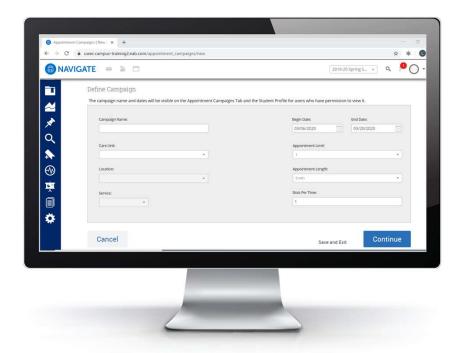
- Majority established plans for graduation
- Focused on financial barriers and course availability

School of Engineering and Computer Science

• 152 phone calls in total for students to ask questions and get personalized advice

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Campaign Recommendations for MTSU



- Re-Enrollment Campaign
- 2 CUSTOMS Incoming Student Online Campaigns
- College or Program Specific Opportunities

How do you envision using targeted campaigns within your scope?

What additional information or support do you need to feel confident launching these campaigns?

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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 opportunitly like a scholarship or internship to deepen their relationship with the institution and get more out of the college experience.

ADVISOR ACTIONS

0

Support or

Support or connect Persuade to change major with resources or help choose major

Remove barriers

Q.

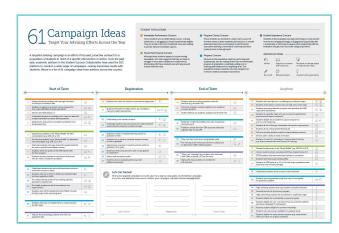
Connect with opportunity

Start of Term End of Term Registration Anytime (B) ------- (B) Entering freshman students who are high risk based on their pre-envollment data 18 Students who have not created or submitted a degree plan Students with low credit completion ratios for the term (e.g. less than 75%) 37 Students who are high risk in a challenging or selective major m T CO 38 Students in the advisor's cohort who are high risk in their major Students struggling in a specific course required for their major (identified through early alerts) First-time probation students eligible for an academic III III Students pursuing a selective program who are below the GPA Students interested in health careers, but not likely to m q MOD recovery program required for admittance meet pre-health requirements Seniors with GPAs below 1.5 m 30 Student athletes on academic probation for the first time m 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 (I) (C) a major exploration or career advising session 20 Undeclared junior transfer students OB Students eligible for an academic support program or mo 41 Moderate or high risk students who were not advised Sophomores and juniors on academic probation from one-on-one mentoring mm 31 (113 Undecided students who are nearing the credit threshold OB 42 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 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 00 45 Seniors (120+ credits) in need of mentors m concentration (e.g. GPA 2.5 to 3.0) 33 Stop outs that could return and graduate easily Pre-Nursing students in the "Murky Middle" for admission Students not on track to complete required courses Students in need of a "persuasive" nudge to attend tutoring 00 m into the program (e.g. GPA 3.2 to 3.5) in time to graduate (e.g. direct outreach from the Director of Tutoring) Pre-nursing or pre-med stop outs who could pursue 31 Freshman students who have missed the grade threshold an alternative health-related program Sophomores or juniors in need of summer credits to m 24 20 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) m Students within 0.2 points of the GPA requirement Students in their sixth year who have not yet applied 00 Honors students whose cumulative GPA has dropped below 3.0 "Keep it up" campaign (e.g. students who improved EEB STEM students who have never been advised or contacted 110 their GPAs or earned a 4.0 for the term) Students recently admitted to the School of Business Seniors with excessive credits m o who are close to academic probation Students with downward trending GPAs Students close to graduating that may need High performing students not enrolled for 12 m 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 50 and which courses to select 52 Undeclared students above a certain credit threshold Let's Get Started! Students who are on track to declare an intended major 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/ssccampaignideas. Students pursuing graduate study who may not be eligible Pre-majors that are at risk of not meeting selective III C m w for graduate programs admissions requirements Pre-health students at risk of not making it into 田田 54. 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 5R 100 by their major 59 Business students eligible for summer internships Students who are strong candidates for graduate study Start of Term Registration End of Term High performing biology students who have not Students eligible for study abroad programs (e.g. study abroad DV

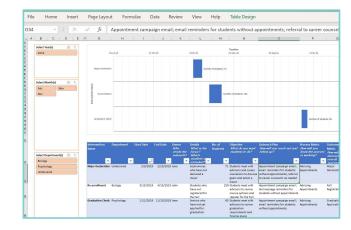
Campaign Resources



61 Campaign Ideas



Campaign Calendar





Washington DC | Richmond | Birmingham | Minneapolis | New York 202-747-1000 | eab.com