# 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
Students are currently failing courses, missing milestones, or struggling to remain academically eligible. They are at risk in the most traditional sense.

- Students who are on track to declare an intended major
- Students who have not registered for a course required by their major
- Pre-health students at risk of not making it into the program (e.g. GPA 2.0 to 3.0)
- Students who will be repeating Success Marker courses

### 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.

- Students struggling in a specific course required for their program
- Students not on track to complete required courses for their program
- Sophomores or juniors in need of a degree planning session to persist without immediate support
- Students in need of a “persuasive” nudge to attend tutoring

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

- Students in a specific major who are in need of supplemental resources
- Students pursuing a selective program who may not be eligible for graduate programs

### 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.

- Undeclared students who are uninformed about policies and which courses to select
- Students who are on track to declare an intended major but have registration holds
- Pre-majors that are at risk of not meeting selective admissions requirements
- High-performing biology students who are not enrolled for the next term

## Advisor Actions

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

## 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](http://eab.com/ssccampaignideas).

**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 alerts)
- Students who are close to academic probation
- Students who have missed the grade threshold for their major

**Registration**

- Students not on track to complete required courses in time to graduate
- Students interested in health careers, but not likely to meet pre-health requirements
- Undeclared junior transfer students
- Students in need of a degree planning session to persist without immediate support

**End of Term**

- Students who have not created or submitted a degree plan
- Students who are high risk based on their pre-enrollment data
- 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

**Anytime**

- Students interested in health careers, but not likely to meet pre-health requirements
- Pre-health students at risk of not making it into the program (e.g. GPA 2.0 to 3.0)
- Students who have not registered for a course required by their major
- Students who are strong candidates for graduate study