# 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 SSG platform to conduct a wide range of campaigns yielding impressive results with students. Below is a list of 61 campaign ideas from advisors across the country.

## Start of Term

1. **Identify students who are at risk based on prior academic performance.**
2. **Engage students in specific courses required for their major (or through early exams).**
3. **Follow up with students who have not attended or have not registered for the prior term.**
4. **Understand students’ performance in courses and attend college applications.**
5. **Identify students at risk based on prior academic performance.**

## Registration

6. **Identify students who have not registered or have not attended a degree plan.**
7. **Provide guidance on course selection for students interested in academic planning.**
8. **Follow up with students who have not attended or have not registered for the prior term.**

## End of Term

9. **Encourage students to complete all required courses for their degree plan.**
10. **Follow up with students who have not registered or have not attended a degree plan.**

## Anytime

11. **Identify students who are at risk based on prior academic performance.**
12. **Follow up with students who have not attended or have not registered for the prior term.**
13. **Identify students’ performance in courses and attend college applications.**
14. **Identify students at risk based on prior academic performance.**

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**Let’s Get Started!**

Fill in the targeted campaigns for this year. For each campaign, describe the recommended actions to take, any additional resources to contact your campus, and add any additional comments:

<table>
<thead>
<tr>
<th>Start of Term</th>
<th>Registration</th>
<th>End of Term</th>
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**Advisor Actions**

- Email: Support for contact with resources
- Phone: Persuade to change major
- Follow-up: Remind

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**Log in to SSG to Start Your Campaigns Today**

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