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 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 undecided 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 POPULATIONS

- 1. Enrolling 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 GPA 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. Freshman students who have missed the grade threshold for one or more Success Marker courses.
- 8. Students within 0.2 points of the GPA requirement for their program.
- 9. Students recently admitted to the School of Business who are close to academic probation.
- 10. Undeclared students who are unintentioned about policies and which courses to select.
- 11. Students who are on track to declare an intended major but have registration holds.
- 12. Pre-majors that are at-risk of not meeting selective admissions requirements.
- 13. Pre-health students at risk of not making it into upper division.
- 14. Students who will be repeating Success Marker courses for their major in the upcoming term.
- 15. Students who have not registered for a course required by their major.
- 16. Engineering students in the "Murky Middle" for admission into the program (e.g. GPA 3.2 to 3.5).
- 17. Students who have completed IT coursework.
- 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. Undeclared 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. Students with excessive credits.
- 27. Students close to graduating that may need additional assistance.
- 28. Students with low credit completion ratios for the term (e.g. less than 70%).
- 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" campaigns to g students who improved their GPAs or earned a 4.0 for the term.
- 36. High performing students not enrolled for the next term.
- 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 admission.
- 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 advising.
- 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 (2.0+ 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. Students whose cumulative GPA has dropped below 3.0.
- 49. STEM students who have never been advised or contacted.
- 50. Students with disinterest trends in GPA.
- 51. Students in GPAs 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).

### ADVISOR ACTIONS

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