105 Campaign – Fall 2015

Targeted Advising Campaign Report

Target Population

Target Population Search Parameters
- College: All
- Major: Undeclared with over 105 credits
- Major GPA: Any
- Enrollment: Enrolled
- First-Generation Students

117 students who are first-generation and have a 105-credit hold on their registration due to not declaring a major.

Campaign Objective and Rationale

Goals
1. Contact all identified students at least three times to encourage them to fill out a Major Declaration Plan, declare their major or set up an advising appointment.
2. Advisors will respond to Major Declaration Plans stating whether their hold is removed, or if they have to schedule an individual advising appointment for further discussion.
3. Encourage students to declare their major or develop a plan of action to ensure they are on the right path towards major declaration.
4. Reduce time to graduation and increase the student’s ability to register for the classes they need.

Intervention Approach

<table>
<thead>
<tr>
<th>Overview Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of the Quarter: Meet with Academic Advising 105 lead to set up 105 process dates.</td>
</tr>
<tr>
<td>Before Week 3: Review and update 105 website language. Work with Kelley Walker to activate website preview and make edits.</td>
</tr>
<tr>
<td>Before Week 3: “Test Major Declaration Plan” and “Major Declared” webpages: ensure they are sending to the SOS mailbox</td>
</tr>
<tr>
<td>Before Week 3: Edit 105 email template language (edit both initial email and reminder email). Update and make sure links are working correctly</td>
</tr>
<tr>
<td>Week 3:</td>
</tr>
</tbody>
</table>
• Run 105 Holds Query (see query steps below), set up spreadsheet
• Run Warning Query (see steps below), set up spreadsheet

Week 3: Send “Wnumbers only” txt document to registrar’s office contact

[Websites become live: Kelley Walker] [Holds placed: Registrar’s Office]

Week 3:
• Prepare lists and initial emails for advisors, send email with instructions to send out first email
• Let Laura know 105s are starting
• Give front desk written instructions
• Put front desk tracking sheet in SOS student employees folder in the Pdrive
• Make 105 folders in the SOS mailbox for the term and each advisor
• Run query and send warning emails to high credit continuing students and first quarter transfer/running start students (see query instructions)

Weeks 4-6ish:
• ASCs process holds (1 week turnaround for each form)
• 105 Coordinator checks SOS mailbox every day and forwards plan to appropriate advisor (after the message is forwarded, put the message in the advisors’ SOS email folder
• Update advisor lists every week so they can send a weekly reminder email (see weekly process below)

[End of Week 6ish: Major Declaration Plan website closes]

Week 6: Update 105 phone call process and voicemail script. Work with Laura to have front desk make calls next week

Week 6-7: ASCs process remaining Major Declaration Plans

Week 7-11: Continue to meet with remaining students on 105 list who make appointments with advisors

Results

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email #1</td>
<td>Invite students to fill out Major Declaration Form, Declare their major</td>
<td>117</td>
</tr>
<tr>
<td>Email #2</td>
<td>Reminder Email</td>
<td>Sent to anyone who has not submitted a major declaration plan or who has not declared their major</td>
</tr>
<tr>
<td>Email #3</td>
<td>Final Reminder</td>
<td>Sent to anyone who has not submitted a major declaration plan or who has not declared their major</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Number) Percent of population contacted</td>
<td>(117) 100%</td>
<td>(117) 100%</td>
</tr>
<tr>
<td>(Number) Percent of students that complete Major Declaration Forms</td>
<td>(87) 75%</td>
<td>(45) 38%</td>
</tr>
</tbody>
</table>
### Lessons Learned & Recommendations for Future Campaigns

Why do students get to the point when they have over 105 credits and have not declared their major? What are the barriers toward declaring? What is missing for them in this process? How can we better support students to declare their major earlier in their college career? I think that all of these things can become especially difficult for transfer or running start students who come to Western with 90-105 credits and only have one quarter to declare their major. How can SOS or other departments connect with them sooner to help them understand the declaration process so that they can begin making progress towards their degree? Oftentimes students are unable to declare because they don’t have the proper GPA to get into the major that they are going towards. Business tends to have a lot of students in this category. Another challenge often seems to be that students don’t check their email regularly and miss this message or forget to fill out the form until they have to register for classes, which increases the stress for them as students and for us as advisors.

### SSC Fall 105 Campaign Overview:

- Emailed 117 first-generation students who have 105 or more credits with the hope to get them to declare their major or create a plan of study that is going to get them closer to declaring.
- 45 students filled out the Major Declaration Form
- 42 students either declared as a major or pre-major

### Appendix

#### Email #1 – Send on October 7th

**Subject:** ACTION NEEDED: Hold on Student Account

Student Outreach Services  
Old Main 387, 360-650-7443  
[http://www.wwu.edu/sos/](http://www.wwu.edu/sos/)

W

Dear Hanna,

As of October 7th, a hold has been placed on your registration. To remove your registration hold, please take one of the following actions:

- **OPTION 1:** Complete the online [Major Declaration Plan](http://www.wwu.edu/Advising/forms/undeclared_major_start_SOS.shtml) before 5:00pm on Friday, October 30th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for fall quarter classes. Click below to complete this form as soon as possible as the review process may take up to one week.

- **OPTION 2:** Meet with me in person in Student Outreach Services – Old Main 387  
  - You can schedule an appointment by calling 360-650-7443

- **OPTION 3:** Declare your major  
  - Once you have declared, click [here](http://www.wwu.edu/Advising/forms/undeclared_major_start_SOS.shtml) to complete the appropriate form.
Declaring a major is essential to graduating in a timely manner. I would like to support you in taking the next steps in your process of declaring a major. Western’s major declaration policy requires that students apply to or declare a major by the time they complete 90 credits. Students who do not declare a major by the time they complete 105 credits are required to communicate with an advisor prior to registration. Our records show that you have completed 135 credits, and have not yet declared a major.

**Benefits to declaring your major include:**
- Departmental advisement specific to your major
- Access to major restricted courses
- Connecting with faculty and finding out about major related opportunities

As your advisor, I am available to help you navigate how to choose and declare a major. I look forward to helping you make progress in your Western journey.

Sincerely,
Advisor Name

**Email #2 - Sent October 14th**

**Subject:** REMINDER: Take Action Needed to Remove Hold

Student Outreach Services
Old Main 387, 360-650-7443
http://www.wwu.edu/sos/

Dear Margarette,

As of October 7th, a hold has been placed on your registration. To remove your registration hold, please take one of the following actions:

- **OPTION 1:** Complete the online Major Declaration Plan before 5:00pm on Friday, October 30th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for fall quarter classes. Click below to complete this form as soon as possible as the review process may take up to one week.
  http://www.wwu.edu/Advising/forms/undeclared_major_start_SOS.shtml
  Note: you should complete this form even if you did so last quarter.

- **OPTION 2:** Meet with me in person. Schedule an appointment with me by calling 360-650-7443

- **OPTION 3:** Declare your major. Once you have declared, click here to complete the appropriate form.

Declaring a major is essential to graduating in a timely manner. I would like to support you in taking the next steps in your process of declaring a major. Western’s major declaration policy requires that students apply to or declare a major by the time they complete 90 credits. Students who do not declare a major by the time they complete 105 credits are required to communicate with an advisor prior to registration. Our records show that you have completed 142 credits, and have not yet declared a major.

**Benefits to declaring your major include:**
- Departmental advisement specific to your major
- Access to major restricted courses
- Connecting with faculty and finding out about major related opportunities

As your advisor, I am available to help you navigate how to choose and declare a major. I look forward to helping you make progress in your Western journey.

Sincerely,
Advisor Name

**Email #3 - Sent October 29th**

**Subject:** Action Needed to Remove Hold!

Student Outreach Services
Dear Allysa,

As of October 7th, a hold was placed on your registration. Registration opens up on Tuesday, November 10th. **To remove your registration hold, please take one of the following actions:**

- **OPTION 1:** Complete the online [Major Declaration Plan before 5:00 p.m. on Friday October 30th](http://www.wwu.edu/Advising/forms/undeclared_major_start_SOS.shtml). I will review your Major Declaration Plan to determine whether you need to meet with me before registering for winter quarter classes. Click below to complete this form as soon as possible as the review process may take up to one week.

  Note: you should complete this form even if you did so last quarter.

- **OPTION 2:** Meet with me in person. You may schedule an appointment by calling 360-650-7443.

- **OPTION 3:** Declare your major. Once you have declared, click [here](http://www.wwu.edu/Advising/forms/undeclared_major_start_SOS.shtml) to complete the appropriate form.

Declaring a major is essential to graduating in a timely manner. I would like to support you in taking the next steps in your process of declaring a major. Western’s major declaration policy requires that students apply to or declare a major by the time they complete 90 credits. Students who do not declare a major by the time they complete 105 credits are required to communicate with an advisor prior to registration. Our records show that you have completed 111 credits, and have not yet declared a major.

**Benefits to declaring your major include:**

- Departmental advisement specific to your major
- Access to major restricted courses
- Connecting with faculty and finding out about major related opportunities

As your advisor, I am available to help you navigate how to choose and declare a major. I look forward to helping you make progress in your Western journey.

Best,
Advisor Name