
Target Population

The target student population will consist of first-generation, undeclared students who entered Western as freshman and transfer students. These students have earned 105 credits, and have not made sufficient progress toward a degree or major.

Target Population Search Parameters

• College: All
• Major: Undeclared with over 105 credits
• Major GPA: Any
• Enrollment: Enrolled
• 87 First Generation Students who have a 105-credit hold on their registration due to not declaring a major

Campaign Objective and Rationale

To encourage earlier declaration of majors, SOS will place a registration hold at 105 completed credits in Week 3 of the quarter for first-generation undecided students who entered Western as freshman along with transfer students, who are still undeclared at the end of their second quarter. What prevented them from declaring a major? Academic advising could inform students about their options to declare a major and avoid registration holds in future quarters. It could also improve retention rates of students, which could lead to preserved tuition. Students will receive notification of potential holds well in advance of spring quarter.

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

### Overview Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Instructions</th>
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<tr>
<td>Beginning of the Quarter: Meet with Academic Advising 105 lead to set up 105 process dates.</td>
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<tr>
<td>Before Week 3: Review and update 105 website language. Work with Kelley Walker to activate website preview and make edits.</td>
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<td>Before Week 3: “Test Major Declaration Plan” and “Major Declared” webpages: ensure they are sending to the SOS mailbox</td>
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<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>
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<td>Week 3:</td>
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<td>• Run 105 Holds Query (see query steps below), set up spreadsheet</td>
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<tr>
<td>Week 3: Send “Wnumbers only” txt document to registrar’s office contact</td>
<td>[Websites become live: Kelley Walker] [Holds placed: Registrar’s Office]</td>
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<tr>
<td>Week 3:</td>
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<tr>
<td>• Prepare lists and initial emails for advisors, send email with instructions to send out first email</td>
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<td>• Let Laura know 105s are starting</td>
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<td>• Give front desk written instructions</td>
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<td>• Put front desk tracking sheet in SOS student employees folder in the Pdrive</td>
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<td>• Make 105 folders in the SOS mailbox for the term and each advisor</td>
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<tr>
<td>• Run query and send warning emails to high credit continuing students and first quarter transfer/running start students (see query instructions)</td>
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<td>Weeks 4-6ish:</td>
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<tr>
<td>• ASCs process holds (1 week turnaround for each form)</td>
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<td>• 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</td>
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<tr>
<td>• Update advisor lists every week so they can send a weekly reminder email (see weekly process below)</td>
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<td>[End of Week 6ish: Major Declaration Plan website closes]</td>
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<td>Week 6: Update 105 phone call process and voicemail script. Work with Laura to have front desk make calls next week</td>
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<td>Week 6-7: ASCs process remaining Major Declaration Plans</td>
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<td>Week 7-11: Continue to meet with remaining students on 105 list who make appointments with advisors</td>
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Results

As a result of this campaign, 33 out of 87 students with 105 credits or higher have either declared their major or declared as a pre-major. This is roughly a 38% success rate. My goal was for half of the students to declare.

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
<th>Response Rate</th>
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<tbody>
<tr>
<td>Email #1: Invite students to fill out Major Declaration Form, Declare their major or schedule appointment to meet with an SOS Advisor</td>
<td>87</td>
<td></td>
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<tr>
<td>Email #2: Reminder Email</td>
<td>Sent to anyone who has not submitted a major declaration plan or who has not declared their major or met with an Advisor</td>
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<tr>
<td>Email #3 Final Reminder</td>
<td>Sent to anyone who has not submitted a major declaration plan or who has not declared their major or met with an Advisor</td>
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<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
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<tbody>
<tr>
<td>(Number) Percent of population contacted</td>
<td>(87) 100%</td>
<td>(87) 100%</td>
</tr>
<tr>
<td>(Number) Percent of students who declare their major or as pre-major</td>
<td>(43) 50%</td>
<td>(33) 38%</td>
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Lessons Learned & Recommendations for Future Campaigns

It seems the students who have achieved 105 credits or higher and have not declared a major are either transfer students, Running Start students or students who are struggling academically. Some of the barriers for these students to declare their majors include the following:

1. Students are unable to declare because they do not have the proper GPA to get into the major that they are interested in
2. They are unclear about how the major declaration process works and do not know who to talk to
3. They are unaware of the eligibility requirements and required courses needed to declare their major
4. They do not check their email regularly which means they miss out on the ability to fill out a major declaration form or schedule an appointment to meet with an Advisor

In my opinion, I believe there are ways we can support students to declare their major sooner so they can continue making progress towards their degree. One strategy would be to design a 90-credit
campaign geared towards non-transfer students. This would allow for an earlier intervention that would hopefully support students to declare their major before they reach 105 credits.

**SSC Winter 105 Campaign Overview:**

- Emailed 87 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.
- 33 out of 87 students declared their major or pre-major

**Appendix**

Materials include the following; (1) Four outreach emails sent to students and (2) Voicemail script used to call students who had not been seen by an Advisor.

Email #1 - Sent 1/25/16

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

Dear <STUDENT FIRST NAME>:

As of January 25th, 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, February 12th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for spring 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 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 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 <CREDITS> 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>
<ADVISOR SIGNATURE/CONTACT INFO>

Email #2 – Sent 1/29/16

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

Dear

This is a gentle reminder that, as of January 25th, a hold has been placed on your spring registration. 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, February 12th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for spring 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](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. 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 <CREDITS> 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.

Email #3 – Sent 2/3/16

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

Dear <STUDENT FIRST NAME>:

This is a follow up notice to the 105 hold email I sent you last week. As of January 25th, a hold has been placed on your registration for spring quarter classes. 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 <CREDITS> credits, and have not yet declared a major.

To remove your registration hold, please take one of the following actions:

- **OPTION 1:** Complete the online **Major Declaration Plan** before 5:00pm THIS Friday, February 13th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for spring 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](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. You may either schedule an appointment by calling 360-650-7443 or you can come to a walk-in appointment between 3:00-4:00 in Old Main 387 daily.

- **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.

Benefits to declaring your major include:
- Departmental advisement specific to your major
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,

PS. Please take action as soon as possible! Registration begins in a few weeks and we don’t want to there to be a delay on your ability to register. As we approach registration, advisors in our office become busier and it can become harder to schedule appointments.

Email #4 – Sent 2/10/16

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

Dear <STUDENT FIRST NAME>:

This is a follow up notice to the 105 hold email I sent you last week. As of January 25th, a hold has been placed on your registration for spring quarter classes. 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 <CREDITS> credits, and have not yet declared a major.

To remove your registration hold, please take one of the following actions:

- **OPTION 1:** Complete the online Major Declaration Plan before 5:00pm THIS Friday, February 13th. I will review your Major Declaration Plan to determine whether you need to meet with me before registering for spring 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. You may either schedule an appointment by calling 360-650-7443 or you can come to a walk-in appointment between 3:00-4:00 in Old Main 387 daily.

- **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.

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,

PS. Please take action as soon as possible! Registration begins in a few weeks and we don’t want to there to be a delay on your ability to register. As we approach registration, advisors in our office become busier and it can become harder to schedule appointments.

**Voicemail Script**

Hi this is ______________ from Student Outreach Services at Western Washington University. We’re calling to see if you’d like to set up an appointment with an advisor to discuss declaring a major. You currently have a hold on your registration, meaning that you won’t be able to register for winter quarter classes until you speak with an advisor. As registration begins soon, we hope to see you in our office in the next week. Please call us back at 360-650-7443 to schedule an appointment. Thank you!
Phone Conversation Script

Hi this is _______________ from Student Outreach Services at Western. We’re calling to see if you’d like to set up an appointment with an academic advisor to address your registration hold.

How to respond to different prompts:

“What is this about?”
Students who have high credits, but haven’t yet declared a major are asked to come in and see an advisor. They just want to check in to make sure you are doing ok in progress to your degree. Students who have a hold and haven’t yet talked with an advisor won’t be able to register for spring quarter classes.

“I’ve already declared my major.” OR “I’ve already applied to my major”
Ok—I’ll make a note of that and check with your Student Outreach Services advisor. Sometimes there’s a lag in departments processing paperwork for declared students. An advisor will get back to you soon.

“I don’t want to set up a meeting right now.”
Ok—we really encourage you to meet with an advisor soon so you will be able to register for spring quarter classes. Our advisors get very busy the week of registration so it can sometimes be difficult to get an appointment if you wait.

“I’m busy, can I call you back?”
Sure. You can call me at (______________). I’ll be here for the next (certain amount of time) or you can always call our front desk to schedule an appointment. Do you need the Student Outreach Services number (360-650-7443)?

“I’m going to apply for my major next quarter (or soon), do I still have to meet?”
Your advisor would still like to be able to chat with you about your plans before they can remove your hold.

“I already met with an advisor and they removed my hold.”
Ok—Sorry about that! Sometimes there’s a little bit of a lag in the data we receive from the advisors. I’ll double check with their list.

➔ If the student would like to make an appointment, transfer them to the front desk as they have access to advisor calendars. Let the student know who their assigned advisor is before transferring them!