Access Program Kickoff
Targeted Advising Campaign Report

Target Population
Access students who are not enrolled in the EDUC 108 course and who did not attend the Early Move-in Orientation. These students have not received any academic advising from Student Outreach Services.

Target Population Search Parameters
- Student Status: No action taken
- Freshman
- Student Outreach Services advising group

Campaign Objective and Rationale
Based on the student’s academic abilities and potential to benefit from the services, Student Outreach Services, in coordination with the Office of Admissions, invites students to participate in the Access Program. Access is a year-long program designed to help first-year students make a successful transition from high school to college. Research shows that students who are academically and socially engaged in their college environment graduate at higher rates than those who are less involved. The Access Program helps to ensure that these students remain engaged and involved during their first year, better enabling them to be successful for the remainder of their college career.

Goals
1. Get connected with Student Outreach Services and the Access Program
2. Assist with student’s awareness and utilization of campus resources

Intervention Approach
The outreach consisted of an initial email inviting the students to participate in the Access Program Kickoff. In the initial email, a strong emphasis was put on the ability to get priority registration for winter quarter courses only if they attend the event. Priority registration means that students in the Access Program are allowed to register for classes first before other students (including senior status students). If students didn’t respond to the first email, a second contact attempt was made by phone. SOS student workers called all students who did not reply to the email to invite them to the event. If students didn’t answer, a voicemail was left letting students know about the event and to return the call if they were interested in
attending. Finally, a second and final email was sent out to students who had not responded to either the initial email or the phone call.

**Results**

<table>
<thead>
<tr>
<th>Attended: Access Program Kickoff</th>
<th>Students</th>
<th>Percent Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of students invited to workshop</td>
<td>49</td>
<td>100%</td>
</tr>
<tr>
<td>Total # of students attended workshop</td>
<td>11</td>
<td>22.4%</td>
</tr>
<tr>
<td>Total # of students who attended an advising appointment in SOS</td>
<td>18</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

**Lessons Learned & Recommendations for Future Campaigns**

Though changing the language of the email to reflect more urgency helped with the response rate, we found that it was difficult to get any response from students either by email or by phone. We recommend finding different ways of contacting students (perhaps using social media, such as the SOS Facebook account).

Because we began to see improved response after notifying students that attending the workshop could fulfill the advising requirement to receive priority registration, it is clear that students respond to opportunities that carry a direct benefit to them. Usually, food and giveaways are known as incentives that increase student attendance at programs, but considering students’ multiple and competing priorities, students will need to make judgments about the best way to spend their limited time, so creating meaningful incentives to participation would be a strong recommendation.

**Appendix**

**Attachments**: Emails, Example of Phone Log

**Initial Emails**

Mimi,

Congratulations on completing your first few weeks of fall quarter at Western! We’re so glad that you have joined our community. As a follow up to my last email I am writing to invite you to our Access Program Kickoff on October 22nd at 4 PM sponsored by Student Outreach Services. The Kickoff is our first event of the year in which we welcome students to Western and into the Access Program. You will have an opportunity to meet the Student Outreach Services advisors, learn more about the Access Program, meet other Access students, and have the opportunity to meet and ask questions to upper classmates about Western. There will be a raffle with very cool prizes. Do you think you will be able to join us? More information about this event can be found below or see the attachment.
Please RSVP by replying to this email no later than October 20th.

In the meantime, if you have any questions about Access or Western in general, please don’t hesitate to contact me directly.

Best Wishes,

Emmanuel

From: Danielle Smith
Sent: Saturday, October 10, 2015 6:13 PM
Subject: You’re Invited to the SOS Access Program Kickoff - Thursday, 10/22

Hi (Student’s Name),

Congratulations on completing your first few weeks at Western! We’re so glad that you have joined our community and want you to feel welcomed and supported. As a follow up to my last email, I am writing to invite you to our Access Program Kickoff on Thursday, October 22nd at 4:00 PM.
The Kickoff is our first event of the year in which we welcome students to Western and into the Access Program. You will have an opportunity to meet the Student Outreach Services advisors, learn more about the Access Program, meet other students, and have the opportunity to meet and ask questions to older Western students. There will also be a raffle and plenty of giveaways!

Do you think you will be able to join us? **Please RSVP by replying to this email no later than October 20th.**

In the meantime, if you have any questions, please don’t hesitate to contact me.

My Best,

Danielle

**Danielle Shontae Smith, M.A.**
**Academic Support Coordinator**
Student Outreach Services
Old Main 387 • 360.650.7254
[Pronouns: She/Her/Hers]

Second Emails

Hi Paiton,

With the fourth week of classes coming to an end, winter quarter is just around the corner. Registration for winter quarter occurs between Tuesday, November 10th - Tuesday, November 24th. **Your registration date and time** depends on credits completed and does not include the courses you are currently enrolled in for fall quarter. To confirm your registration status (including any holds and registration date and time), you can check online by going to WEB4UàStudentàRegistrationàCheck your registration status.

As a reminder, students in the Access Program are eligible for priority registration after completing a mandatory advising appointment each quarter. Priority registration means that you have the opportunity to register on the first day of registration on November 10th at 10 AM allowing you get the classes that you want. An opportunity to complete the advising requirement for winter classes is to attend the entire hour long **Access Program Kickoff** on October 22nd from 4 - 5 PM in Viking Union 565 A. I strongly recommend that you attend the session on Thursday but if you cannot attend this session, please contact me.

Emmanuel

From: Danielle Smith
Sent: Monday, October 19, 2015 8:54 AM
Subject: ACTION NEEDED: Complete advising requirement for priority class registration

Hi (Student Name),
The fourth week of classes just came to an end, so that means you’re almost halfway done with your first quarter at Western! About one week ago, I sent you an email inviting you to the SOS Access Program Kickoff on Thursday, 10/22. I’m writing again because I have not yet heard from you, but also to let you know that the format of Thursday’s event has changed slightly to focus more on getting you prepared for winter quarter.

As a reminder, students in the Access Program are eligible for priority registration after completing a mandatory advising appointment each quarter. Priority registration means that you have the opportunity to register on the first day of registration on November 10th at 10:00 am, which will almost guarantee that you’ll get the classes that you want. An opportunity to complete this advising requirement for winter quarter is to attend the Access Program Kickoff & Advising Workshop on Thursday, October 22nd at 4:00-5:00 pm in Viking Union 565 A (Note: You must remain for the duration of the workshop). During the session, you will have the chance to meet me and also have the opportunity to meet other students, and then we will discuss some important academic planning steps that will help you get ready for winter quarter registration. I, as well as other advisors, will also be available directly after the workshop to answer specific questions and to assist you with class selection. Please let me know if you can or cannot attend by replying to this email no later than Wednesday, October 21st at 8:00 am so that I can prepare for your attendance.

With all you have going on right now, it may be hard to believe that you already have to start thinking about next quarter, but I’m here to help you get ready. Registration for winter quarter occurs between Tuesday, November 10th - Tuesday, November 24th. Your registration date and time depends on your total credits completed, but does not include the courses you are currently enrolled in for fall quarter. You can confirm your registration status (including any holds you may have and your registration date and time), by going to WEB4U > Student > Registration > Check your registration status.

I strongly recommend that you attend the workshop on Thursday, but if you cannot attend this session, please contact me.

I hope to see you there!

Danielle

Danielle Shontae Smith, M.A.
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[Pronouns: She/Her/Hers]

www.edu/sos • facebook.com/wwu.sos

Access Advising Workshop Phone Outreach Log

<table>
<thead>
<tr>
<th>ID</th>
<th>FIRST_NAME</th>
<th>LAST_NAME</th>
<th>Phone #</th>
<th>Attending?</th>
<th>Notes (Talked with student, left message, phone disconnected, no voicemail set-up, voicemail full, etc.)</th>
</tr>
</thead>
</table>