High Performing Freshmen Outreach Spring 2015
Targeted Advising Campaign Report

Target Population
The target population for this advising campaign identified freshmen who earned a 3.75-4.0 cumulative GPA who had not yet declared a major or pre-major.

Target Population Search Parameters
- Freshmen
- College: All colleges designated
- Major: Degree seeking and undeclared
- Cumulative GPA: 3.75-4.0
- Enrollment: Enrolled Spring 2015

Spring 2015 cohort: 48 students

Campaign Objective and Rationale
AAC conducted outreach to freshmen who have a 3.75-4.0 cumulative GPA who had yet to declare a major or pre-major. These students often have a high capacity to succeed in multiple fields and we wanted to support major declaration by the time they complete 90 credits.

These are students who have demonstrated a high motivation to succeed in college and we wanted retain them in general, and specifically as sophomores. Additionally we want to ensure they receive advising support to help them engage in their overall Western experience. Often students who are successful academically may not seek out help without a specific need or question, yet they could benefit from advising to discuss their academic options and opportunities. Often, these students have specific future goals such as a major or career in mind, but they not know steps to progress.

Goals
1. Contact all of the students via email congratulating them on their high academic performance and offer advising resources to prepare for sophomore year.
2. We hoped to advise 30 (63%) of the students during spring quarter.
3. We hoped to retain 45 (93%) of the students for fall 2015.
4. We hope to support 43 of the students to declare a major or pre-major by 90 credits. (Quarterly evaluation required to assess progress on this goal.)
5. We hope 24 (50%) of the students will attend a Career Services Center (CSC) event or appointment by the end of fall quarter 2015.
Intervention Approach

This campaign was conducted primarily during spring quarter 2015 with one additional outreach email sent in fall 2015 and quarterly review of major declaration status.

- Every student in this group received an initial email during the second week of classes. This email congratulated students on their high academic performance and invited them to come in for advising during spring quarter.
- Students who did not respond to the email or come in for advising received a second email in week four of the quarter. This email reiterated that advisors are available to help them review their academic plans, prepare for fall registration, and continuing their success into sophomore year.
- Phone calls were made in week five to students who had not yet responded to either email or come in for advising. The intent of the phone call was to reiterate an invitation to meet with an advisor before the end of the quarter. It was important attempt to contact students using a different method than email and for this contact to feel personal to the student.
- Fall quarter, all students in the group who were enrolled an email encouraging them to take advantage of the CSC events and resources.
- All communications were tracked in OneNote. Prior to Email 2 and the Phone call, students were cross checked in AdvisorTrac was provided to see if students had come in for appointments.
- AdvisorTrac data for Fall Quarter 2015 as well as CSC event attendance information.
- Reports were run at the end of both Fall Quarter 2015 and end of Winter Quarter 2016 to check on students’ major/pre-major status.

Results

High performing freshmen were very appreciative of the campaign efforts to connect with them. While these students are highly capable, they benefit from advising conversations to guide their progress in their academic and career planning and goals.

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email #1</td>
<td>48/48</td>
<td>2/48</td>
</tr>
<tr>
<td>Email #2</td>
<td>46/46</td>
<td>1/46</td>
</tr>
<tr>
<td>Phone Call</td>
<td>37</td>
<td>N/A*</td>
</tr>
<tr>
<td>Fall 2015 email</td>
<td>44</td>
<td>5/44</td>
</tr>
</tbody>
</table>

*Several variables on the reporting chart do not allow for reporting an accurate number for response rate following the phone call. Examples include a student came in for an appointment after email 2 and on the day of the phone calls. Other factors included students without a phone number.
<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Rate</td>
<td>48 (100%)</td>
<td>48 (100%)</td>
</tr>
<tr>
<td>Advised students in Spring 2015</td>
<td>30 (63%)</td>
<td>30 (63%)</td>
</tr>
<tr>
<td>Retain students for Fall 2015</td>
<td>45 (93%)</td>
<td>44/48 (91%)</td>
</tr>
<tr>
<td>Support students to declare a major/pre-major by 90 credits</td>
<td>43 (89.5%)</td>
<td>10/44 end of Fall 2015 (22.7%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23/41 end of Winter 2016 (56%)</td>
</tr>
<tr>
<td>Students attend a CSC event or appointment in Fall 2015</td>
<td>24 (50%)</td>
<td>5/44 (11%)</td>
</tr>
</tbody>
</table>

**Lessons Learned & Recommendations for Future Campaigns**

- Since the initial email is congratulatory, it can be sent early in the quarter. Consider sending end of week one or beginning of week two.

- It is important to share the campaign information and purpose with the Peer Advisors since they receive calls from students in response to the email and phone calls.

- Students were responsive to the phone call and came in for advising. One consideration is making phone calls earlier, and perhaps after one email rather than two.

- We conducted phone calls in week five and even with some time held for appointments, often we were offering students and appointment in two weeks’ time. Possible modifications include calling earlier in the quarter (before 30 minute only appointments go into effect) and holding more appointments times to offer these students.

- The target of having students connect specifically with CSC in fall 2015 was overly ambitious. Modifications could include broadening the measure of connecting with AAC or CSC to any type of event or contact.

- Based on number of students, this may not need to be run as a fully collaborative campaign within the Academic Advising Center (AAC). The amount of advisor time to send instructions and to have all the advisors send the two emails was significant. Making individual phone calls was very effective in connecting with students and setting up advising appointment. It was also effective and efficient to have the calls shared across multiple advisors.

- Tracking progress in OneNote allowed advisors to simultaneously log progress, however, this made tracking results challenging because the data collected then needed to be entered back into an Excel file. Also, what information an advisor should log was not clear for the phone call and the response to the phone call. For example, some advisors noted the date, others noted if they spoke to a student or left a voicemail. Tracking data in this section is inconsistent as a result and poses challenges for reporting.

- Challenges with reporting data include:
  - How to track and report results when targeting is based on only contacting students who haven’t responded to the intervention at that point in time.
  - How to monitor and report on students declaring by 90 credits because they reach that threshold at different points in time. At what point do we stop checking—once they are all declared?
  - What counts as advising? For example, a brief phone conversation that includes are referral for a student to meet with an academic department.
Appendix

Email 1:
Subject: Continuing your Success Sophomore Year!

Dear <Student first name>,

Congratulations on earning a cumulative GPA of <X.XX> at Western! The Academic Advising Center is invested in supporting your continued academic and personal success. Spring quarter is just starting and is an ideal time to connect with an advisor to review your Western experience and talk about major planning and preparation. We are reaching out to high performing freshmen who haven’t declared a major or pre-major. Whether you are still considering your choice of major or have made a decision, we would love to meet with you to review your plans.

We offer 1 hour Choosing a Major appointments that incorporate both academic and career planning. We’re here to help you make the most of your Western experience, connect you with resources, and prepare you to achieve your future goals.

Please call us at 360-650-3850 or stop by Old Main 380 to schedule your appointment. We look forward to seeing you soon!

<Advisor name>

Email 2:
Subject: Planning Your Fall Registration

Dear <Student first name>,

I hope your spring quarter is going well! Can you believe you’re almost through your freshman year? In a couple weeks, summer and fall registration starts. As a freshman with a high GPA, you’ve shown a commitment to your short and long term success and here in the Academic Advising Center we’re excited to help you continue that into your sophomore year. We encourage you to meet with an advisor to discuss your academic plans before the end of the quarter. Preparation for a major and campus engagement are important pieces of your college experience and we’re here to support and connect you resources for ongoing success.

Please call us at 360-650-3850 or stop by Old Main 380 to schedule your appointment. I look forward to seeing you soon!

<Advisor name>

Phone scripts:

Voicemail Script

Hi, I am calling for <Student Name>, this is <advisor name>, I’m an Academic Advisor at Western. I’m calling to follow up on a couple emails that I’ve sent you the past couple weeks. This spring we are reaching out to freshmen with a high cumulative GPA who have yet to declare a major or pre-major. Whether you have chosen a major or are considering your options, we would like to meet with you to review your plans for next year. We are here to support you in achieving your goals.

Please call us at 360-650-3850 or stop by our office in Old Main 380 to schedule an appointment. You can also meet for a walk-in appointment—these are brief 15 minute appointments offered Monday-Friday 11am-2pm.

We hope your quarter is going well and look forward to seeing you soon!

In-Person Script
Hi, may I please speak with <student name>, this is <advisor name> calling from Western’s Academic Advising Center. How are you? I’m calling to follow up on a couple emails I’ve sent in the past few weeks. This spring we are reaching out to freshmen with a high cumulative GPA who have not yet declared a major or pre-major. We wanted to check in with you on your academic plans for sophomore year.

Topics to cover:
- Have you decided on a major?
- How do you like Western? Have you gotten involved on campus? If so, how? If not, have you thought of things but not pursued them yet?
- Do you have post-graduation goals? We offer advising that addresses both academic and career planning.

Remember fall registration begins May 12th. We would love to meet with you before the end of spring quarter. During the registration period, we offer ½ hour scheduled appointments as well as 15 minute walk in appointments which are offered 11am-2pm Monday-Friday. Would you like to schedule an appointment?

We look forward to seeing you!

Fall 2015 email:

«STUDENT_ID»

Hello «STUDENT_FIRST_NAME»,

Welcome back! We hope you enjoyed your summer and are excited to return for your sophomore year. Now that you are familiar with Western, we encourage you to continue to explore opportunities to support your academic, personal and career goals. These may be short-term goals such as volunteering, joining a student club, or finding an internship. Perhaps you have long term goals such as going to graduate school, working for the Peace Corps or Americorps, or landing your dream job. Remember the Academic Advising Center is here to support you! Another resource available to you is the Career Services Center—they host many events such as the Community and Internship Fair, Health Professions and Graduate School Fair and Law School Fair. Here is a link to the Career Services Events webpage: http://www.wwu.edu/careers/careerfair_specialevents.shtml They also offer appointments to help you explore career paths, search for internships, write resumes and cover letters, and prepare to apply to graduate school.

Upcoming events that may interest you:
- Health Professional & Graduate School Fair, Wednesday, October 21st
- Community Internship and Volunteer Fair, Thursday, October 22nd
- Ask an Alum: Career Conversations with Viking Alumni, Wednesday, November 4th
- Business Career Fair, Thursday, November 5th
- Law School Info Fair, Tuesday, November 10th

This fall, we encourage you to attend an event or meet with one of the Career Services Counselors. You can call 360-650-3240 or stop by their office in Old Main 280 for more information or to schedule an appointment.

As always, if you have academic planning questions, please come see us.

Have a great quarter!
Amy

Amy Appleton
Co-Coordinator of Advising Services
Academic Advising Center
Old Main 380
360-650-3850

Communications to Advisors about the Campaign:
Since this campaign was a collaborative effort including the coordinator plus 4 other advisors as well as the support of our administrative assistant, communication about the overall campaign as well as a reminder at each stage was sent out. Below is a list of the communication sent to the advisors participating in the outreach campaign.

**Email to Advisors 4/7/15 with campaign overview**

**Attachments:** High Performing Freshmen Campaign Overview 4-3-15

Hi AAC Team,

As I mentioned in our staff meeting, this spring we are conducting outreach to high performing freshmen who completed winter quarter with a cumulative GPA of 3.75-4.0 and who are undeclared in a major/pre-major. We have targeted this population in an effort to retain and support them in their overall Western experience. Often students who are academically successful may not seek advising help without a specific need, yet could benefit from academic advising. We also want to encourage their overall engagement with campus resources and opportunities.

**Timeline for Outreach spring 2015:**
- Initial email out during week 2 (April 6-10)
- Students who do not respond to the email or come in for advising will receive a second email in week 4 (April 20-24)
- Students who do not respond after the second email will receive a phone call in week 5 (April 27-May1)

**Please remember to block time on your calendar to make calls as well as block time to be available for an appointment offered during a phone call.**

**Tracking in OneNote:**
We will use OneNote to track our interactions. Under email 1, note the date you send the email. For response, if a student emails you back, please fill this in prior to sending email 2. Ashley will assist us in cross-checking AdvisorTrac to see if a student has been in for advising. We will use the same process for email 2. For phone, please note the date you call the student and in the response note if you leave a voicemail or reached the student.

Here is the P Drive pathway to the OneNote tracker for this project: P:\ACDS\Common\ACADADV\11 Outreach\SSC\Spring 2015 High Perf. Fr\Spring High Performing Freshmen Tracker

**Documentation in AdvisorTrac:**
- For any emails please send information to Lauren Moore. This will include the email 1 and 2 plus any correspondence you may exchange with the student.
- For phone, please note the date you call the student and for response note if you leave a message or talk with the student. Remember to log any advising length/content conversations in AdvisorTrac.

I will send an individual email with your list of students and the template for email 1. I’m excited about this proactive outreach to high performing students. Please let me know if you have questions or observations as we go through this outreach project.

Thanks,
Amy

**Email to Advisors April 7, 2015**

**Attachments included:**
- Individual exel document with list of names
- Word document of Email #1
- How to do a Mail Merge instructions.

Hi,

Attached is the email 1 template for the first email contact to the high performing freshmen along with your assigned students. Our target is to send the email out by the end of this week. Here are a couple options for sending the email:

1. Mail Merge—I have attached Carissa’s document on how to send a mail merge.
2. SSC—you can look up each student through SSC and click “email student” which will open up an email and you can copy and paste the information. If you use this option, please remember to add in the student’s GPA into the letter.

Whichever method you choose, please remember to update the OneNote track and email Lauren with the email and W numbers.
Hi there,

Thanks for your involvement with our spring SSC campaign to freshmen with a 3.75-4.0 cumulative GPA. Week 4 (April 20-24) is our opportunity to send the second email to students if they haven’t responded or come in for an appointment. Ashley has updated the OneNote tracker with any AdvisorTrac information—remember to delete anyone off your excel list who has met with an advisor. I encourage you to personalize the emails to include a student’s first name. We aren’t including GPA this time so the mail merge process is (hopefully) more straightforward.

Tracking reminders:
- Please remember to log the date your email goes out in our OneNote document: P:\ACDS\Common\ACADADV\11 Outreach\SSC\Spring 2015 High Perf. Fr\Spring High Performing Freshmen Tracker
- Also, please email Lauren with your email and W numbers so she can log the outreach in Advisor track. If you have had any email correspondence with students, please forward this to Lauren as well.

Please let me know if you have questions, if I missed anything, or can lend a hand.

Thanks!
Amy

**Email to Advisors sent 4/17/15 in preparation for Email #2 Distribution**
**Attachment:** HighPerf_Freshmen_Email_2

Good morning!

This week as part of our spring 2015 SSC campaign, we will be making phone calls to the high performing freshman who have not yet responded or met with an advisor. The peers mentioned that a couple students have called and scheduled appointments this past week, but who we won’t see for a couple weeks given our calendars.

I have attached phone scripts for leaving a voicemail and reaching the student. Please remember to update the OneNote tracker with the date you call as well as the column on response. In the voicemail phone script, we direct students to call our main number to set up an appointment. I know sometimes with cell phones, people call the number that initiated the call so you may receive a return call directly from the student. Since we all have times blocked to offer these students appointments, it seems appropriate to give them 48 hours to return our call. After that, please remember to remove the blocks to open up our calendars.

Please keep me posted on your progress with your list of students and let me know if you have any questions or observations about this outreach effort.

Thanks,
Amy