Undeclared 90-104 GPA 2-2.5 – Fall 2014

Targeted Advising Campaign Report

Target Population
Total Number of Students identified: 39

Target Population Search Parameters
- Major: Undeclared Students
- Credits: 90 – 104
- Cumulative GPA: 2.0 – 2.5
- Enrollment: Enrolled Fall 2014
- Posted as High Risk in SSC
- Student Status: No Action Taken

Campaign Objective and Rationale
Our purpose for choosing this population of students was to help them feel supported as they are currently not receiving targeted outreach for our Choosing a Major Workshops (0-75 credits) or from our low scholarship outreach (Students on Academic Warning, probation, or continuing probation) They do receive 1 targeted email during our 105+ credit outreach process, though we do not follow up from that email. It seems like students who are at high risk in their major interest area and with a GPA this low may not be setting themselves up to be able to declare a major in a timely manner, making time to degree a concern. Our goal was to connect with at least 30 of the 37 students in our outreach and discuss a plan to declare their major, a back-up plan, along with some personalized course planning for winter quarter.

Goals
1. Speak with 75% of the students on the outreach list (about 30 students)
2. Discuss a realistic plan to declare a major and discuss a back-up plan for major if necessary
3. Establish next steps and a personalized course plan for winter quarter

Intervention Approach
Time Period: Fall Quarter 2014 (Early October – Early November)
Communication Plan:
Week 1 – Email sent to all 37 students reminding students of declaration policy, informing them of choosing a major workshop, and services provided by academic advising.
Week 2 – Another email sent to students who did not respond to first email (36 students) email encouraged students to connect with an advisor before winter quarter registration.

Week 3 – Individual phone calls to students who had not yet responded to the email, come into Academic Advising for a walk-in advising appointment, or scheduled an appointment. Phone conversations included discussing where student is at in major declaration process and encouraging student to make an appointment with our office to further discuss plan for major, back-up options if necessary, and realistic winter quarter schedule.

Walk-in/Appointment with Advisor: As soon as a student could get in for an appointment or come to walk-in. Our goal was to discuss their current plan to declare a major, back-up options if necessary, and a realistic winter quarter schedule.

Follow-up: Students who had still not declared in winter quarter 2015 were included in our 105+ credit hold outreach process, which requires them to connect with an advisor and share their major declaration plan before registering for spring quarter classes.

Results

My goal was to speak with about 75% of my work list (about 30 students), I reached a total of 24 from my list. Of the 24, we saw 13 of these students in our office and 11 we talked with on the phone. Every student I talked to in my office or over the phone was very appreciative of the extra outreach we were doing to support them through this process. Our population of students varied widely on what they were saying about their academic progress:

- ¼ seem to be on track to declaring their major and have even connected with the department
- ¼ really needed help narrowing down a major that is attainable for them, realized the direction they are headed is not a good fit, needed help coming up with a back-up plan etc.
- ¼ were part of our reinstatement process, where they had previously been dismissed from Western and have been back and doing really well these past couple of quarters and continuing to work on improving their GPA
- ¼ understand the requirements of their major and know that they currently do not qualify to declare, but are on track to continue improving

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
<th>Response Rate</th>
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</thead>
<tbody>
<tr>
<td>Email #1</td>
<td>37</td>
<td>1</td>
</tr>
<tr>
<td>Email #2</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>Phone Call #1</td>
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<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
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</thead>
<tbody>
<tr>
<td>Contact Rate</td>
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<td>37</td>
</tr>
<tr>
<td>Overall Response Rate</td>
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<tr>
<td>Overall Advised Rate</td>
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<td>% of Students that Register for 15+ Credits</td>
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<tr>
<td>% of Students that Create a Four-Year Degree Plan</td>
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<td>n/a</td>
</tr>
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Lessons Learned & Recommendations for Future Campaigns

Our goal for future quarter outreach would be to start sooner and be intentional about the time of the quarter that we are doing the outreach, keeping high student traffic times in mind. We also realized the significant impact of the phone calls versus the two initial emails.

Appendix

Email #1

RE: Declaring a Major

Dear <Student>:

We hope you are enjoying your experience as a Western student. As part of fulfilling Western’s graduation requirements, all students choose and complete an academic major. Declaring a major is essential to graduating in a timely manner. Western’s major declaration policy outlines the expectation that students connect either with an academic advisor or departmental advisor by 60 credits in order to prepare to apply to declare a major by 90 credits. Our records show you have completed <credits> credits and we are contacting you to offer the support and assistance of the Academic Advising Center to ensure your success with the process of choosing a major.

Choosing a Major

If you have not chosen a major, two units in Academic and Career Development Services offer services and resources to help you explore, choose, and prepare to declare a major:

- **Academic Advising Center**—for help with choosing a major that is right for you
  - Schedule a Choosing a Major appointment 360-650-3850
  - Check out the [University Catalog](#) to see all the majors available at Western
  - Utilize online resources to navigate the process of Choosing a Major

- **Career Services Center**—for help matching a major to career pathways
  - Schedule a Choosing a Major Appointment 360-650-3240
  - Online resources to [explore and connect major and career options](#)
  - Match your interests and personality traits with potential majors and careers through career assessment tools
  - Check out the [Employment Status of Recent Grads Survey](#)

Declaring a Major

Departments vary in their requirements for declaring a major. If you have identified a possible major(s), please review the [University Catalog](#) to understand what is required to declare and complete the major. Next, we encourage you to review the website for the academic department for more information about the faculty and opportunities within the major. Follow up by meeting with an advisor in the department(s) that are of interest. Some majors offer a pre-major status that you can apply for while working towards fulfilling requirements to declare.

Majors often take two to three years to complete after you officially declare or apply and are accepted into the major. Declaring a major will provide you with access to major restricted classes along with the
significant benefit of working with a faculty advisor who can help you develop an educational plan to maximize your experience within the major and create a timeline for graduation.

Academic and Career Development Services is available to help you navigate how to choose and declare a major and to do so by the time you complete 90 credits. Students who do not declare a major by the time they complete 105 credits may not be permitted to register without first connecting with an advisor. We encourage you to take the next step in your process to declare a major to stay on track.

We hope to see you soon in the Academic Advising and Career Services Centers, if you want help with exploring, choosing and declaring a major. We look forward to helping you make progress in your Western journey.

Sincerely,

The Academic Advising Center Staff

Email #2

RE: Are you ready for Winter Quarter Registration?

Dear Student:

Greetings from the Academic Advising Center! We hope that your quarter is off to a great start. It is hard to believe that Winter Quarter Registration is only a month away. With that in mind, we want to make sure that you have the information and support you need to select a balanced schedule of courses that will move you forward in meeting your academic and career goals.

Our general guideline is that students should be ready to declare their major by the time they have completed 90 credits in order to be on track to graduate in a timely manner. Because you have completed 90 credits and have not indicated an interest area or declared a major we’re reaching out to offer our support to help you with your academic planning.

As you may have discovered, many of Western’s majors have competitive declaration processes including overall GPA standards and/or grade requirements in specific classes. With your current GPA of 2.32 it might be hard to meet the requirements for some of these more competitive majors. We would like to help you explore majors that would be a good fit for you based on the courses you have taken so far and your personal goals and work with you to develop a course schedule for winter quarter that will move you forward toward declaring a major.

Students who have not declared by the time they have completed 105 credits are not allowed to register for further coursework without connecting with an advisor. Though you are not currently at this point, we want you to start early with this process and take the next step towards declaring a major by meeting with an advisor to make sure you are on track.

We would like to see you in the Academic Advising Center before October 31st. You can make an appointment with an advisor by stopping by our office in Old Main 380 or calling 360-650-3850 to make a choosing a major or academic planning appointment. We look forward to helping you make progress in your Western journey.

Sincerely,

The Academic Advising Center Staff

Phone Script

Voicemail Script:

Hello <student name> this is <advisor name> calling from the Academic Advising Office. We are calling to follow up from an email you received on Monday, October, 13th from our office. We noticed that you may need some support around Choosing a Major and Winter Quarter registration and want to encourage you to make an appointment or come to our Walk-Ins and connect with an advisor. To make an
appointment you can call us at 360-650-3850 or stop by our office in Old Main 380 and schedule an appointment or come to our Walk-Ins Monday-Friday 11AM-2PM. We hope your quarter is off to a great start and look forward to seeing you in our office soon!

Live Script:

Hello <student name> this is <advisor name> calling from the Academic Advising Office. How are things going? We are calling to follow up from an email you received on Monday, October, 13th from our office. How is Fall Quarter going for you? We noticed that you may need some support around Choosing a Major and Winter Quarter registration and want to encourage you to make an appointment or come to our Walk-Ins and connect with an advisor. Is there a time in the next couple of weeks that would work for you to schedule an appointment with the Academic Advising Center or come to our Walk-Ins Monday-Friday 11AM-2PM? We hope your quarter is off to a great start and look forward to seeing you in our office soon!