Targeted Advising Campaign Report

Target Population
Total students identified: 105

Target Population Search Parameters
• No contact with an advisor
• Major: Undeclared
• Cumulative GPA: 2.3 – 2.5
• Enrollment: Winter 2015

Campaign Objective and Rationale
Our goal was to reach out to support students early on who may be at risk of falling into our 105 credit hold outreach by continuing to back up efforts to get students declared. Students who are not declared going into their sophomore year are less likely to be retained by the university. This population does not receive support from additional targeted outreach that our office does. These students may not fall into our low scholarship outreach (students on academic warning, probation, or continuing probation). They also do not receive the undeclared outreach that we do to students with 75+ credits. We reach out to students starting at 75 credits, encouraging students to seek advising if they are still trying to decide on a major or need help taking the next steps needed to declare their intended major. Additionally, campus wide we have a policy around insufficient progress toward degree which includes students who fail to make progress toward a degree. Our goal was to see if we can start to reduce the number of students we see in our 105+ credit hold process.

Goals
1. Proactively reach out to students who may be at risk of not being able to declare their major interest in a timely manner
2. Align and emphasize institutional and departmental policies around our 105+ credit hold policy and insufficient progress toward degree
3. Reduce the amount of students reaching 105+ credits and are still undeclared

Intervention Approach
We decided on 2 initial emails followed by a phone call. We started with an email because we had a high number of students in the outreach population and we saw it as a time efficient method of contacting all students. Additionally, email is Western’s official form of communication with students. We chose to end our outreach with phone calls because they are more personal and supportive, we received quite a bit of
positive feedback from students we had discussions with over the phone saying they felt very supported by our office.

Outreach conducted: Winter 2015

Email 1: Sent during 2nd week of classes

Email 2: Sent during 4th week of classes to students who did not respond either by email or advising appointment

Phone Call: made during 7th week of classes to students who did not respond either by email or advising appointment

Rationale: Our office tends to have high volume during the first couple weeks of classes, tapering off toward the end of the second week. This allowed us to send out a mail merge and ensure that we would have more availability on our calendars in the coming weeks.

Our office picks up again around the end of February for spring quarter registration, we were aiming to make our phone calls before our calendars filled up with students wanting to plan for spring quarter.

Looking back, we would have adjusted the timeline and made phone calls during the 6th week of the quarter to allow for more availability on our calendars if students were interested in making an appointment with us.

**Results**

- 51% response rate
  - We heard back from 54 students out of the 105 initial student group
  
- Of the 54 students we did hear from:
  - 0 responded via email back to an advisor
  - 2 connected with our office via email
  - 2 connected with our peer staff for a walk-in
  - 15 students had a conversation with us over the phone
  - 2 met with our Student Outreach Services Office
  - 11 came to one of our 15 minute walk-in appointments
  - 22 met with an advisor for a 30 or 60 minute appointment

<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>105</td>
<td>6</td>
</tr>
<tr>
<td>Email #2</td>
<td>99</td>
<td>6</td>
</tr>
<tr>
<td>Phone Call #1</td>
<td>93</td>
<td>32</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Rate</td>
<td>105</td>
<td>105</td>
</tr>
<tr>
<td>Overall Response Rate</td>
<td>n/a</td>
<td>54 (51%)</td>
</tr>
</tbody>
</table>
### Outcome Metric

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Advised Rate</td>
<td>n/a</td>
<td>54</td>
</tr>
<tr>
<td>% of Students that Register for 15+ Credits</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>% of Students that Create a Four-Year Degree Plan</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Lessons Learned & Recommendations for Future Campaigns

Not all outreach needs to look the same

- Our trend has been to collaborate as an office (this has built both capacity and a shared knowledge of how to structure outreach)
- We also structured our communication to be 2 emails, then a phone call – this created an opportunity to develop a relationship with students by contacting them and following up with an appointment
- Our goal has been for students to make appointments with advisors, but not always necessary as the desired outcome of your outreach.

Planning your communication to students is very helpful and can be done ahead of time

Preparing the materials for the outreach:

If doing as a collaboration, give an outline of the timeframe upfront so folks can anticipate incorporating the outreach into the work time those weeks. (Perhaps a couple days rather than 1 date for calls to be completed)

As the project lead, also allow time to preparing the instructions to your team about how to implement the project in a uniform manner.

Getting help with your data tracking—we are very fortunate that our administrative assistant is available to cross reference our outreach with our appointment logs. She also helped us log each individual email/phone call.

Hold time on your calendar to place phone calls and to have advising appointments available. We learned this one the hard way—often we had limited availability when we were making phone calls. It was a little awkward talking with a student and encouraging them to set up an appointment, but then ask them to wait a couple weeks.

### Appendix

**Email template #1**

Subject: Academic Advising Check-in

Greetings from Academic Advising!

I hope you had a relaxing winter break and are off to a great winter quarter so far. Here in Academic Advising, we are reaching out to our undeclared student population to be sure that you know the advising resources available through our office that can help you continue to be successful at Western. We noticed that you are currently undeclared and approaching 60 credits. Our general guideline is that students who are approaching 60 credits seek advising to determine major declaration requirements in order to stay on track and declare in a timely manner. We are here to support you through this process.

The Academic Advising Center assists students with:
• Choosing a major and the steps to declare a major
• Course planning
• Verifying GUR courses
• And More!

We offer 15 minute walk-in appointments Monday-Friday from 11am-2pm and also schedule appointments Monday-Friday from 9-am-4pm.

We hope to see you in our office this quarter!

Advisor Name

Email Template #2

Subject: Are you ready for spring quarter registration?

Dear Student name,

It is hard to believe that spring quarter registration is just a month away! Here in Academic Advising, we are reaching out to our undeclared student population to be sure that you know the advising resources available through our office that can help you as you plan for Spring Quarter Registration. We noticed that you are currently undeclared and approaching 60 credits. Our general guideline is that students who are approaching 60 credits seek advising to determine major declaration requirements in order to stay on track and declare in a timely manner. We are here to support you through this process.

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We look forward to seeing you in our office this quarter!

Advisor Name

Phone Script

Voicemail Script

Hello, I am calling for <Student Name> this is <advisor name> calling from the Academic Advising Office. We are calling to follow up from a couple of emails that we have sent you in the past few weeks regarding Choosing a Major and preparing for spring quarter registration. We still have times available and it would be great to see you in our office before spring quarter registration begins. We encourage you to make an appointment by calling us at 360-650-3850 or stopping by our office in Old Main 380 to schedule an appointment or come to one of our Walk-in appointments, offered 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, I am calling for <Student Name> this is <advisor name> calling from the Academic Advising Office. We are calling to follow up from a couple of emails that we have sent you in the past few weeks. Here in AAC we are doing outreach this quarter for students who appear to have not decided on a major to see if there is any support we can provide. Have you focused in on a major yet?
Yes

Great, tell me more about what you have been looking into.

- Have you been able to connect with a department advisor yet? They are a great resource for you, let me give you their contact information so that you can connect with them about your Spring Quarter schedule <Insert department information here>

- I want to remind you that the Academic Advising Center is always here to support you through this process, if questions come up please feel free to make an appointment with us by calling the front desk or coming in. We also have walk-in hours every day from 11-2PM.

No

Here in Academic Advising we work with students who are currently undecided, are in the process of choosing a major, or to help with course planning.

- Have you started thinking about courses that you might take for Spring Quarter?

- I want to remind you that registration opens up on February 23 for Spring Quarter. It would be great to see you here in Academic Advising before then to talk about how to explore majors using Spring Quarter classes.

- During registration time we offer half hour appointments throughout the day and walk-in appointments every day from 11-2PM.

- Additionally, our Career Services Center offers different types of career assessments and is a great resource for a choosing a major appointment.

AAC Email Template

Hi AAC team,

This winter quarter we are conducting outreach to students who are at risk for not being able to declare their major and may fall into our 105 credit hold outreach. We are reaching out to students who are undeclared, have a GPA between 2.3 – 2.5, have earned 35-60 college credits and have not made contact with our office. The list of students is now finalized and I have updated a tracker sheet in OneNote where we will be tracking our communication with students.

Timeline for Outreach Winter 2016:

- Initial Email: out during week 2 (January 13-16)

- Students who do not respond to the email or come in for advising will receive a 2nd Email in week 4: January 26-28

- Students who do not respond after the second email will receive a phone call in week 7, Phone Calls: February 9-13

Tracking in OneNote:

- Under Email 1, note the date your email went out to the students

- 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.

- This will be the same process for Email 2

- A follow-up phone call will be made to any student who we have not had communication with, indicate if you left a voicemail or if you reached the student, the response section should include notes from the conversation and if an appointment was made by the student
Documentation in Advisor Trac:

- For any emails please send information to Ashley. 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 out an individual email with your list of students and the template for email 1. I will send an additional email before email 2 with a template for the email, and one final email before phone calls. Please let me know if you have any questions along the way!

Thank you,

Carissa