Choosing A Major – Fall 2014
Targeted Advising Campaign Report – Academic Advising Center

Target Population
The target population in this outreach effort was undeclared students with 50-75 credits completed and enrolled fall 2014. 60 students were identified to meet these parameters.

Target Population Search Parameters
- Major: Undeclared
- Enrollment: fall 2014
- Credits: 50-75 completed

Campaign Objective and Rationale
The rationale for targeting this population of students was because they are in a credit range that should be strongly considering major options as they approach 90 credits. The advising and connection to academic and career planning resources provides support that assists with the major selection process.

Goals
1. Student participation in the Choosing A Major workshops offered during fall 2014
2. Schedule a Choosing A Major appointment in either the Academic Advising Center or Career Services Center.

Intervention Approach
Use this section to provide an overview of how you interacted with students over the course of this campaign. Describe your communication plan, including all outreach used to connect with students. Make sure you include the time period over which you conducted your campaign (e.g., spring 2015, March 7th thru May 2nd). Describe the actual intervention: what activities, conversations, or resources you utilized in working with the students. This can reflect things you did both in and outside of advising appointments. Don’t forget to include any follow up outreach you sent or post-campaign tasks you completed (e.g., follow up conversations with course instructors).

Results
Overall, Academic Advising was pleased to see the results in this outreach campaign, indicated in the charts that follow. Results were initially analyzed in December 2014 and then again in March 2016 to allow time to pass for major declaration. The initial results drawn in December 2014 indicate a significant number of students responded to the outreach by either attending a workshop, scheduling an advising appointment or prompting them to declare their major. In addition, over a year later in March 2016, 78% of the initial population is declared. Of the 60, 3 are no longer enrolled at Western and of the 10 students remaining who have not declared, 7 have met with an advisor, leaving 3 of the total 60 students who have not taken any action whatsoever (95%).

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1 eab.com
### Outreach

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email #1 10/24/14</td>
<td>60</td>
</tr>
<tr>
<td>Email #2 11/12/14</td>
<td>52</td>
</tr>
<tr>
<td>Email #3 12/10/14</td>
<td>37</td>
</tr>
</tbody>
</table>

### Outcome Metric (December 2014)

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Goal</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Response Rate (workshop and appointment)</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Attended Choosing A Major Workshop or appointment</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Declared Major</td>
<td></td>
<td>20%</td>
</tr>
</tbody>
</table>

### Outcome Metric (March 2016)

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Actual Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Response Rate (workshop, appointment, declared)</td>
<td>95%</td>
</tr>
<tr>
<td>*Excluding 3 students no longer enrolled</td>
<td></td>
</tr>
<tr>
<td>Declared Major</td>
<td>78%</td>
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</tbody>
</table>

### Lessons Learned & Recommendations for Future Campaigns

This was the second campaign run by the Academic Advising Center and since this time it has been identified that determining truly undeclared students should be done with the No College Designation filter. Selecting the Undeclared filter provides a far smaller population of undeclared students.

### Appendix

**EMAIL #1**

Sent: 10/24/14  
Subject: Choosing a Major

Hello from the Academic Advising Center!

We hope that you are having a successful fall quarter so far. We recently noticed that you have not declared a major. Our office assists students in declaring a major and we encourage students to declare in a timely manner in order to stay on track to graduate. We recommend that students be ready to declare their major by the time they reach 90 credits. Doing so, provides access to major restricted courses, a connection with the advisor in the academic department and access to additional useful major related information. In an effort to assist you in this process, we wanted to make sure you are aware of the resources we can provide.

We would like to personally invite you to attend an upcoming Choosing a Major workshop, offered on two dates: November 5th from 2-3pm in BH 105 and November 13th from 4-5pm in HH 233. This workshop is a great way for you to learn how to identify major and career connections, understand the process of declaring a major, and begin to identify your unique interests and skills. For more information or to sign up, go to the Career Services Center website: [www.wwu.edu/careers](http://www.wwu.edu/careers) or click [here](http://www.wwu.edu/careers) for the registration page.

We also offer individual Choosing a Major appointments to guide you in this process. It can be extremely beneficial to meet with an advisor to talk about your interests and strengths and what majors and careers may be the best fit for you.

You can make an appointment by calling the Academic Advising Center, 360-650-3850, or by stopping by our
office in Old Main 380. Appointments can fill up quickly so we encourage you to schedule soon, particularly as winter quarter registration approaches. We look forward to seeing you at one of our workshops or in our office in the near future.

Best,

The Academic Advising Center Staff

EMAIL #2
Sent: 11/12/14

- Students who attended the first Choosing A Major were sent an email thanking them for participating and follow up on career/major exploration resources.
- Students who did not attend the first Choosing A Major workshop were sent an additional invitation to attend second workshop.

EMAIL #3
Sent: 12/10/14
Subject: We are here to help

Dear [Student First Name]:

Hello from the Academic Advising Center!

We hope that you have had a great fall quarter and that finals have been going well! We wanted to follow up with you at the end of fall quarter to offer our services and to let you about some resources and opportunities available to help you as you consider your academic major choice. Our office assists students in declaring a major and we encourage students to declare in a timely manner in order to stay on track to graduate. We recommend that students be ready to declare their major by the time they reach 90 credits. Doing so, provides access to major restricted courses, a connection with the advisor in the academic department and access to additional useful major related information. In an effort to assist you in this process, we wanted to make sure you are aware of the resources we can provide.

We offer individual Choosing a Major appointments to guide you in this process. It can be extremely beneficial to meet with an advisor to talk about your interests and strengths and what majors and careers may be the best fit for you. In addition, there is a Majors Fair coming up during winter quarter on Thursday, February 5th from 11am-2pm in the Viking Union Multipurpose Room. Attending the Majors Fair is an excellent way to talk to academic departments about possible majors and minors. Student clubs representatives will also be available.

You can make a Choosing a Major appointment by calling the Academic Advising Center, 360-650-3850, or by stopping by our office in Old Main 380. We look forward to seeing you at one of our events or in our office in the near future.

Best,

The Academic Advising Center Staff