Target Population

Students who have relatively low GPAs, but are not on 'academic probation'; who have yet to declare a major or pre-major; are nearing 60 credits earned and have not spoken to an academic advisor. Eighty five students were identified as having met criteria.

Target Population Search Parameters

- College: No College designated
- Major: Students who have not declared a major or pre-major
- Major GPA: Cumulative GPA 2.3-2.5
- Enrollment: Enrolled Fall 2015 quarter and have earned 35-60 credits

Campaign Objective and Rationale

These students could encounter obstacle; they may become disconnected and not make progress toward entering a major, therefore delaying graduation requirements. Our goals is to assist students to declaring a major (or pre-major) so they will stay connected with their chosen department. We want to ensure students are aware of the requirements to declare their desired major, weather that be fulfilling prerequisite coursework, grade requirements, or application dates and have a realistic plan to achieve those requirements. In addition, we would like to see students identify alternative majors if they realize their initial choice is not viable. Ultimately, choosing and declaring a major is a prime factor toward graduation in a timely manner.

Goals

1. Students will declare a major or pre-major by end of winter 2016 quarter; or
2. Meet with an academic advisor to identify a plan for major declaration

Intervention Approach

The first outreach email was sent to students before Monday October 19, 2015 asking students to either meet with an advisor. The email also included an invitation to attend the "Choosing a Major" workshop on October 27 and the "How to Declare a Major" workshop on November 2. If students had not responded, we planned to send second email after one week, Monday, October 26. If no response, we planned to call students after one week by Monday November 2. After reviewing calendars, I realized there will be several "out of office" conflicts with the due date for second email and potential phone call. Therefore, we postponed second email deadline to Friday October 29 and the phone call to Friday November 2. The delay allowed time to track students who visited the Academic Advising Center for walk in appointments before the second or third outreach attempt.
Results

Noticeably, response rates were quite low after the first and second outreach attempt. Those outreach attempts coincided with other important student activities including midterms, winter quarter registration and school closures. Western was closed in observance of Veterans Day holiday, Thanksgiving Day and the Friday after Thanksgiving. In addition, Western classes were unexpectedly canceled on November 24. All of these events resulted in long wait times for scheduling appointments with academic advisors. Many students targeted in the fall 2015 campaign did not have an advising appointment until winter quarter 2016. Therefore, if we allow more time to capture academic advising and major declaration during winter quarter, or results are much more favorable.

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Students Targeted</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email #1</td>
<td>85</td>
<td>4%</td>
</tr>
<tr>
<td>Email #2</td>
<td>68</td>
<td>6%</td>
</tr>
<tr>
<td>Phone Call #1</td>
<td>59</td>
<td>51%</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>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Overall Response Rate</td>
<td></td>
<td>44%</td>
</tr>
<tr>
<td>Overall Advised Rate</td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td>% of Students who declared a major or pre major by end of winter quarter</td>
<td></td>
<td>19%</td>
</tr>
<tr>
<td>Students who received advising or declared a major or pre major by end of winter quarter</td>
<td>75%</td>
<td>46%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Before Fall quarter 2015</th>
<th>After Fall quarter 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average GPA</td>
<td>2.40</td>
<td>2.41</td>
</tr>
<tr>
<td>% of GPA change</td>
<td></td>
<td>0.01</td>
</tr>
<tr>
<td>GPA above 2.5</td>
<td>0</td>
<td>31%</td>
</tr>
</tbody>
</table>

Lessons Learned & Recommendations for Future Campaigns

Academic quarters are eleven weeks long. To complete a thorough campaign, allowing sufficient time to track results and for students to schedule advising appointments that do not interfere with study time, scheduling registration consideration and visits home during holidays this campaign is better suited to extend for two academic quarters.

The initial goal, 75% of targeted students will seek advising or declare a major, was too optimistic. Yet the actual result of 46% is encouraging.
Interesting to note there was not much change in overall grade point averages. Yet, 31% of the students did increase their individual GPA to exceed the 2.5 benchmark. If a similar campaign was run today, those students would not meet the target criteria.

Appendix

Email 1 template:

Greetings from Academic Advising!

I hope your fall quarter is off to a great start. Here in Academic Advising, we are inviting students who have not yet declared a major to utilize advising resources which may help you continue to be successful at Western. We noticed that you are currently undeclared and have earned nearly 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.

You may also be interested in attending a workshop, or both this quarter!

Choosing a Major workshop:
Tuesday, October 27th
3-4:30pm
Haggard Hall 233

How to Declare a Major workshop:
Monday, November 2
3-4:30pm
Haggard Hall 233

We hope to see you in our office this quarter!

Advisor Name
Academic Advising Center
Old Main 380, 360-650-3850

www.wwu.edu/advising
Email 2 template:

Dear Student name,

It is hard to believe that Winter Quarter Registration will be starting soon! Here in Academic Advising, we are inviting students who have not yet declared a major to utilize advising resources which may help you continue to be successful at Western. We noticed that you are currently undeclared and have earned nearly 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:

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You may also be interested in attending a workshop this quarter!

How to Declare a Major workshop:

Monday, November 2
3-4:30pm
Haggard Hall 233

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

Advisor Name
Academic Advising Center
Old Main 380, 360-650-3850
www.wwu.edu/advising

Phone scripts:

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 <date> 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!
In-Person 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 <date> 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!