

72 Community College Outreach Campaign Ideas

A targeted outreach campaign is an effort of focused, proactive communication to a population of students in need of a specific intervention or action. Navigate makes it easy to conduct a wide range of campaigns that help students stay on track across their entire college journey—from the first point of contact to graduation. Use these campaign ideas to connect with YOUR students!

STUDENT POPULATIONS

- Prospects
- Applicants
- First-Term Students
- Selective Program Students
- Graduating Students
- All Students

OUTREACH TYPES



Urgent Outreach

These students have data in their records indicating an urgent academic concern and would benefit from immediate and directive outreach.



Proactive Outreach

These students would benefit from outreach to support optimal decision-making and/or prevent a problem from arising.



Positive Reinforcement

This outreach is meant to reinforce good decisions, let students know you recognize their achievements, and show that you're interested in connecting them with resources that support their goals.

CAMPAIGNS AS EASY AS 1, 2, 3

STEP 1

Pick your targeted outreach campaign.

STEP 2

Plan your strategy, messaging frequency, and mode of outreach.

STEP 3

Evaluate your campaign success based on predetermined metrics.

Pre-enrollment

Proactively engaging prospective students is more important than ever to maintain community college enrollment and set students up for success before classes begin. EAB's Navigate now features a Prospect Management tool that makes it easy for admissions teams and advisors to support prospective students and applicants.

1	Prospects who need step-by-step application guidance but prefer a self-directed approach	✈️
2	Prospects who haven't taken a tour	✈️
3	Prospects you'd like to invite to attend an event or info session	✈️
4	Prospects who haven't started their application or taken another pre-enrollment action after seven days	✈️
5	High-achieving prospects who may qualify for your honors program	✈️
6	Prospects who may qualify for other special organizations on campus based on available demographic information	✈️
7	Applicants who need to register for orientation	⚠️
8	Applicants who need to meet with an advisor	⚠️
9	Applicants who stopped out of the application form	⚠️
10	Applicants who have not opened their admission email	⚠️
11	Applicants who have not logged into their onboarding portal in the past seven days	⚠️
12	Applicants with incomplete FAFSAs	⚠️

Before Term

13	Students with a declared major that does not match the one "favorited" in Navigate	✈️
14	Working students who may benefit from virtual advising	✈️
15	Students who have stopped-out and are not yet enrolled for the following term	✈️
16	Returning students who have not registered four weeks prior to the start of classes	⚠️
17	Students who could maximize their financial aid by taking a few additional credits	✈️
18	Students who have not registered for classes identified on their academic plan for the upcoming semester	✈️
19	Students who are registered for classes that do not count toward their program of study	⚠️
20	Unregistered students with a small debt on their account who could benefit from a micro-grant	⚠️
21	"Stop-outs" with fewer than 12 credits remaining to obtain a credential	✈️
22	Returning students who are on academic probation and who have not yet attended an advising session	⚠️
23	Students with holds on their accounts that are preventing them from registering	⚠️
24	Veterans or military-affiliated students who may need assistance accessing benefits	✈️
25	Students who have not registered for a course required by their meta-major	⚠️
26	Students who were placed into developmental education but have not yet registered for those classes	✈️
27	Students interested in Nursing or another competitive program of study	✈️
28	Students interested in a competitive program of study who have not enrolled in a milestone course	⚠️

Start of Term

29	First-generation students who may benefit from a review of campus resources and opportunities	✈️
30	Returning students with a GPA close to the threshold for Dean's List	✈️
31	Students enrolled in a course with a high fail rate and who may benefit from tutoring	✈️
32	Full-time students who have identified that they are working more than 20 hours per week	⚠️
33	Students with excessive credits who may be at risk of exhausting Pell eligibility or who have earned a credential	⚠️
34	Students who intend to transfer who have a GPA below 3.0	✈️
35	Students who have been flagged by early alerts in the previous semester	✈️
36	Undeclared students above a certain credit threshold	✈️
37	Students who have not logged into the LMS during the first week of classes	⚠️
38	Students who have not created a term-by-term academic plan	✈️
39	First-term students who need a reminder about the drop/add deadline (first-generation students, accelerated-format students)	✈️
40	First-term students with an intent to transfer who would benefit from a transfer planning workshop	✈️
41	Students with more than 50 credits and a GPA below minimum graduation threshold	⚠️
42	Students within 12 credits of credential completion who have not applied for graduation	✈️
43	Students interested in a selective program of study that has an upcoming application deadline	✈️

End of Term

44	First-year students who missed the grade threshold for a milestone course in their program of study	⚠️
45	Students with low credit-completion ratios for the term	✈️
46	High-performing students who may benefit from transitioning to a transfer program	🏆
47	High-performing students who may qualify for a competitive program of study	🏆
48	Honors students whose GPA has dropped below 3.0	⚠️
49	Students whose names were placed on the Dean's List	🏆
50	Full-time students with fewer than 30 credits in their first two terms who are not registered for summer classes	✈️
51	Students with a downward-trending GPA	⚠️
52	Students who may benefit from intercession or "mini-mester" courses offered between semesters	✈️
53	High performing students who may be able to boost their credit load	✈️
54	Students who completed the term with a GPA lower than 2.0	⚠️
55	Students who may need career transition guidance	✈️
56	Students who failed a prerequisite course	⚠️
57	Students who fell short of the minimum GPA required for their competitive program of study and would benefit from retaking a prerequisite	⚠️

Anytime

58	Students in general studies or an undeclared program of study	✈️
59	Students who have been flagged for attendance issues and could benefit from an advising appointment to troubleshoot barriers to attendance	⚠️
60	Students eligible for major-specific scholarships	🏆
61	Students who may qualify for major-specific internship opportunities	🏆
62	Students who were performing well in a STEM major but switched to a non-STEM major	✈️
63	High-performing students who might serve as mentors for first-term students	🏆
64	Students on SAP Academic Plan or SAP Warning	⚠️
65	Students at risk of losing a scholarship with specific requirements	⚠️
66	Students with loan debt who may benefit from financial literacy education	✈️
67	Students who have unresolved course-sequencing issues in their Navigate My Plan	✈️
68	Students who may need assistance identifying community resources	✈️
69	Parenting students who may benefit from childcare resources	✈️
70	Veterans or other adult student populations who may benefit from advanced-standing opportunities (AP, CLEP, PLA)	🏆
71	Students close to graduating who may need to be reminded about upcoming transfer deadlines	✈️
72	Students with a history of poor academic performance who are interested in a competitive program of study	⚠️