

# Leveraging the Student Success Collaborative for Student Success

## How to Develop a Successful Appointment Campaign

**Campaign Name:** Second Year to Graduation-College/Department Name

**Campaign Type:** Improve success and retention for second year students

**Campaign goals:** The target population for this campaign includes second year students from the college who have earned 45-59 credit hours in an effort to have them accomplish the following:

- Submit undergraduate application for degree
- Explore major decision
- Develop an academic plan or review DARS report
- Explore co-curricular opportunities to enhance professional goals
- Follow through on referrals as appropriate
- Submit Summer and/or Fall 2019 course request
- Persist and enroll in Fall 2019

**Who is ultimately responsible for the execution of the appointment campaign:** (Who is the individual or individuals who will provide leadership on the execution of the appointment campaign?)

### Strategy 1: Initial Academic Advising Meeting

**Purpose(s):**

- Encourage student to submit undergraduate application for degree by 2nd advising appointment
- Explore major decision
- Refer student to an academic planning workshop or review DARS report
- Refer student to other units, as appropriate
- Assign homework to student encouraging them to explore co-curricular opportunities to enhance professional goals

**Timeline:**

Meeting to be completed by February 8, 2019

**Measurement(s):**

- Number of students who attend meeting
- Number of students who attend academic planning workshop or review a DARS report
- Number of referrals
- Number of students who follow through on referral

**Campaign Impact:** (What outcomes/benefits/impact did this campaign have for you and/or your students? Feel free to include assessment results or qualitative/narrative information)

### Strategy 2: Academic Plan Workshop

**Purpose(s):**

- Students will develop an academic plan
- Students will schedule a follow up meeting with academic advisor (or rep) to discuss plan

**Timeline:**

- Academic Planning will be completed by March 8, 2019

**Measurement(s):**

- Number of completed academic plans submitted; full is defined as a minimum of 4 semesters planned.

### Strategy 3: Follow up meeting with academic advisor

**Purpose(s):**

- Students will review their academic plan or DARS report with their advisor
- Students will submit a Fall 2019 course request
- Students will discuss follow up on any referrals

**Timeline:**

- Completed by March 29, 2019

**Measurement(s):**

- Number of Fall 2019 course requests submitted



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**Strategy 4:** \_\_\_\_\_

<p>Purpose(s):</p>  <p>Timeline:</p>  <p>Measurement(s):</p>
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## Appointment Campaign Communication Outline

### Outreach Email: Initial Email

Date being sent:

Subject:

Body:



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## Outreach Email: Reminder 1

Date being sent:

Subject:

Body:

## Outreach Email: Reminder 2



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Date being sent:

Subject:

Body:

## Outreach Email: Reminder 3

Date being sent:

Subject:

Body: