

Leveraging the Student Success Collaborative for Student Success

How to Develop a Successful Appointment Campaign

Campaign Name: Transfer Students- College/Dept. Name

Campaign Type: to increase the term GPA's for transfer students

Campaign goals: The target population for this campaign includes transfer students from the college who have earned a term GPA lower than cumulative GPA and/or cumulative GPA is below a 2.000 in an effort to have them improve their term GPA's by:

- Explore major decision
- Develop an academic plan or review DARS report
- Submit Summer and Fall 2019 course requests
- Follow through on referrals as appropriate to include tutoring or an Academic Success Seminar
- Increased term GPAs end of Spring 2019
- Persist and enroll in Fall 2019

Strategies: (What are the interactions you will have with these students? What interventions/resources will you be providing to this group? What will you have them do as part of the campaign?) Outline in detail below.

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):

- Explore major decision
- Discuss with student their transition (course load/courses, study techniques, and academic habits (do they regularly attend class, understand the material, etc.))
- Instruct student to complete an academic plan or review DARS report
- Refer student to other units, as appropriate, including tutoring or Academic Success Seminar

Timeline:

- Meeting to be completed by February 8, 2019

Measurement(s):

- Number of students who attend meeting
- Number of Referrals

Strategy 2: Follow-up Meeting with Academic Advisor

Purpose(s): Review Academic Plans

- Student will review academic plans with advisor
- Student will discuss follow up on any referrals
- Students will schedule a follow up meeting academic advisor (or rep) to discuss Course Request if needed

Timeline:

- Attending a seminar will be completed by March 8, 2019

Measurement(s):

- Number of students who attend meeting
- Number of students that complete academic plans

Strategy 3: Course Request Meeting

Purpose(s):

- Student will submit a Fall 2019 course request
- Student will review academic plans with advisor as needed
- Student 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: _____

Purpose(s):
Timeline:
Measurement(s):

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)F



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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

Date being sent:

Subject:

Body:



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Outreach Email: Reminder 3

Date being sent:

Subject:

Body: