



EAB

# Targeted Campaigns 101

Foster Student Success through Targeted Outreach Strategies

# Your Presenter



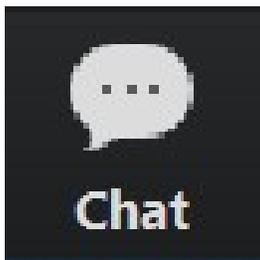
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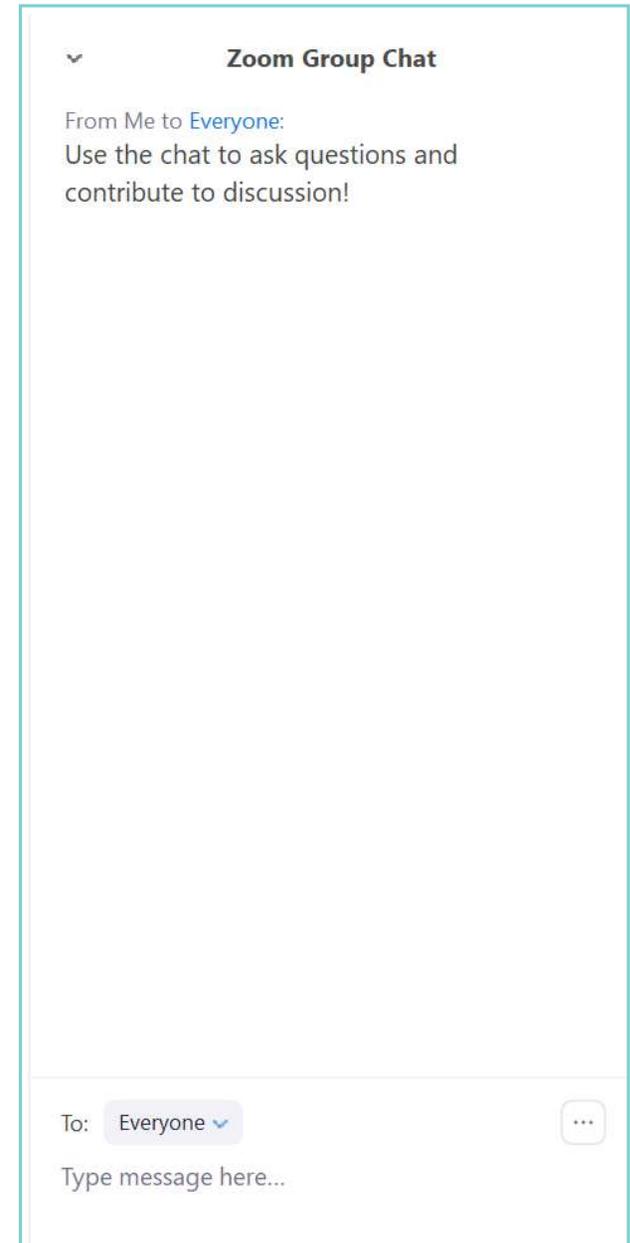
# Housekeeping Items



Please keep audio muted during the presentation to avoid background noise.



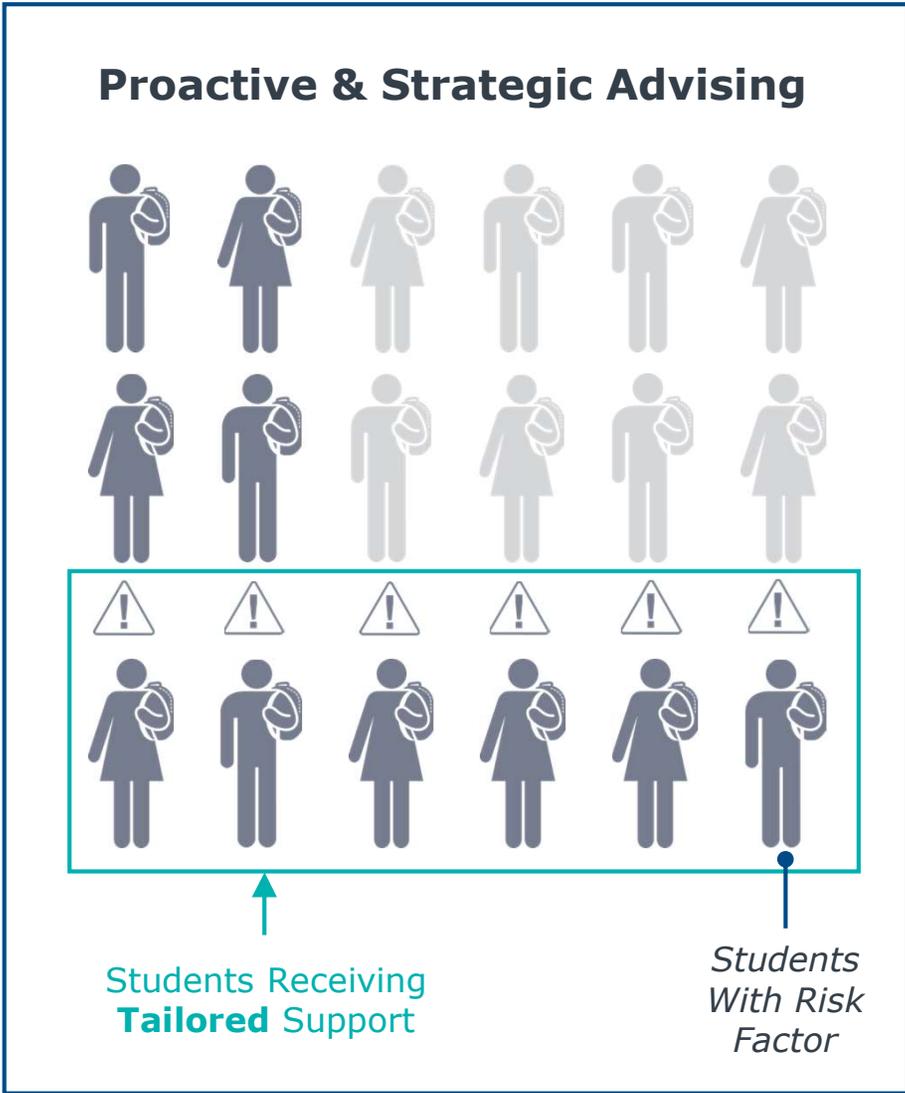
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- 1 What Is a Targeted Campaign?
- 2 How It Works: Five Steps
- 3 Successful Campaigns from Around the Collaborative
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# What Is a Targeted Campaign?

Proactive Intervention Focused on a Subpopulation with a Shared Need



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# Step 1: Narrow Your Focus



Choose specific campaign objectives that align with personal goals for your student caseload or goals of your department/school

Find areas for opportunity by combining:

- ✓ **first-hand experience**
- ✓ **institutional student success data**

From there, define your campaign by choosing a handful of specific campaign objectives.



## Example: “Murky Middle” Finance Majors

- ✓ **First person experience:** Students in the Finance major often realize too late that they need extra help to pass their advanced math courses.
- ✓ **Institutional data:** Finance majors with 2.0-3.0 GPAs drop out at a higher rate than students in other majors.

**Target group:** Mid-career Finance majors with 2.0-3.0 GPAs with high risk predictions and fewer than 90 earned credits



## Objectives:

1. Contact all identified students to encourage them to initiate an advising session
2. Schedule an advising session with 75% of identified students
3. Connect 50% of students with tutoring or other resources to work on their academic standing
4. Reduce these students’ risk of dropping out

# Choose How You Will Measure Success

Select 3-6 Metrics Encompassing Both Short- and Long-term Outcomes

What is the initial **action** you will take to kick off the campaign?



- Examples:*
- # of emails
  - # of follow-up calls



What do you hope students immediately do **in response** to your outreach?



- Examples:*
- % response rate
  - # of appts scheduled



What **behavior or action** do students need to take as a result of the campaign?



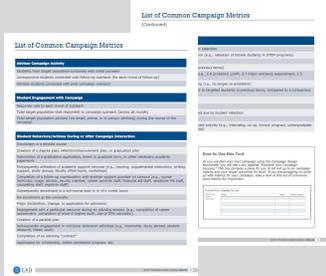
- Examples:*
- % declaring major
  - % attending tutoring



What is the **impact** you hope to see with this group in one term or one year?



- Examples:*
- # improving GPA or avg. GPA improvement
  - # obtaining scholarship





- Full list of common metrics on pages 3-4 of the Measuring Effectiveness Toolkit



What **populations** are you most concerned about during the COVID19 response?

What **interventions/support** could you provide this population?

[PollEv.com/brelindajohn160](https://PollEv.com/brelindajohn160)

# Step 2: Identify and Generate Your List



## Pinpointing Students You Want to Target for Intervention

After setting an objective, identify your target list of students by selecting the parameters that will define this population.



- 1 Select**  
Determine which filters to apply to best “capture” the desired student population
- 2 Generate**  
Use the Advanced Search to generate a list of students will be part of the targeted outreach

### *Optional*

- 3 Save**  
Save your list as a “Watch List” to monitor throughout the length of your campaign
- 4 Export**  
Export your list as an .XLS for additional tracking and analysis

# Advanced Search Filters



## Using the Platform to Generate Lists



### Common Filters for Campaigns

- Grade or enrollment in a course
- Term GPA
- Cumulative GPA
- Advisor
- College/major/concentration
- Credit completion %
- Credits earned
- Term enrollment
- Transfer Student
- Risk level
- Missed Success Markers



Check that your parameters generate a manageable number of students. We recommend **30** to **75** students.

**Can't generate your selected population with just the filters?**

### Use the 'Upload a List' Function

- Put all student IDs in column 1 of an Excel file
- Save it as a .csv
- Upload the list by going to 'Watch Lists'
- Save as new or existing Watch List

# Step 3: Contact Targeted Students



## Defining an Effective Outreach Strategy

Now that you have the students, the next step is to determine how you will reach out to them to meet your objectives.



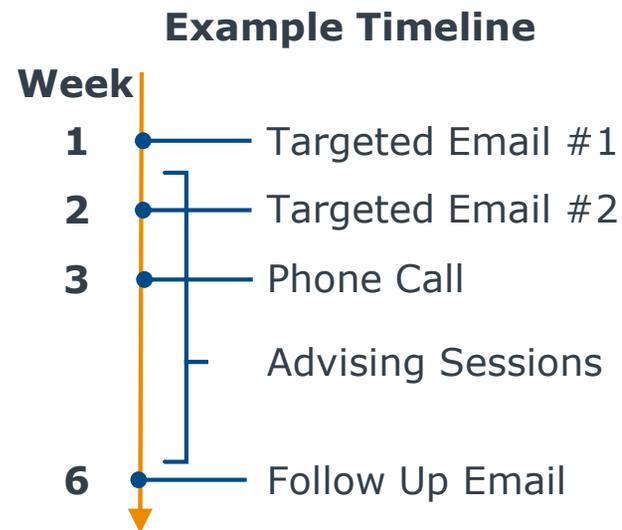
- 1 Create a timeline**  
How frequently and through which channels will you reach out to targeted students?
- 2 Plan follow-up steps**  
Map out steps you will take to follow-up with these students if they do not respond
- 3 Write your outreach**  
Prepare the messages you want to communicate and resources you want to provide at each interaction
- 4 Share and collaborate**  
Consider sharing your strategies with others on campus—no need to reinvent the wheel!

# Outreach Strategy



## Suggested Outreach Frequency

In successful previous campaigns, advisors outreached to students **3** to **5** times over a one or two month period of the semester



# Resource: Student Communications



## Audit and Improve Email Content to Ensure Students Respond

**Worksheet: Student Communications Audit**

**Purpose of the Tool**  
This worksheet will help you identify common mistakes that prevent students from understanding and activity to ensure

**EAB** Student Success Collaborative

**Email Templates and Best Practices**

Resources from *Breaking Through the Student Communications Barrier*

... student or get them to do?

... below to assess the message's copy.

	Yes	No
2. Is the message targeted to the student?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does the message avoid passive voice? (Completed by students?)	<input type="checkbox"/>	<input type="checkbox"/>
4. Does the message address the student by name or address the student to their motivation?	<input type="checkbox"/>	<input type="checkbox"/>
5. Does the message include a clear, direct call to action?	<input type="checkbox"/>	<input type="checkbox"/>

... hat someone outside of higher education.

**Word Bank:** Common Higher Education Jargon

prerequisite	bursar
disbursement	deficit
subsidized	registrar
dismissal	eligibility
probation	audit
academic standing	misconduct

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### What's inside?

- Summary of email **best practices**
- Communications audit **worksheet**
- **Email templates** for inspiration



Download by clicking [here](#) or requesting from your Strategic Leader



You can also access on-demand webinars about our student communications research

# Step 4: Intervene and Direct Students



## Connecting Students With The Right Resources

After the initial outreach and appointment, it's up to you to guide the student down the best path. Make sure you document this for your campaign tracking!



### 1 Diagnose

What issues is this student facing? The answer might be “none,” and that’s OK.

### 2 Act

It’s now time for students to take the next step based on your interactions.

### 3 Direct

After diagnosis, direct that student towards the appropriate action.

### 4 Document

Relevant information should be documented for reference.

# Step 5: Track Outcomes and Follow Up as Needed

## Quantifying The Success Of Your Efforts

After intervention, follow up with students to confirm whether they took action, and what the outcome was.



### 1 Close the Loop

Seek to reestablish contact with the student within two weeks of your meeting.

### 2 Record Your Results

Document results either in a note or spreadsheet on an ongoing basis.

### 3 Analyze

Based on the metrics you set, did you achieve your goal? If not, how close were you? What will you change next time?

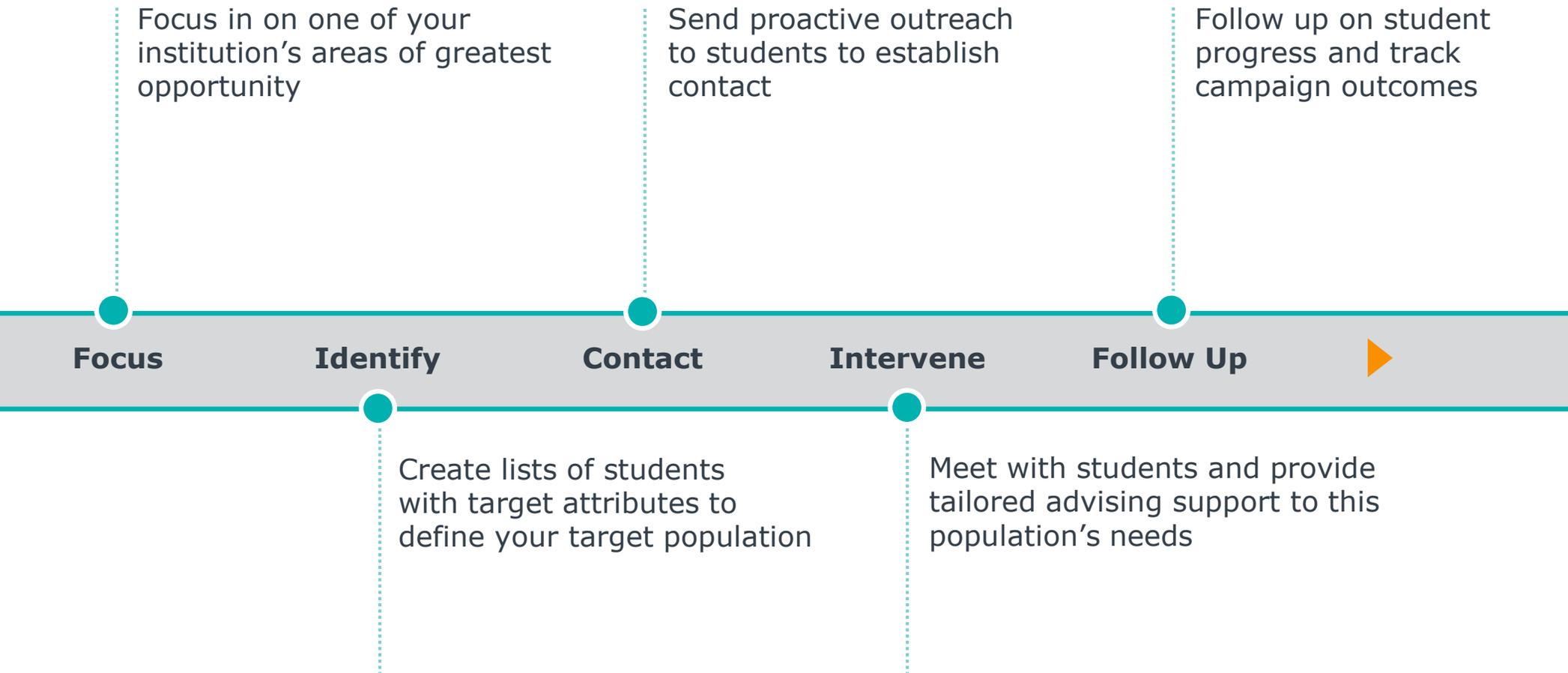
### 4 Share

Share positive results and lessons learned with other advisors in your office, the dean of your department, etc.

# In Summary: How It Works



## Process for Running Targeted Campaigns with Navigate





# Platform Demo

Launching Targeted Campaigns

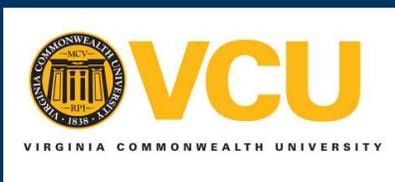
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DEMO

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## ▶ Virginia Commonwealth University

- Richmond, VA
- 23,700 Undergraduates
- Classification: Very High Research
- 86% Retention Rate
- 59% Graduation Rate
- Joined SSC in 2013



**Challenge:** VCU has steadily improved its first-year retention rate in recent years, but wanted to focus on increasing four- and six-year graduation rates. To meet this goal, decentralized advisors needed a new, shared approach to identifying and addressing the needs of less obviously at-risk populations, particularly after the first year.

## Encouraging Proactive Interventions with Unique Populations of At-Risk Students



# Generating Diverse Campaigns and Outcomes



## Campaigns Impact Key Micro Metrics on the Path to Persistence

	<i>Campaign Type</i>	<i>Population &amp; Intervention</i>		<i>Student Outcome</i>
1	<b>Academic Performance Improvement</b>	Connect Business School students on probation to needed support resources	34%	Percentage of students who raised GPA above 2.0
2	<b>Major Selection</b>	Assist high-risk Undeclared students with major planning and declaration	19	Additional students enrolled in Education and Career Planning course
3	<b>Transfer Persistence</b>	Facilitate academic planning for low-GPA transfer Biology students	8%	Eight percentage points higher persistence than previous year cohort
4	<b>Accelerating Degree Completion</b>	Assist underperforming psychology students with course sequencing	25	Upper-class students enrolled in gatekeeper statistics course
5	<b>Graduation Application</b>	Remind qualified seniors to apply for graduation	19%	Increase in graduation candidates compared to spring 2014

# Graduation Rates Crush Previous Historical Record

Campus Wide Efforts Result in Campus Wide Gains



905

Students contacted as part of the "Rising Senior Campaign"

7%

Increase in four-year graduation rate for 2012 cohort

505

Students applied to graduate after campaign intervention

3%

Increase in six-year graduation rate for 2010 cohort

83%

of students in School of Engineering and Computer Science responded to outreach

100%

of targeted students in School of Health Sciences applied to graduate in upcoming terms

## School of Nursing

- Adjusted graduation plans, dependent on success in certain courses
- Frequent stop-out contact

## School of Business Administration

- Career Services referrals and support
- Multiple emails sent to each student

## School of Education and Human Services

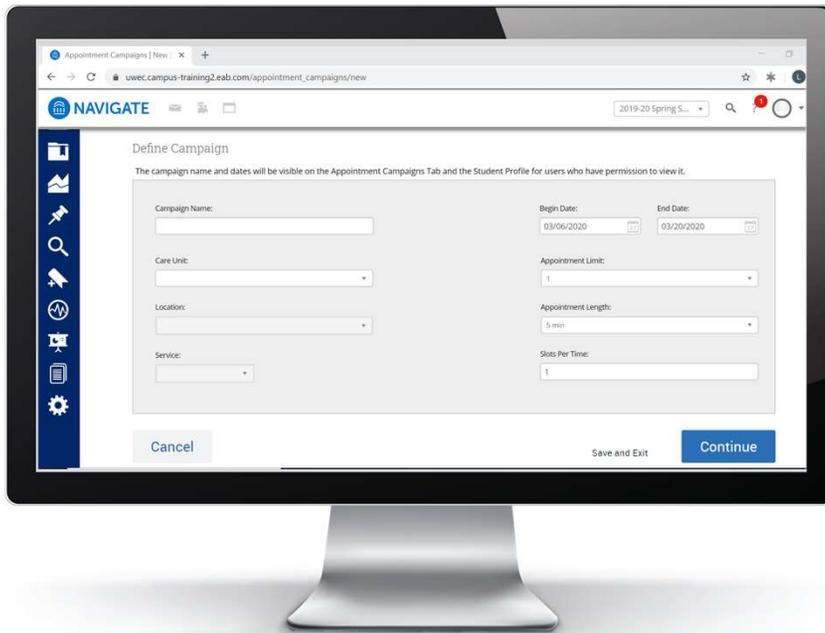
- Majority established plans for graduation
- Focused on financial barriers and course availability

## School of Engineering and Computer Science

- 152 phone calls in total for students to ask questions and get personalized advice

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# Campaign Recommendations for MTSU



- 1 Re-Enrollment Campaign
- 2 CUSTOMS Incoming Student Online Campaigns
- 3 College or Program Specific Opportunities

How do you envision using targeted campaigns within your scope?

What additional information or support do you need to feel confident launching these campaigns?

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