

# Community College Outreach Campaign Ideas

A tailored campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or support. Student success practitioners use Navigate360 to conduct a wide range of campaigns – seeing impressive results for their students. Below is a list of campaign ideas from Navigate360 institutions across the country.

## STUDENT POPULATIONS

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

## NAVIGATE360 CAMPAIGN TYPES



**Appointment Campaigns:**  
Encourage students to schedule appointment



**Messaging Campaigns:**  
Email or text a group of students about certain things they may need to do or attend



**Enrollment Campaigns:**  
Encourage students to enroll for a specific term



**\*Survey Campaigns:**  
Send a survey to a specific population and get responses to drive follow-up support and intervention

## CAMPAIGNS AS EASY AS 1, 2, 3

### Step 1

Pick your focus population.

### 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 Navigate360 now features a Recruitment 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	All students, to encourage registration as early as possible	
14	Students with a declared major that does not match the one "favorited" in Navigate360	
15	Working students who may benefit from virtual advising	
16	Students who have stopped-out and are not yet enrolled for the following term	
17	Returning students who have not registered four weeks prior to the start of classes	
18	Students who could maximize their financial aid by taking a few additional credits	
19	Students who have not registered for classes identified on their academic plan or required by their major	
20	Students who are registered for classes that do not count toward their program of study	
21	Unregistered students with a small debt on their account who could benefit from a micro-grant	
22	"Stop-outs" with fewer than 12 credits remaining to obtain a credential	
23	Returning students who are on academic probation and who have not yet attended an advising session	
24	Students with holds on their accounts that are preventing them from registering	
25	Veterans or military-affiliated students who may need assistance accessing benefits	
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	Students who may have support needs that have not yet been identified	
30	Students who are new to college and may have feedback or needs based on their transition	
31	Students who may need technology assistance	
32	Students who may need technology assistance	
33	First-generation students who may benefit from a review of campus resources and opportunities	
34	Students enrolled in a course with a high fail rate and who may benefit from tutoring	
35	Full-time students who have identified that they are working more than 20 hours per week	
36	Students with excessive credits who may be at risk of exhausting Pell eligibility or who have earned a credential	
37	Students who intend to transfer who have a GPA below 3.0	
38	Students who have been flagged by early alerts in the previous semester	
39	Undeclared students above a certain credit threshold	
40	Students who have not logged into the LMS during the first week of classes	
41	Students who have been identified as needing support via faculty Progress Report Campaigns	
42	Students who have not created a term-by-term academic plan	
43	First-term students who need a reminder about the drop/add deadline (first-generation students, accelerated-format students)	
44	First-term students with an intent to transfer who would benefit from a transfer planning workshop	
45	Students with more than 50 credits and a GPA below minimum graduation threshold	
46	Students within 12 credits of credential completion who have not applied for graduation	
47	Students interested in a selective program of study that has an upcoming application deadline	

## End of Term

48	Students whose graduation preparedness and post-grad plans must be assessed.	
49	Students whose registration preparedness must be assessed, including status of course planning and administrative tasks	
50	First-year students who missed the grade threshold for a milestone course in their program of study	
51	Students with low credit-completion ratios for the term	
52	High-performing students who may benefit from transitioning to a transfer program	
53	High-performing students who may qualify for a competitive program of study	
54	Honors students whose GPA has dropped below 3.0	
55	Students whose names were placed on the Dean's List	
56	Full-time students with fewer than 30 credits in their first two terms who are not registered for summer classes	
57	Students with a downward-trending GPA	
58	Students who may benefit from intercession or "mini-mester" courses offered between semesters	
59	High performing students who may be able to boost their credit load	
60	Students who completed the term with a GPA lower than 2.0	
61	Students who may need career transition guidance	
62	Students who failed a prerequisite course	
63	Students who fell short of the minimum GPA required for their competitive program of study and would benefit from retaking a prerequisite	

## Anytime

64	Students who may need a nudge to access wellness resources	
65	Students who are not engaging in clubs or other organizations	
66	Students in general studies or an undeclared program of study	
67	Students who have been flagged for attendance issues and could benefit from an advising appointment to troubleshoot barriers to attendance	
68	Major-specific scholarships or internship opportunities	
69	Students who were performing well in a STEM major but switched to a non-STEM major	
70	Students on SAP Academic Plan or SAP Warning	
71	Students at risk of losing a scholarship with specific requirements	
72	Students with loan debt who may benefit from financial literacy education	
73	Students who have unresolved course-sequencing issues in their Navigate360 My Plan	
74	Students who may need assistance identifying community resources	
75	Parenting students who may benefit from childcare resources	
76	Veterans or other adult student populations who may benefit from advanced-standing opportunities (AP, CLEP, PLA)	
77	Students close to graduating who may need to be reminded about upcoming transfer deadlines	
78	Students with a history of poor academic performance who are interested in a competitive program of study	

\*Access to this feature depends on your institution's Navigate360 package