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.

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.

Before Term

- 15 All students, to encourage registration as early as possible
- 14 Students with a declared major that does not match the one "favorited" in Navigate360
- 13 Working students who may benefit from virtual advising
- 12 Students who have stopped-out and are not yet enrolled for the following term
- 11 Returning students who have not registered four weeks prior to the start of classes
- 10 Students who could maximize their financial aid by taking a few additional credits
- 9 Students who have not registered for classes identified on their academic plan or required by their major
- 8 Students who are registered for classes that do not count toward their program of study
- 7 Unregistered students with a small debt on their account who could benefit from a micro-grant
- 6 Students who have not registered for classes in the previous semester
- 5 Students who are taking courses that have more than 20 hours per week
- 4 Students who may need technology assistance
- 3 Students who have identified that they are working more than 20 hours per week

Start of Term

- 29 Students who may have support needs that have not yet been identified
- 28 Students who are new to college and may have feedback or needs based on their transition
- 27 Students who may need technology assistance
- 26 Students who may need need technology assistance
- 25 Students who may need need technology assistance
- 24 Students who have identified that they are working more than 20 hours per week
- 23 Students who have identified that they are working more than 20 hours per week
- 22 Students who have identified that they are working more than 20 hours per week
- 21 Students who have identified that they are working more than 20 hours per week
- 20 Students who have identified that they are working more than 20 hours per week

End of Term

- 48 Students whose graduation preparedness must be assessed.
- 47 Students who have graduated from classes in the previous semester
- 46 Students who have been flagged for attendance issues and barriers to attendance
- 45 Students who may benefit from a transfer planning workshop
- 44 Students who have completed the term with a GPA between 2.0 and 3.0
- 43 Students who have identified that they are working more than 20 hours per week
- 42 Students who have identified that they are working more than 20 hours per week
- 41 Students who have identified that they are working more than 20 hours per week
- 40 Students who have identified that they are working more than 20 hours per week
- 39 Students who may need career transition guidance

Anytime

- 64 Students who may need a nudge to access wellness resources
- 63 Students who are new to college and may have feedback or needs based on their transition
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*Access to this feature depends on your institution’s Navigate360 package.

Learn more about Navigate360’s expansive communication tools eab.com/Navigate360

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