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

*Survey Campaigns:

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

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Enrollment Campaigns: Encourage students to

enroll for a specific term

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.

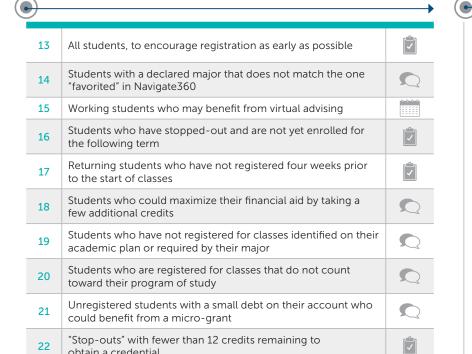
1	Prospects who need step-by-step application guidance but prefer a self-directed approach	
2	Prospects who haven't taken a tour	
3	Prospects you'd like to invite to attend an event or info session	

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



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	
	Students interested in Nursing or another competitive	
27	program of study	

Students interested in a competitive program of study who

Returning students who are on academic probation and who

have not yet attended an advising session

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	Ω
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	Ω
36	Students with excessive credits who may be at risk of exhausting Pell eligibility or who have earned a credential	Ω
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	2
41	Students who have been identified as needing support via faculty Progress Report Campaigns	0-0-0-0
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)	2
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	Ω

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	Ω
51	Students with low credit-completion ratios for the term	
52	High-performing students who may benefit from transitioning to a transfer program	0=0=0=0
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 intersession or "mini-mester" courses offered between semesters	
59	High performing students who may be able to boost their credit load	Ω
60	Students who completed the term with a GPA lower than 2.0	0=0=0=0
-		0-0-0-0
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

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

