61 Campaign Ideas
Target Your Advising Efforts Across the Year

A targeted advising campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or action. Over the past year, academic advisors in the Student Success Collaborative have used the SSC platform to conduct a wide range of campaigns—seeing impressive results with students. Below is a list of 61 campaign ideas from advisors across the country.

**STUDENT POPULATIONS**

- **Immediate Performance Concern**
  These students are currently falling courses, missing milestones, or struggling to remain academically eligible. They are at risk in the most traditional sense and unlikely to persist without immediate support.

- **Future Performance Concern**
  Although these students appear to be performing adequately, SSC data suggests that they are likely to struggle or encounter roadblocks in future terms. intervening with these students now will help prevent trouble down the road.

- **Program Choice Concern**
  These students are enrolled in a major that is a poor fit for them based on their academic performance, or remain undecided past the recommended credit threshold. A proactive advising conversation could help these students back on the right path.

- **Progress Concern**
  Students in this population might be performing well academically, but are making slower than recommended progress to graduation, potentially adding costs for reducing their likelihood of completing all. This population includes students who have stopped out, or whose credit accumulation has slowed.

**ADVISOR ACTIONS**

- Inform
- Support or connect with resources
- Persuade to change major or help choose major
- Re-enroll
- Remove barriers
- Connect with opportunity

**Let’s Get Started!**
Fill in a few targeted campaigns to try this year. For a step-by-step guide, recommended campaigns to try first, and additional resources to conduct your campaign, visit eab.com/ssccampaignideas.