

65 Community College Advising Campaign Ideas

A targeted advising campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or action. Navigate makes it easy to conduct a wide range of campaigns. Below is a list of 65 campaign ideas that advisors across the country have used to effectively reach various student populations. Use these ideas as inspiration to connect with YOUR students!

STUDENT POPULATIONS

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

ADVISOR ACTIONS



Urgent Outreach

These students have data in their records indicating an urgent academic concern and would benefit from immediate and directive outreach. Engaging these students will show them how to get back on course.



Proactive Outreach

These students would benefit from advisor outreach to support optimal decision-making and/or prevent a problem from arising. Engaging these students will make them feel supported and help them have the best college experience possible.



Positive Reinforcement

This outreach is meant to reinforce good decisions and to promote more opportunities for college engagement. Let students know that you recognize their achievements and are interested in helping them connect with resources that support their goals!

Before Term

1	Students with a declared major that does not match the one "favorited" in Navigate	🚩
2	Working students who may benefit from virtual advising	🚩
3	Students who have stopped-out and are not yet enrolled for the following term	🚩
4	Returning students who have not registered four weeks prior to the start of classes	⚠️
5	Students who could maximize their financial aid by taking a few additional credits	🚩
6	Students who have not registered for classes identified on their academic plan for the upcoming semester	🚩
7	Students who are registered for classes that do not count toward their program of study	⚠️
8	High-performing students who are taking fewer than 15 credits per semester	👏
9	Unregistered students with a small debt on their account who could benefit from a micro-grant	⚠️
10	"Stop-outs" with fewer than 12 credits remaining to obtain a credential	🚩
11	Returning students who are on academic probation and who have not yet attended an advising session	⚠️
12	Students with holds on their accounts that are preventing them from registering	⚠️
13	Veterans or military-affiliated students who may need assistance accessing benefits	🚩
14	Veterans or military-affiliated students who are not involved with a student organization	🚩
15	Students who have not registered for a course required by their meta-major	⚠️
16	Students who were placed into developmental education but have not yet registered for those classes	🚩
17	Students with previous college experience who have not submitted college transcripts	⚠️
18	Students interested in Nursing or another competitive program of study	🚩
19	Students interested in a competitive program of study who have not enrolled in a milestone course	⚠️

Start of Term

20	First-generation students who may benefit from a review of campus resources and opportunities	🚩
21	Returning students with a GPA close to the threshold for Dean's List	🚩
22	Students enrolled in a course with a high fail rate and who may benefit from tutoring	🚩
23	Full-time students who have identified that they are working more than 20 hours per week	⚠️
24	Students with excessive credits who may be at risk of exhausting Pell eligibility or who have earned a credential	⚠️
25	Students who intend to transfer who have a GPA below 3.0	🚩
26	Students who have been flagged by early alerts in the previous semester	🚩
27	Undeclared students above a certain credit threshold	🚩
28	Students who have not created a term-by-term academic plan	🚩
29	First-term students who need a reminder about the drop/add deadline (first-generation students, accelerated-format students)	🚩
30	First-term students in need of a persuasive nudge to engage with their professors	🚩
31	First-term students with an intent to transfer who would benefit from a transfer planning workshop	🚩
32	Students with more than 50 credits and a GPA below minimum graduation threshold	⚠️
33	Students interested in a selective program of study that has an upcoming application deadline	🚩



Let's Get Started!

**STEP 1
Pick a Targeted Campaign to Run**
Decide which group of students you want to target for intervention

**STEP 2
Plan Your Outreach Strategy**
Determine how frequently and in what way you will contact targeted students and articulate the messages you want to communicate

**STEP 3
Evaluate Your Campaign Success**
Identify metrics for measuring the outcomes of your campaign and targets that will define success

End of Term

34	First-year students who missed the grade threshold for a milestone course in their program of study	⚠️
35	Students with low credit-completion ratios for the term	🚩
36	High-performing students who may benefit from transitioning to a transfer program	👏
37	High-performing students who may qualify for a competitive program of study	👏
38	Honors students whose GPA has dropped below 3.0	⚠️
39	Students whose names were placed on the Dean's List	👏
40	Students who earned a GPA over 3.0	👏
41	Full-time students with fewer than 30 credits in their first two terms who are not registered for summer classes	🚩
42	Students with a downward-trending GPA	⚠️
43	Students who completed the term with a GPA lower than 2.0	⚠️
44	Students who may need career transition guidance	🚩
45	Students who plan to enter the workforce after graduation and may benefit from career-preparation resources	🚩
46	Students who failed a prerequisite course	⚠️
47	Students who fell short of the minimum GPA required for their competitive program of study and would benefit from retaking a prerequisite	⚠️

Anytime

48	Students in general studies or an undeclared program of study	🚩
49	Students who have been flagged for attendance issues and could benefit from an advising appointment to troubleshoot barriers to attendance	⚠️
50	Students eligible for major-specific scholarships	👏
51	Students who may qualify for major-specific internship opportunities	👏
52	Students who were performing well in a STEM major but switched to a non-STEM major	🚩
53	High-performing students who might serve as mentors for first-term students	👏
54	Students who qualify for specialized mentoring programs	👏
55	Students on SAP Academic Plan or SAP Warning	⚠️
56	Students at risk of losing a scholarship with specific requirements	⚠️
57	Students with loan debt who may benefit from financial literacy education	🚩
58	Students who have unresolved course-sequencing issues in their Navigate My Plan	🚩
59	Pell-eligible students who may need assistance with identifying community resources	🚩
60	Parenting Students who may benefit from childcare resources	🚩
61	Veterans or other adult student populations who may benefit from advanced-standing opportunities (AP, CLEP, PLA)	👏
62	Students who would benefit from a reminder about priority registration	🚩
63	Students within 12 credits of credential completion who have not applied for graduation	🚩
64	Students close to graduating who may need to be reminded about upcoming transfer deadlines	🚩
65	Students with a history of poor academic performance who are interested in a competitive program of study	⚠️