Sample Second Year to Graduation

Campaign Name: Second Year to Graduation-College/Department Name

Campaign Type: Improve success and retention for second year students

Campaign goals: The target population for this campaign includes second year students from the college who have earned 45-59 credit hours in an effort to have them accomplish the following:

- Submit undergraduate application for degree
- Explore major decision
- Develop an academic plan or review DARS report
- Explore co-curricular opportunities to enhance professional goals
- Follow through on referrals as appropriate
- Submit Summer and/or Fall 2019 course request
- Persist and enroll in Fall 2019

Who is ultimately responsible for the execution of the appointment campaign: (Who is the individual or individuals who will provide leadership on the execution of the appointment campaign?)

Strategy 1: Initial Academic Advising Meeting

Purpose(s):
 Encourage student to submit undergraduate application for degree by 2nd advising appointment
 Explore major decision
 Refer student to an academic planning workshop or review DARS report
 Refer student to other units, as appropriate
 Assign homework to student encouraging them to explore co-curricular opportunities to enhance professional goals

Timeline:
Meeting to be completed by February 8, 2019

Measurement(s):
 Number of students who attend meeting
 Number of students who attend academic planning workshop or review a DARS report
 Number of referrals
 Number of students who follow through on referral

Strategy 2: Academic Plan Workshop

Purpose(s):
 Students will develop an academic plan
 Students will schedule a follow up meeting with academic advisor (or rep) to discuss plan

Timeline:
 Academic Planning will be completed by March 8, 2019

Measurement(s):
 Number of completed academic plans submitted; full is defined as a minimum of 4 semesters planned.

Strategy 3: Follow up meeting with academic advisor

Purpose(s):
   Students will review their academic plan or DARS report with their advisor
   Students will submit a Fall 2019 course request
   Students will discuss follow up on any referrals

Timeline:
   Completed by March 29, 2019

Measurement(s):
   Number of Fall 2019 course requests submitted

Strategy 4: _____

Purpose(s):

Timeline:

Measurement(s):

Campaign Impact: (What outcomes/benefits/impact did this campaign have for you and/or your students? Feel free to include assessment results or qualitative/narrative information)

Appointment Campaign Communication Outline

Outreach Email: Initial Email

Date being sent:

Subject:

Body:

Outreach Email: Reminder 1

Date being sent:

Subject:

Body:

HUNTER

Outreach Email: Reminder 2

Date being sent:

Subject:

Body:

Outreach Email: Reminder 3

Date being sent:

Subject:

Body: