

Targeted Advising Campaigns 101

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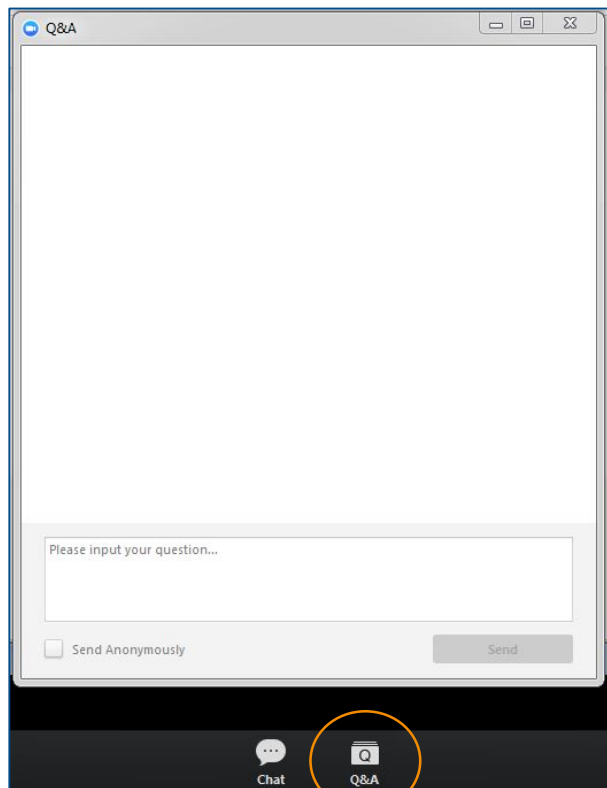


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After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here



Today's Presenters



Brittany Motley

Strategic Leader



Trevor Hannum

Strategic Leader

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What Is a Targeted Campaign?

2

How It Works: Five Steps

3

Successful Campaigns from Around the Collaborative

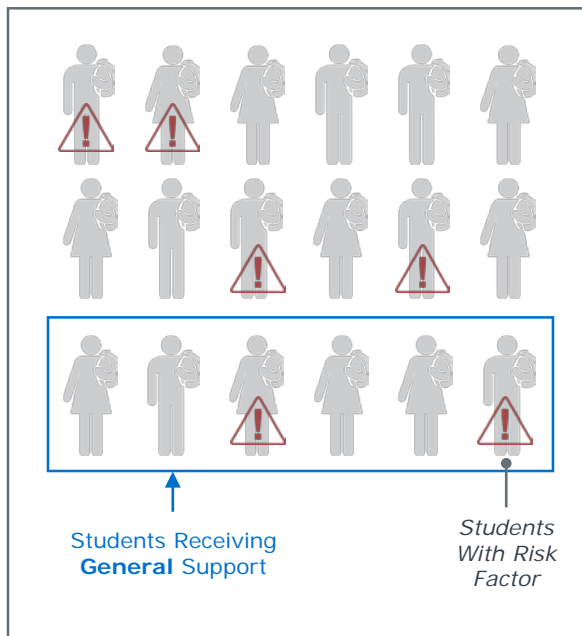
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Available Resources

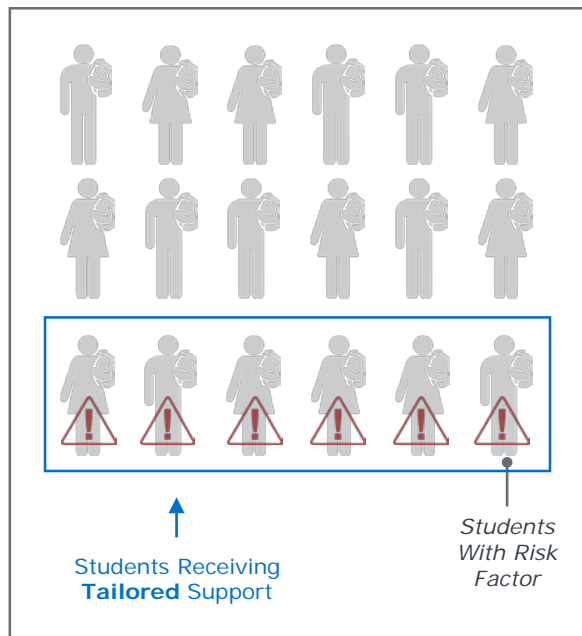
What Is a Targeted Campaign?

Proactive Intervention Focused on a Subpopulation With a Shared Risk Factor

Traditional, Passive Advising



Proactive & Strategic Advising



1

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2

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Successful Campaigns from Around the Collaborative

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Step 1: Narrow Your Focus



Choose specific campaign objectives that align with personal goals for your student caseload or goals of your department/school.

Find areas for opportunity by combining:

- ✓ **First-hand experience**
- ✓ **Institutional student success data**

From there, define your campaign by choosing a handful of specific campaign objectives.



Example: “Murky Middle” Finance Majors

- ✓ **First person experience:** Finance majors often realize too late that they need extra help to pass advanced math.
- ✓ **Institutional data:** Finance majors with 2.0-3.0 GPAs drop out at a higher rate than students in other majors.



Target group: Mid-career Finance majors with 2.0-3.0 GPAs with high risk predictions and at least one missed Success Marker

Objectives:

1. Contact all identified students and encourage them to schedule an advising session
2. Schedule an advising session with 75% of identified students
3. Connect 50% of students with tutoring or other resources to work on their academic standing
4. Reduce these students' risk of dropping out

Choose How You Will Measure Success

Select 3-6 Metrics Ranging From Immediate Actions to Long-Term Outcomes

What is the initial **action** you will take to kick off the campaign?



Examples:

- # of emails
- # of follow-up calls



What do you hope students immediately do **in response** to your outreach?



Examples:

- % response rate
- # of appts scheduled



What **behavior or action** do students need to take as a result of the campaign?



Examples:

- % declaring major
- % attending tutoring




What is the **impact** you hope to see with this group in one term or one year?



Examples:

- # improving GPA or avg. GPA improvement
- # obtaining scholarship



Full list of common metrics on pages 3-4 of the *Measuring Campaign Effectiveness Toolkit*



Step 2: Identify and Generate Your List



Pinpointing Students You Want to Target for Intervention

After setting an objective, identify your target list of students by selecting the parameters that will define this population.



1 Select

Determine which filters to apply to best “capture” the desired student population

2 Generate

Use the Advanced Search to generate a list of students will be part of the targeted outreach

Optional

3 Save

Save your list as a “Watch List” to monitor throughout the length of your campaign

Note: name your list according to your institution’s naming convention (e.g., F18 1st Gen Freshmen)

4 Export

Export your list as an .XLS for additional tracking and analysis

Advanced Search Filters

Using the Platform to Generate Lists

Common Filters for Campaigns

- Grade or enrollment in a course
- Term GPA
- Cumulative GPA
- Advisor
- College/major/concentration
- Credit completion %
- Credits earned
- Term enrollment
- Transfer Student
- Risk level
- Missed Success Markers



Check that your parameters generate a manageable number of students. We recommend **30** to **75** students.

Can't generate your selected population with just the filters?

Use the 'Upload a List' Function

- Put all student IDs in column 1 of an Excel file
- Save it as a .csv
- Upload the list by going to 'Watch Lists'
- Save as new or existing Watch List, using your institution's naming convention for Watch Lists (e.g., S19 1st Gen Freshmen)

Examples of Groups to Intervene with...

...And the Right Filters to Get There

Campaign #1

Murky Middle Students

Cumulative GPA: 2.5-3.0
Risk: Moderate

Optional:

Major: (Your Major)

Student Classification:
(Freshmen, Sophomores,
Juniors, Seniors)

Assigned Advisor: (Your
Name)

Campaign #2

Students Not Earning All Attempted Credits

Credit Completion Ratio:
0-75%

Optional:

Major: (Your Major)

Student Classification:
(Freshmen, Sophomores,
Juniors, Seniors)

Assigned Advisor: (Your
Name)

Campaign #3

Students Not Yet Enrolled for Spring 2019/Fall 2019

Term Enrollment: Currently
not enrolled (Fall 2019)

Optional:

Major: (Your Major)

Student Classification:
(Freshmen, Sophomores,
Juniors, Seniors)

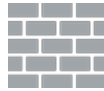
Assigned Advisor: (Your
Name)

Using Student Data Ethically

Be Mindful of the Psychological Effects of Identity Threat on Students



Use a lens of intersectionality



Understand systemic barriers of underrepresented populations



Try to gather data that allows you to paint holistic picture of student (financial, academic, engagement)



Acknowledge your bias!



Be mindful of language used to describe populations



Use empathy with disenfranchised populations

Social Locations Must Be Considered.

New scholarship has begun to question the homogenizing of Students in educational research (Harper et al. 2007; Cuyjet, 2006; Fries-Britt, 1998). Social locations such as gender, race, social class, age, ability, religion, sexual orientation, and geographic location affect students differently.

Step 3: Contact Campaign Students



Defining an Effective Outreach Strategy

Now that you have the students, the next step is to determine how you will reach out to them to meet your objectives.



1

Create a timeline

How frequently and through which channels will you reach out to targeted students?



3

Write your outreach

Prepare the messages you want to communicate and resources you want to provide at each interaction



2

Plan follow-up steps

Map out steps you will take to follow-up with these students if they do not respond



4

Share and collaborate

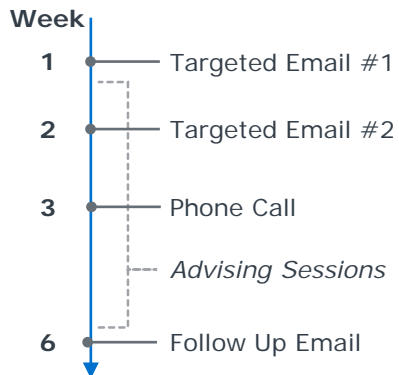
Consider sharing your strategies with others on campus—no need to reinvent the wheel!

Outreach Strategy

Suggested Outreach Frequency


In successful previous campaigns, advisors outreached to students **3 to 5** times over a one or two month period of the semester.

Example Timeline



Resource: Student Communications

Audit and Improve Email Content to Ensure Students Respond



Student Success Collaborative

Email Templates and Best Practices

Resources from *Breaking Through the Student Communications Barrier*

Worksheet: Student Communications Audit

Purpose of the Tool
This worksheet will help you identify common mistakes that prevent students from understanding and actively to ensure

... student or get them to do?

... below to assess the message's copy.

	Yes	No
Is the message targeted student?	<input type="checkbox"/>	<input type="checkbox"/>
Avoid passive voice? (e.g., "requested by students")	<input type="checkbox"/>	<input type="checkbox"/>
Address the student's needs to their motivation?	<input type="checkbox"/>	<input type="checkbox"/>
Include a clear, call to action?	<input type="checkbox"/>	<input type="checkbox"/>

... hat someone outside of higher education.

Word Bank: Common Higher Education Jargon

prerequisite	bursar
disbursement	deficit
subsidized	registrar
dismissal	eligibility
probation	audit
academic	misconduct
standing	

What's inside?

- Summary of email **best practices**
- Communications audit **worksheet**
- **Email templates** for inspiration



Download by clicking [here](#) or requesting from your Consultant



You can also access on-demand webinars about our student communications research

What Students See



SEND A MESSAGE TO DAVID JOHNSON

Send E-mail

Send Text

To: David Johnson

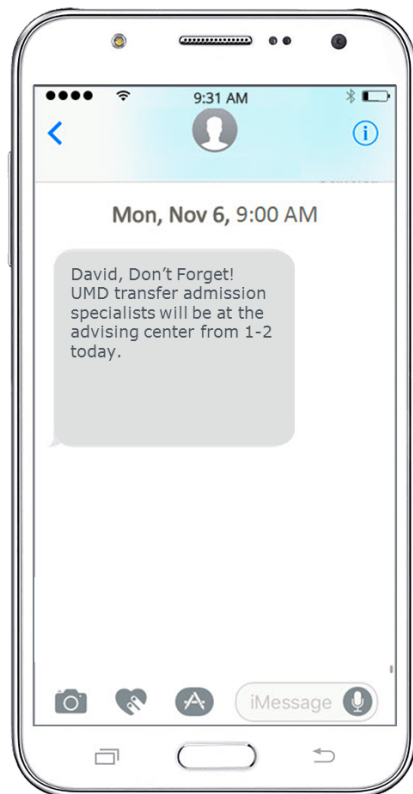
Message:

David, Don't forget! UMD transfer admission specialists will be at the advising center from 1-2 today.

You have 56 characters remaining of 160 characters.

Cancel

Send Message



Step 4: Intervene and Direct Students



Connecting Students With The Right Resources

After the initial outreach and appointment, it's up to you to guide the student down the best path. Make sure you document this for your campaign tracking!



1 Diagnose

What issues is this student facing? The answer might be "none," and that's OK.



3 Direct

After diagnosis, direct that student towards the appropriate action.



2 Act

It's now time for students to take the next step based on your interactions.



4 Document

Relevant information should be documented for reference.

Step 5: Track Outcomes and Follow Up as Needed



Quantifying The Success Of Your Efforts

After intervention, follow up with students to confirm whether they took action, and what the outcome was.



1 Close the Loop

Seek to reestablish contact with the student within two weeks of your meeting.



2 Record Your Results

Document results either in a note or spreadsheet on an ongoing basis.



3 Analyze

Based on the metrics you set, did you achieve your goal? If not, how close were you? What will you change next time?

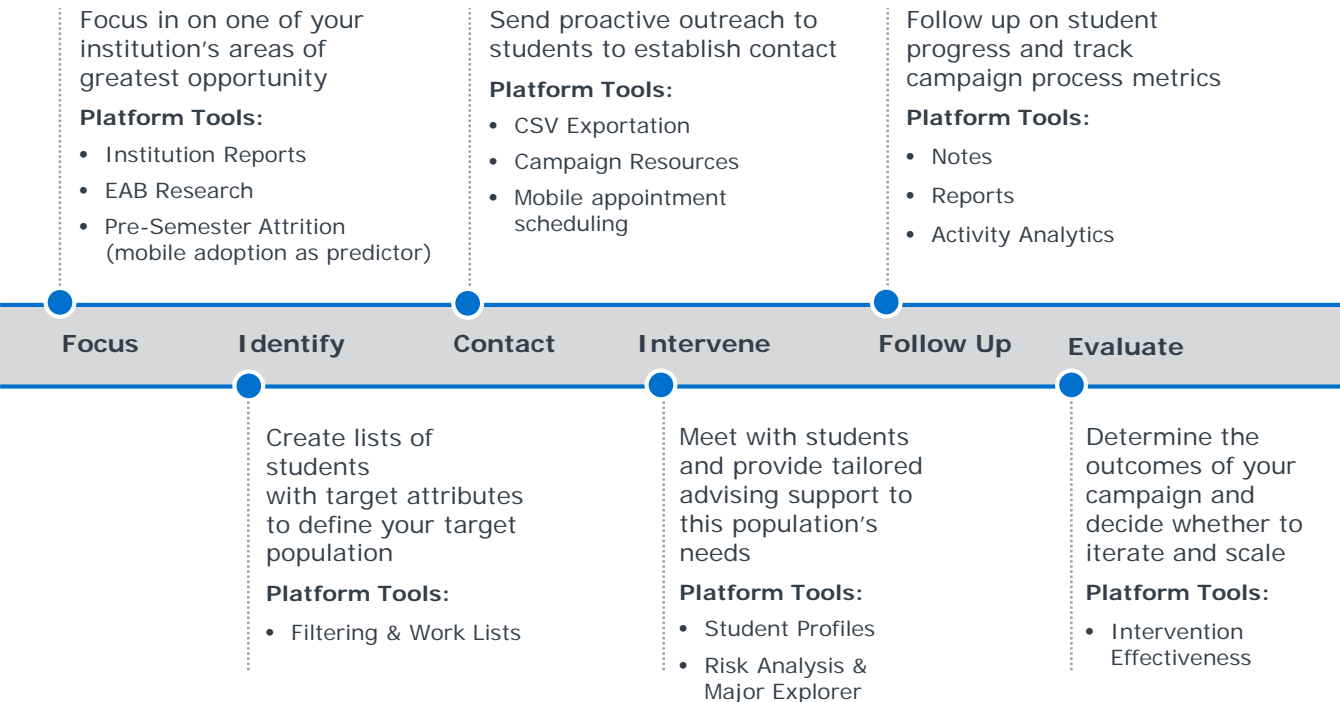


4 Share

Share positive results and lessons learned with other advisors in your office, the dean of your department, etc.

In Summary: How It Works

Process for Running a Targeted Appointment Campaign with Navigate





Platform Demo



Intervention Effectiveness Analytics

Use EAB's Newest Intelligence Tool to Gauge Effectiveness



Primary use case...

Intervention Effectiveness allows you to **compare the changes** in a population or between populations of students within a selected period of time.

Important Note - Intervention Effectiveness is only available to members with access to the SSMS Intelligence Pillar.

Key features include...

- Three different options for analysis, based on student population and time period
- Outputs of key performance, progress, and enrollment metrics
- Narrow population by common student attributes or in-platform interventions
- Drill down lists of students, can download into Excel
- Permission-based
- "Start Here" help text

Want to learn more? Watch our on-demand webinar:

<https://www.eab.com/technology/student-success-collaborative/events/webconferences/2018/product-release-introducing-intervention-effectiveness/eabondemand>

Intervention Effectiveness Tool



Watch the Intervention Effectiveness Webinar for in-depth Demonstration

[Start Here](#)[One Population](#)[Two Populations, One Time Period](#)[Two Populations, Two Time Periods](#)

Introduction to Intervention Effectiveness

Intervention Effectiveness is a set of tools for evaluating the impact of intentional interventions on student populations

Learning “what works” at your institution is critical for building effective student success interventions and programs, but it can be challenging in practice. Evaluating the impact of a single intervention (such as an appointment) without context can lead to faulty conclusions. While this dashboard can be used for exploration, it will be most meaningful if you start with a question in mind about interventions you have already conducted.

Our assumption when providing this dashboard is that you are trying to find the results of campaigns and other student success practices that you have implemented. It is not intended to be used for picking and choosing populations and theorizing why their performance may have changed. An example question you might attempt to answer could be “Did my appointment campaign succeed in getting more students to register for the next term?”

For more information about this tool, please review the [Release Notes](#), the [Toolkit](#) and/or search “Intervention Effectiveness” in the Help Center for further information.

One Population

Assess the impact of interventions on a single population over a single time period.

Two Populations, One Time Period

Assess the impact of interventions on a student population (Population A) compared to a different student population (Population B).

Two Populations, Two Time Periods

Compare the performance of one population in a given time period to a second population in a different time period.

Intervention Effectiveness



Select Student Populations by Campaign Appointment Attendance

Time Period

ENROLLED IN START TERM

Fall 2018



ENROLLED IN END TERM

Spring 2019



Population A

Intervention Information

APPT. CAMPAIGN A

Academic Advising for Fal...



CAMPAIGN APPT. STATUS A

Attended



WATCH LIST A

All



Current Student Information

TAG A

All



CATEGORY A

All



Population B

Intervention Information

APPT. CAMPAIGN B

Academic Advising for Fal...



CAMPAIGN APPT. STATUS B

Did Not Attend



WATCH LIST B

All



Current Student Information

TAG B

All



CATEGORY B

All



Intervention Effectiveness

Compare Student Outcomes by Campaign Appointment Attendance

Enrollment Summary	Start Term Fall 2018	End Term Spring 2019	Percent of the Start Term
A: Enrolled	707	668	94.5%
B: Enrolled	511	466	91.2%
A: Graduated	—	3	0.4%
B: Graduated	—	36	7.0%
A: Not Enrolled	—	36	5.1%
B: Not Enrolled	—	9	1.8%

View Term Persistence of Start Term Population A: [Count](#) | [Percentage](#)

View Term Persistence of Start Term Population B: [Count](#) | [Percentage](#)

Performance Summary	Start Term Fall 2018	End Term Spring 2019	Percent Change
A: Average Cumulative GPA	3.22	3.23	+0.3%
B: Average Cumulative GPA	3.41	3.43	+0.6%



Campaign Export

Analyzing Results from Student Appointments

Using Campaign Export Data for Analysis

When conducting your analysis, you can use the information in the Campaign Export* to help you compare outcomes for students with appointments to outcomes for students who did not schedule or complete appointments.

*This step is not necessary if you have access to the Intervention Effectiveness tool at your institution.

	A	B	C	D	E	F	G	H	I	J
	First Name	Last Name	ID	Email	Major	Risk	Cumulative GPA	Credits Earned	Number of Appointments Made	Number of Appointments Attended
1	Delphina	Aarons	75270435	dgtsjbx7@kiottet.z	Pre-Psych	Moderate	1.7	84	1	1
2	Joachim	Abbasi	747525050	iplbtk1@illmsnx.uc	CRJU	High	0	0	0	0
3	Balint	Abbassi	800264142	uwusbjkz3@rbtkye	GENL	High	1.67	20	0	0
4	Dick	Abbassi	112489564	swebtjfqtd9@qxoe	BADM	High	0.5	4	0	0
5	Kahlilia	Abbatiello	986718140	ictpozbasx8@ldxlr	EDPK	High	0	0	0	0
6	Augusta	Abbington	600813864	crhxluk8@ydphikq	Pre-Mark	Moderate	0	53	0	0
7	Talulah	Abbington	852846364	rcxcp81@gfmgngw	Pre-Nursin	Moderate	0	52	0	0
8	Cleavant	Abbott	217119221	tzkmyux22@wsrrv	PSYC	High	0.68	4	1	1
9	Herve	Abboud	100610678	zncqfem4@dlcit	PSYC	High	0	0	0	0

1

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Successful Campaigns from Around the Collaborative

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Available Resources

Wide Range of Campaigns Across One School

Contributing to Overall Improvement in Graduation



<i>Campaign Type</i>	<i>Population & Intervention</i>	<i>Student Outcome</i>
1 Academic Performance Improvement	Connect Business School students on probation to needed support resources	34% Percentage of students who raised GPA above 2.0
2 Major Selection	Assist high-risk Undeclared students with major planning and declaration	19 Additional students enrolled in Education and Career Planning course
3 Transfer Persistence	Facilitate academic planning for low-GPA transfer Biology students	8% Eight percentage points higher persistence than previous year cohort
4 Accelerating Degree Completion	Assist underperforming psychology students with course sequencing	25 Upper-class students enrolled in gatekeeper statistics course
5 Graduation Application	Remind qualified seniors to apply for graduation	19% Increase in graduation candidates compared to spring 2014

Scholarship Compliance Campaign Leads to \$4M in Tuition Revenue



Half of Albany students are eligible for the statewide Tuition and Scholarship Program, which requires students to be in **grade and enrollment compliance** to receive tuition money



How EAB Helps Keep Students in Compliance

- 1 Use EAB to **identify Grant recipients** and their compliance status, focusing on two key variables: applicable credits and major declaration
- 2 Advising staff identify **why students aren't compliant** with Grant requirements
- 3 Advisors create an individual action plan in the EAB platform to **get students reenrolled** and ensure they become or remain Grant compliant
- 4 Major departments receive and implement a plan to ensure all students **come into compliance**

862

Previously noncompliant
Grant students reenrolled
through the campaign

\$4M+

Additional tuition dollars
from reenrolled students

1

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Two-Year Members

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

ADVISOR ACTIONS



Urgent Outreach

These students have data in the urgent academic concern or immediate and direct outreach students will show them how to

Before Term

1	Students with a declared major that does not match the one "favorite" 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
Determine how you will contact target students and the messages you

Four-Year Members

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 Navigate 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

These students are currently struggling, or struggling to succeed. They are at-risk in the current term and unlikely to persist without

- Future Performance

Although these students are currently performing adequately, Navigate data suggests they may struggle or encounter trouble down the road. Intervening with these students may help them avoid trouble down the road.

Start of Term

1	Entering freshmen students who are high risk based on their pre-enrollment data	⚠️
2	Students struggling in a specific course required for their major (identified through early alerts)	⚠️
3	Seniors with GPAs below 1.5	⚠️
4	Undeclared students on probation who have not attended a major exploration or career advising session	⚠️
5	Sophomores and juniors on academic probation from the previous term	⚠️
6	Engineering students in the "Murky Middle" for their concentration (e.g. GPA 3.2 to 3.5)	⚠️
7	Pre-Nursing students in the "Murky Middle" for admission into the program (e.g. GPA 3.2 to 3.5)	⚠️
8	Freshman students who have missed the grade threshold for one or more Success Marker courses	⚠️
9	Students within 0.2 points of the GPA requirement for their program	⚠️
10	Students recently admitted to the School of Business who are close to academic probation	⚠️
11	Undeclared students who are uninformed about policies and which courses to select	⚠️
12	Students who are on track to declare an intended major but have registration holds	⚠️
13	Pre-majors that are at risk of not meeting selective admissions requirements	⚠️
14	Pre-health students at risk of not making it into upper division	⚠️
15	Students who will be repeating Success Marker courses for their major in the upcoming term	⚠️
16	Students who have not registered for a course required by their major	⚠️
17	High performing biology students who have not applied for labs	⚠️

Registration

18	Students who have not created or submitted a degree plan	⚠️
19	Students interested in health careers, but not likely to meet pre-health requirements	⚠️
20	Undeclared junior transfer students	⚠️
21	Undeclared students who are nearing the credit threshold required by the university to declare a major	⚠️
22	Students in need of a degree planning session to graduate on time	⚠️
23	Students not on track to complete required courses in time to graduate	⚠️
24	Sophomores or juniors in need of summer credits to graduate in four years	⚠️
25	Students in their sixth year who have not yet applied for graduation	⚠️
26	Seniors with excessive credits	⚠️
27	Students close to graduating that may need additional assistance	⚠️



Let's Get Started!

Fill in a few targeted campaigns to try this year. For a step-by-step to try first, and additional resources to conduct your campaigns,

Start of Term

Toolkit Resources

Available on This Webinar's EAB.com Landing Page

Designing and Implementing a Targeted Advising Campaign Toolkit



About This Toolkit

Do you want to target groups of students to improve their chances of academic success? Exasperated by the time it takes to reach numerous students and provide them the information they need to take action now?

Today's Lesson: Targeted Advising Campaigns

Targeted advising campaigns enable advisors to direct outreach to specific populations of students in need of supplemental attention. By putting a special focus on the students who they can help the most or with actionable next steps, advisors are able to maximize the overall impact of their efforts.

Navigate makes it easier to execute your campaigns with a suite of tools (analytics, workflow, and student engagement) for quickly identifying, contacting, and meeting with students. By deploying Navigate analytics in combination with workflow tools, advisors can create highly-specific campaigns and ensure that no students fall through the cracks.

This toolkit provides step-by-step technical instructions for designing your own targeted advising campaign utilizing Navigate. Please contact your Dedicated Consultant with any questions.

Academic Advisors use Targeted Advising Campaigns to...



Make a greater impact on student success through improved processes for identifying and reaching students



Focus limited advisor time on manageable groups of students



Efficiently channel targeted outreach, resources, and attention toward groups of students with similar needs



Explore and popularize innovative ideas for data-driven advising practices

Note to Members

This toolkit is intended for Navigate members who have implemented the Advisor View function within the Navigate platform.

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Measuring Campaign Effectiveness Toolkit



EAB

Student Success Collaborative™

Measuring Campaign Effectiveness

Supplement to the Targeted Advising Campaigns Toolkit

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Targeted Advising Campaign Report Template	Separate File
WAC Campaign Tracker Template	Separate File

Link to toolkits: <https://www.eab.com/technology/student-success-collaborative/events/webconferences/2018/targeted-advising-campaigns-101>

More Helpful Toolkits



Quantifying the Impact of Your Student Success Initiatives Toolkit



The Evaluation Cycle

Overview

Background and Recommendations for Toolkit

Given the significant investment required to implement new or expand existing student success initiatives, it is critical that leadership teams consider how they will evaluate the impact of those strategies. Understanding impact helps make the case for additional or continued investment in resources, informs future decisions, and highlights the excellent work that you and your team do to support your students. This toolkit walks you through our recommended annual cycle for evaluating the impact of your student success initiatives. The toolkit guides you through prompts and examples for the four main steps in the process: 1) Define Scope and Metrics, 2) Design Evaluation Strategy, 3) Analyze and Report on Results, and 4) Iterate and Scale Impact.

Primary Audience: Leadership teams, including Program Sponsors and Owners

Timing for Completion: Prior to the start of each academic year

Cyclical Process for Analyzing Impact



Intervention Effectiveness Toolkit



Context of Intervention Effectiveness Tool

Evolution of Navigate Intelligence

Institutions have begun to embrace the power of data to inform decision-making for student success. Historically, many of the Navigate Intelligence offerings have focused on how to identify students in need of interventions by surfacing forms of student risk normally invisible to faculty and staff. With the addition of the Intervention Effectiveness tool members with the Navigate Intelligence module can move to the next level of data-informed decision-making and evaluate the impact of their interventions on identified students, completing the circle below.

Using Navigate Intelligence tool, users can:

- Identify students in need of interventions
- Understand the historical context of the likely outcomes for students without interventions
- Determine how faculty and staff are progressing in initiatives and interventions (process metrics)
- Evaluate the impact of the interventions conducted in or outside of Navigate (outcome metrics)*

Intelligence Answer Questions

- Predictive Model
- Institution Reports
- Advanced Search
- In-Retention Reports
- Population Health
- Success Markers

- Intervention Effectiveness*
- Reports
- Activity Analysis

Strategic Care Take Action

- Alert Campaigns
- Alert Scheduling
- Tutoring
- Progress Reports
- Testing
- Alerts/Case



*New capabilities in the Navigate platform

Toolkit available by request from your Strategic Leader

Link to toolkit:

<https://www.eab.com/technology/student-success-collaborative/events/webconferences/2018/product-release-introducing-intervention-effectiveness/eabondemand>

Additional Resources for Campaigns



Microsoft Excel Screenshot showing a Campaign Tracker Template with columns: ID#, First Name, Last Name, Email Address, Phone Number, Email 1, Response, Email 2, and R#.

ID#	First Name	Last Name	Email Address	Phone Number	Email 1	Response	Email 2	R#
22525552	Gina	Acce	windegg@erf.org	(954) 448-555	Sent	Set up meeting	Not needed/NA	—
64120471	Meghan	Boase	meghanboase@comp.com	(204) 346-555	Sent	Did not reply	Sent	Set up
26626261	Doris	Breese	gufert194@erf.org	(541) 915-2180	Sent	Did not reply	Sent	Set up
26101961	Zoe	Diaz	joecad00@erf.org	(954) 655-511	Sent	Set up meeting	Not needed/NA	—
45750024	Patty	Doral	zabalea00@erf.org	(571) 441-237	Sent	Did not reply	Sent	Did not
5125486	Alicia	Gipson	imgov003@erf.org	(562) 927-417	Sent	Did not reply	Sent	Set up
2343564	Edna	Baric	vgov003@erf.org	(707) 410-778	Sent	Set up meeting	Not needed/NA	—
73834302	Quiana	Karlin	vgov003@erf.org	(602) 605-48	Sent	Did not reply	Sent	Set up
23503461	Dilling	Krabill	vnaf147@erf.org	(630) 526-114	Sent	Did not reply	Sent	Set up
23410431	Patty	Lerud	lterud003@erf.org	(581) 905-411	Sent	Abuse about right	Sent	Set up
2412452	Vilma	Lerud	lterud003@erf.org	(641) 753-553	Sent	Abuse about right	Sent	Set up
26062514	Deirdre	Murphy	rcg001@erf.org	(169) 643-585	Sent	Abuse about right	Sent	Set up
45171014	Kate	Myers	rcg001@erf.org	Unknown	Sent	Did not reply	Sent	Set up
51244231	Erin	McKee	mcg001@erf.org	(448) 007-34	Sent	Did not reply	Sent	Set up
61592771	Rosalia	Moore	moore001@erf.org	Unknown	Sent	Did not reply	Sent	Set up
4212081	Rosalia	Morris	rcg001@erf.org	(544) 339-531	Sent	Did not reply	Sent	Set up
75272091	Lisa	Nease	nease001@erf.org	(447) 425-521	Sent	Set up meeting	Not needed/NA	—
56003491	Prudis	Nettel	nettel004@erf.org	(863) 841-731	Sent	Set up meeting	Not needed/NA	—
15623951	Herman	Pasch	pasch001@erf.org	(156) 554-86	Sent	Did not reply	Sent	Did not

Campaign Tracker Template

Available by request



Microsoft Excel Screenshot showing a Campaign Calendar Template for March 2018. The calendar displays dates, days of the week, and campaign activities.

	Mon	Tue	Wed	Thu	Fri	Sat
1	1	2	3	4	5	6
7	7	8	9	10	11	12
13	13	14	15	16	17	18
19	19	20	21	22	23	24
25	25	26	27	28	29	30
31	31	1	2	3	4	5

Campaign Calendar Template

Available by request

Help Center and Community Updates

Focusing on Improved Support, Resources, and Collaboration

The **Navigate Help Center** was been relaunched with a new organizational design and updated content, including:



Platform Information – Information on specific features and common platform workflows across all three pillars of Navigate: Strategic Care, Smart Guidance and Intelligence.



Product Updates – Release notes for all three pillars from the previous six months and important cross-platform announcements.



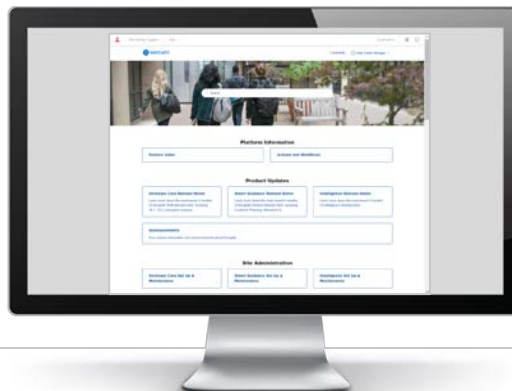
Site Administration – Decision guidance, EAB recommendations and configuration information for all pillars of Navigate.



Resources – EAB Infographics, toolkits, training materials, student promotional materials and other resources to support your use of Navigate on campus.



The Community – New topics to facilitate engaging conversation, make connections, share best practices, and answer questions.



Register for Our Upcoming Webinars

Visit eab.com or Click the Titles to Register



[The ROI of Student Success](#)

Tues February 12, 2pm ET

The next decade will bring unprecedented competition for shrinking pools of prospective students, threatening budgets across higher education. During this session, originally presented at CONNECTED18, we will draw on insights from progressive colleges to share a primer on everything you need to know to weather the storm.



[Improving Adult Learner Engagement by Focusing on Career Alignment](#)

Thurs, March 14, 2pm ET

Adult learners see college as an opportunity to build skills to seek better jobs to support their families, but often find college campuses ill-suited to support their goals. Join this session to learn how prioritizing adult learners' career focus can improve engagement and outcomes.



Brittany Motley

Strategic Leader



Trevor Hannum

Strategic Leader

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