SSC Campaign: Encouraging Advising Engagement

Schedule
- **Launch:** Prior to April 1
- **Duration:** Brief with only one mass email sent by each advisor
- **Results:** The final results—student engagement with advisor and monitor of risk level indicators—will be tabulated following the end of the Spring 2016 and Fall 2016 terms.

Overview
- **Goals:**
  - Identify students at moderate or high risk levels who have had no activity with advisor (appointment, phone, email, etc.) since the start of the Fall 2015 term and encourage engagement with advisor
  - Secondary goal of improving risk level of student with timely and appropriate interventions identified during advising session
- **Measurable Objective(s):**
  - Student engages with advisor prior to the end of the Spring 2016 term.
  - Student’s risk color subsequently improves following the Spring and/or Fall 2016 term.
- **Student criteria for inclusion in the campaign:**
  - Student is currently enrolled for Spring 2016;
  - Student has a moderate or high risk level; and
  - Student has no advising activity recorded since the start of the Fall 2015 term (9/2/2015).

Advising Unit Campaign Coordinator Action Steps
1. Using the following filter criteria in the SSC platform, create a list and export it as an Excel document:
   a. College/School
   b. Risk: Moderate and High
   c. Term Enrollment: currently enrolled Spring 2016
   d. Student Status:
      i. status changed more than XXX days ago (see note below); and
      ii. select “No Action Taken.”

   Note: When exporting your list, you will need to enter the exact number of days between the present date (when you run your list) and 9/2/2015.
2. If applicable, sort the list by advisor caseload criteria for your unit (last name, campus ID, major/plan, etc.).
3. Copy and paste your sorted list of students into the attached Campaign Tracker (attached Excel document).
4. Save the Campaign Tracker to a shared location for your office (such as a shared network folder or OneDrive). As advisors execute the campaign, they will enter information into the tracking document.
5. Notify unit advisors of the campaign, including:
   a. campaign goal(s) (included above);
   b. measurable objective(s) (included above);
   c. student criteria (included above); and
   d. location of the tracking document (determined by you).
6. Ask unit advisors to follow the Individual Advisor Action Steps outlined below.
7. Upon conclusion of the campaign, review your unit’s Campaign Tracker for any missing information. Follow-up with advisors as appropriate to ensure an accurate and complete document.
8. By May 31st: Send your unit’s finalized Campaign Tracker to Emily Sentz (esentz@eab.com) who will track the campaign results campus-wide.
**Advisor Action Steps:**

1. **As soon as possible, preferably prior to April 1st:** Launch the Campaign.
   a. Review the advising history for your students on the list so you can exclude students whom you believe should not be contacted.
   b. Utilizing Template A (included below), send one email (utilizing the blind carbon copy function) to outreach to your students. Document the date this email was sent in Column G on the Campaign Tracker. Document the sending of this email in the SSC platform. (You can do this for all affected students at once using a mass operation; see Helpful Tips section below.)
   c. As students respond to your email, document this activity in Column H on the Campaign Tracker by recording YES. You may also wish to enter student-specific comments in Column J for easy referral in the future. Additionally, document the student’s response in the SSC platform.
   d. As students engage in advising with you (be it in person, via phone, or via email), document this activity in Column I on the Campaign Tracker by recording YES. You may also wish to enter student-specific comments in Column J for easy referral in the future. Additionally, document your engagement with the student in the SSC platform.

2. **May 23rd:** The campaign ends.
   a. Enter YES or NO for all students in Columns H and I on the Campaign Tracker.
   b. Notify your unit campaign coordinator that you have concluded your campaign efforts.

**Helpful Tips:**
- Advisor Step 1.a could be skipped if advisor time is limited.
- Advisor Step 1.b could be a phone call instead of an email if so desired.
- Advisors may wish to utilize mail merge for email to customize messages to students.
- Advisors may choose to upload their respective list of students as a Watch List in the SSC platform. This would enable an easy mass operation (such as documenting initial contact); see attachment.

**Notes:**
- Unit Campaign Coordinator Step 1: This list will only be accurate if your unit has been entering status changes for every student interaction in the SSC platform since the start of the Fall 2015 term. If you have not been doing this, start doing so now so you can participate in this campaign during the next cycle.
- If you have questions or concerns regarding the list you export, consult with Emily Sentz (esentz@eab.com), our EAB consultant. She can verify your lists accuracy and/or provide feedback regarding what you may need to do differently.
Dear Student,

As I was reviewing your advising file recently, I noticed we have not had any contact since prior to the start of the Fall 2015 term. I'm reaching out to you today to encourage you to schedule an appointment with me (or attend my upcoming walk-in advising hours) so we can review your academic progress and identify the resources that may be of the greatest benefit to you as we near the end of the term. We can certainly also discuss the most appropriate courses for you to take in the upcoming semester.

I hope to see you soon!
Release Announcement 1.9.16

Mass Operations

Purpose
This release continues SSC’s drive toward supporting advisor productivity and efficiency by allowing users to take action on multiple students at the same time.

1. Users will have the ability to make an update to multiple students at the same time by selecting students from a List or Watch List
2. The Mass Operations feature enables users to add selected students to a Watch List, update their status, set reminders, or add notes on selected students simultaneously
3. This new feature also allows users to export only selected students versus an entire list
4. When the prepared action is entered, a pop-up screen will prompt the user to confirm their change

Additional Details

100 Student Limit: Users who attempt to make a change simultaneously to over 100 students will receive a warning that this is not allowed in order to prevent high-impact mistakes

If you have any questions, comments, or concerns about these updates, please connect with your Dedicated Consultant