SSC Campaign: Engaging Stop-Out Students

Schedule:
- **Launch:** Start of open enrollment. For Fall 2016, that date is May 7th – after the conclusion of enrollment by appointment.
- **Duration:** Four weeks with two mass emails to be sent by each advisor.
- **Results:** The final result (whether or not the student enrolls for the Fall 2016 term) will be tabulated by our EAB consultant, Emily Sentz (esentz@eab.com), following the start of the Fall 2016 term.

Overview
- **Goal(s):**
  - Facilitate the return of students with 90+ credits who have stopped out
  - Data collection of reasons for stopping out, e.g. transfer, financial hardship, etc.
- **Measurable Objective(s):** Student enrolls for Fall 2016.
- **Student criteria for inclusion in the campaign:**
  - Student has a GPA of 2.0 or above;
  - Student has 90 or more completed credits;
  - Student was enrolled for Fall 2015;
  - Student is not enrolled for Spring 2016;
  - Student has not yet enrolled for Fall 2016; and
  - Student does not have a Bursar hold.

Advising Unit Campaign Coordinator Action Steps
1. Request and receive from Emily Sentz a list of students (run 5/9/2016) who meet the criteria outlined above.
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 June 10th:** Send your unit’s finalized Campaign Tracker to Emily Sentz, who will track the campaign results campus-wide.
Advisor Action Steps:

1. **May 9th:** Launch the Campaign.
   a. Review the advising history for your students on the list so you can exclude students with whom you already know their status and/or have had recent contact.
   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 initial 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 L for easy referral in the future. Additionally, document the student’s response in the SSC platform.

2. **May 23rd:** Utilizing Template B included below, send a follow-up email to those students who did not respond to your initial message. Document the date this second email was sent in Column I on the Campaign Tracker. If your unit is in the practice of documenting advising activity in the SSC platform, document the sending of this email accordingly.
   a. As students respond to your second email, document this activity in Column J on the Campaign Tracker. You may also wish to enter student-specific comments in Column L. Additionally, document the student's response in the SSC platform.

3. **June 3rd:** The campaign ends.
   a. Enter YES, NO, or NA (for not applicable) for all students in Columns H and J on the Campaign Tracker.
   b. Notify your unit campaign coordinator that you have concluded your campaign efforts.

Helpful Tips:
- Step 1.a could be skipped if advisor time is limited.
- Step 2 could be skipped if the advisor is seeking to reach out just one time to students who meet the criteria.
- Step 1.b or 2 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 sending of the email); see attachment.

Notes:
- Unit Campaign Coordinator Step 1: With the existing SSC Foundation platform, a list of students who meet the campaign criteria must be provided by our EAB consultant. With the enhanced SSC Campus platform, our understanding is that individuals (advisors and/or campaign coordinators) will be able to create such a list themselves without having to contact the EAB.
- This campaign is different from Project Return, as Project Return focuses on consecutive semesters of enrollment. This campaign focuses on students who have already spent a semester away from UWM.
Template A

I see you were last enrolled at UW-Milwaukee for the Fall 2015 term, and I'm wondering if there's anything I can do to help with your return to UWM for the Fall 2016 semester. If there is, please let me know.

If you no longer plan to attend UWM, please reply to notify me of the reason for this. I can then update your file accordingly and remove you from communication similar to this in the future.

Regardless of your situation, I would appreciate a reply. I hope you are doing well!

Template B

I contacted you a few weeks ago, and I'm following up again now to see if there's anything I can do to help with your return to UWM for the Fall 2016 semester. If there is, please let me know. Classes start XXXXXX.

If you no longer plan to attend UWM, please reply to notify me of the reason for this. I can then update your file accordingly and remove you from communication similar to this in the future.

Regardless of your situation, I would appreciate a reply. I hope you are doing well!
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