Spring 2018 Enrollment Campaign

Target Population
Current Non-Graduating Students who have not registered for Spring 2018

Objectives
Through personalized and targeted outreach:
- Assist students in overcoming registration barriers
- Support persistence to following semester
- Acknowledge care and support
- Provide resource navigation

Timeline
Consider sending your appointment campaign shortly after the Thanksgiving break, but prior to finals. We want to catch students before they leave for winter break so that they are available to meet with advisors and offices on-campus (depending on their unique situation).

Campaign Specifics
Below are a few suggestions and requests for setting up the appointment campaign.

- Campaign Name: SP18 Not Registered_Major or College
  - Example: SP18 Not Registered_ET SBS, SP18 Not Registered_Biology

- Subject Line Suggestions
  - Goal: Action Oriented, Friendly, Inviting, Personal
  - Adapted from EAB’s Internal Guidelines, Best Practices for Student Outreach
    - Catchy: Oops – you missed your registration time
    - Direct: Concerned about your SP18 semester
    - Urgent: URGENT: Your SP18 Academic Plan
    - Conversational: Let’s chat about your spring plans
    - Questioning: Is there a reason you haven’t registered yet?
Generating a List of Students Not Enrolled for Following Term

Key Considerations:
- Exclude students not enrolled in the current term
- Exclude students with current term anticipated graduation
- Filter by major/college

From Advanced Search:
- Select Show Advanced Filters
- In the Student Information section...
  - Next to Category (in any of these), click the + button to expand options.
  - In Category (in None of these): Expected Graduation Term: Fall 2017 (EXPGRDTERM_2017_Fall)
    - This will filter out any students with an expected graduation date of Fall 2017 per information in SPIRE. The list will only include students who are NOT in the expected graduation fall 2017 category.

- In the Enrollment History section...
  - Click the + next to Enrollment Terms (in any of these) to expand options.
  - Enrollment Terms (in any of these): Fall 2017
    - This will include any students who are enrolled this semester.
  - Enrollment Terms (in none of these): Spring 2018
    - This will include students who are NOT enrolled in Spring 2018.

- In the Area of Study section...filter to only include your major students.
- Search

From your Search Results:
- SAVE the Search. This will allow you to capture any students falling into the search parameters again without having to enter the filter information. OR
- Under Actions, create a Watch list to allow you to continue to view this exact group of students.
Dear (student),

I noticed you have not registered for spring 2018 classes yet. What’s going on? How can I help? Let’s get together to talk about your plans. You can schedule an appointment through the link below.

Also, off the top of my head, I can think of a few reasons students hold off from registering, so I wanted to share with the names of a few offices in case one of these may be helpful to you.

Financial Aid Concerns – Talk with Financial Aid Services
Drop by the office or call - 243 Whitmore, 413-545-0801

Bill Payment Concerns – Talk with the Office of the Bursar
Drop by the office or call – 215 Whitmore, 413-545-2368

Personal or Extenuating Circumstances – Talk with the Dean of Students Office
Drop by the office or call – 277 Whitmore, 413-545-2684

If you aren’t sure where to start, start by scheduling an appointment with me. We can talk and identify next steps.

Sincerely,

Your Advisor