

Campaign Design Worksheet

Define a Target Student Population

My target student population and rationale for why they require this intervention:

Objectives: This targeted advising campaign will...

- 1.
- 2.
- 3.

Parameters I will use to create an SSC work list:

-
-
-
-
-
-
-

Total number of students identified: _____

Plan Your Outreach Strategy

Action Steps
These Students
Need to Take:

My
Communication
Plan:

Method	Timing/Frequency	Communication Objectives and Resources
<input type="checkbox"/> Email		
<input type="checkbox"/> Phone		
<input type="checkbox"/> _____		
<input type="checkbox"/> Advising Session		

My Follow Up
Steps:

Evaluate Your Campaign Success

Metrics and
Target
Outcomes:

Metric	Target	Actual Outcome