



Navigate 360 Retention Ideas

Please work with CAASS when possible to avoid saturating students with messages.

Audience	Purpose	Timing	Tool	Messaging ideas
Students with a challenging semester	Outreach to students enrolled in challenging courses	<ul style="list-style-type: none"> • Early in semester • Before midterms • Before finals 	Advanced Search: Filter on major, term, courses or combinations, other traits.	Tutoring • Exam prep sessions Study Buddies • Appointment Office hours • Study tips Invitation to Learning Center
Students with a decreasing GPA	GPA is a lead indicator of a retention risk: Outreach helps students stay enrolled.	Sophomore students and higher, after semester grades are in.	Population Health Dashboard: Filter on classification and major	Study Buddies • Appointment General outreach • Office Hours Mentoring program Invitation to Learning Center
Students close to GPA threshold	Academic support for students close to a grade threshold	Prior to selection event, like admission to program or graduation	Advanced Search: Major, classification, term, credits, GPA	Tutoring • Exam prep sessions Study Buddies • Appointment Office hours • Study tips Invitation to Learning Center
Students with low credit completion rates	Students must complete 70% of the credits they register for to remain eligible for financial aid. Outreach to students close to this threshold can help maintain eligibility.	Start of semester to make student aware of risk and of academic assistance.	Advanced Search: Term, GPA, credits, completion	Financial Aid • Tutoring • Exam prep sessions • Study Buddies • Appointment Office hours • Study tips Invitation to Learning Center
Seniors with >120 credits	Get students to that degree!	Prior to registration for next term	Advanced Search: Major or college, credits, GPA	Invitation to a conversation about graduation
Stop outs close to meeting graduation requirements	Some students leave even when they are very close to graduating. How can we help them return?	Anytime	Advanced Search: Enrollment in previous semester but not current, College, GPA, Credits	Invitation to a conversation: What do you need to return? How can I help you return?
Kudos campaign for students who improving or are doing well	Congratulate students who are doing well: GPA of 3.5 or better, students who increased their GPA	Start of semester or between semesters (help with summer melt for middle students?)	Advanced Search: College, term, GPA, min credits Increasing GPA: Population Health Dashboard	Congratulations! • Study Buddies Invitation to Learning Center