TSU Texas Southern University
University Planning & Analytics

CLAW Student Success Platform

University Communication Campaign Outreach Schedule

Timeline	Term Outline	Purpose of Campaign	Campaign Name	Responsible Party	Student Action Required	Outcome (Student-Centered)	Advisor Action	Communication Method	Success Indicators
2 Weeks Before Semester	Identify high performing students not currently enrolled who completed one full year (Murky Middle).	Encourage re-enrollment and prevent stop-out for students with GPA 2.0–3.0 who completed at least one year.	Registration Re-Enrollment Murky Middle	Academic Advisor	Yes	Student will meet with advisor to identify barriers and agree on re-enrollment plan.	Advisor will reach out, review academic record, and document intervention plan.	Message Campaign	At least 70% of contacted students complete advising session and re-enroll.
	Identify and support potential stop-outs who could return and graduate.	Reconnect students who paused enrollment and encourage degree completion.	Registration Re-Enrollment Stop Outs	Academic Advisor	Yes	Student will identify barriers and create re-enrollment plan with advisor.	Advisor will schedule meeting and connect student to financial and academic resources.	Appointment and Message Campaign + Zoom Phone Call	60% of stop-out students return within the semester or next.
Weeks 1–2	Introductory email to engage all advisees with general advising and services.	Build advisor–advisee connection and provide general university services info.	Introduction to Welcome New Students	Enrollment Completion/ Academic Advisor	No (Info Only)	Student will gain awareness of advising services and key resources.	Advisor sends welcome communication to advisees.	Send Message	100% of new advisees receive communication; 40% engage with advising link.

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Weeks 1–2	Identify students close to graduating who may need application support.	Ensure eligible students apply for graduation on time.	Graduation Application Outreach	Academic Advisor	Yes	Student will submit graduation application and finalize requirements.	Advisor will guide student through Degree Works audit and confirm eligibility.	T-Claw Navigate Message Campaign	90% of eligible students submit application before deadline.
Weeks 1–2	Campaign to all students in school/dept.	Promote proactive advising appointments.	Advising Appointments	Enrollment Completion/ Academic Advisor	Yes	Student will complete advising check-in.	Advisor conducts appointment to review academic and personal needs.	T-Claw Navigate Appointment Campaign	90% of students attend at least one advising session.
Week 3	Early Intervention Academic Progress Report sent to faculty.	Early Intervention Academic Progress Report roster emailed to Faculty to identify Students who have not purchased text book or Attendance Concern.	Early Alert Progress Report	University Planning & Analytics c/o Provost Office	Yes				80% of flagged students contacted within 5 days.

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		Identify students off track early for support.	Early Alert Progress Report	Enrollment Completion/ Academic Advisor	Yes	Student will respond to outreach after early off-track alert	Faculty submit reports, advisor's follow-up on alerts.	T-Claw Navigate Appointment Campaign	90% of flagged students contacted within 3-5 days.
Weeks 3–4	Identify seniors with excessive credits.	Prevent delayed graduation due to unnecessary coursework.	Graduation Excessive Credit Outreach	Academic Advisor	Yes	Student will meet with advisor to resolve degree pathway concerns.	Advisor reviews degree audit and removes barriers.	T-Claw Navigate Send Message	95% of seniors complete graduation plan review.
Weeks 3–4	Connect with students flagged for tutoring via academic alerts.	Improve engagement and performance through tutoring support.	Tutoring Academic Alert Concerns	Tutor Administrator	Yes	Student will schedule and attend tutoring session.	Administrator provides direct scheduling link for tutoring.	T-Claw Navigate Case	70% of referred students attend at least one tutoring session.
Week 6	Roster emailed to faculty to identify students at risk pre-midterm.		Pre-Midterm Progress Report	University Planning &Analytics c/o Provost Office	Yes				

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Week 7	Connect with students identified "**refer to tutoring"** at risk alert with a quick schedule link for a Tutor appointment campaign for the course.	Provide early course intervention	Pre-Midterm Progress Report	Enrollment Completion/ Academic Advisors	Yes	Student will meet with advisor and act on improvement plan.	Advisor reviews flagged cases and assigns tutoring or workshops	Send Message Campaign + T-Claw Navigate Alert	85% of students flagged at midterm complete at least one intervention
	Campaign to connect with students marked at risk to earn below a "C" and academic improvement needs to happen to successfully complete the course	Provide early course intervention	Pre-Midterm Progress Report	Enrollment Completion/ Academic Advisors	Yes	Student will meet with advisor and act on improvement plan.	Advisor reviews flagged cases and assigns tutoring or workshops	Appointment + T-Claw Navigate Alert	85% of students flagged at midterm complete at least one intervention
Weeks 6–7	Target students on academic warning/probation, first-gen, adult	Provide differentiated care and proactive support.	Differentiated Outreach	Enrollment Completion/ Academic Advisors	Yes	Student will engage in recovery plan with advisor.	Advisor will use predictive analytics and caseload strategies.	T-Claw Navigate Appointment + Zoom Phone Call	75% of probation students persist into next term.

Timeline	Term Outline	Purpose of Campaign	Campaign Name	Responsible Party	Student Action Required	Outcome (Student-Centered)	Advisor Action	Communication Method	Success Indicators
	learners, GPA<2.0.								
Week 9	Post Midterm Grade Progress Report roster emailed to Faculty to identify Students who are at risk to fail the course and provide support.		Post-Midterm Academic Alert	University Planning &Analytics c/o Provost Office	Yes				
Week 10	Connect with students marked at risk and cannot possibly pass the course to discuss withdrawing from the course.	Support student decisions to withdraw or recover.	Post-Midterm Academic Alert	Enrollment Completion/ Academic Advisor		Student will discuss withdrawal vs. continuation with advisor	Advisor explains impact on GPA, aid, and future courses	T-Claw Navigate Appointment + Zoom Phone Call	95% of students make informed enrollment decision before withdrawal deadline
Weeks 12–14	Encourage students to plan courses for next semester.	Increase registration rates for upcoming term.	Registration Academic Plan	Enrollment Completion/ Academic Advisor	Yes	Student will register for next semester.	Advisor assists with academic planning	Message Campaign + T-Claw Navigate Appointme	85% of currently enrolled students

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							and course selection.	nt Campaign	registered before finals.
End of Term	Campaign to all students not registered.	Encourage late registration to reduce stop-outs.	Recruit Back Efforts	Academic Advisor	Yes	Student will register before start of semester.	Advisor will call and email unregistered students.	Message Campaign + Zoom Phone Call	70% of unregistered students contacted; 40% re-enroll.