

Draft

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The HERD Campaigns: Shaping the Bison Journey

To implement [The HERD Student Success Model](#), the Office of Undergraduate Studies was restructured to provide integrated support for [The HERD Campaigns](#). The HERD Campaigns consists of 21 structured developmental activities that are designed to complement existing initiatives across the Schools and Colleges.

Leveraging [Academic and Career Clusters](#), The HERD Campaigns are designed to ensure that all undergraduate students receive a common level of support that aid in defining “The Howard University Experience.” The HERD Campaigns consist of three themes:

- [Preparing to Launch](#)
- [Coming Into Focus](#), and
- [Launching Forward](#).

Each theme is designed to provide developmentally appropriate support to students across three time periods:

- [Admission through First Year](#),
- [Sophomore through Junior Years](#), and
- [Senior through Early Post-graduate Years](#).

During each period, at least seven campaigns will be offered to supports structured and constant contact with success team members. This constant contact approach minimizes major gaps in communication and builds trusting relationships between students, advisors, and other success team members.

Theme: “Preparing to Launch”

Period: Admission through First Year

Campaign #1. Pre-Matriculation: Building the Foundation for Success.

Leverages technology for early engagement, pre-registration activities (such as placement exams, checklists, and Welcome to Howard webinars).

Campaign #2. Baby Bison Belong Campaign: Cultivating Community and Belonging.

Introduces trained Peer Captains/Navigators to foster a sense of belonging and aid new students with navigating new environments.

Campaign #3. Orientation & Onboarding: Enhancing the Student Experience.

Provides formal orientation and advising experiences with campus partners (including Bison Prep and Bison Week).

Campaign #4. Financial Literacy & Support: Addressing Practical Needs.

Offers acute education regarding financial literacy, internal and external scholarships, grants, loans, and federal work-study. Reinforces the tenacity needed to pursue donor-based scholarships and funding opportunities.

Campaign #5. Wow...This is a lot!

Helps students navigate self-doubt after experiencing disappointment (earning first B, earning first F, not winning an election, feeling lost/homesick, and difficulty making connections).

Campaign #6. Goal Setting & Wellness.

Develops an individual and community wellness mindset through integrated programming, such as study skills, time management, learning support, learning communities, goal setting, student organizations, and physical activity.

Campaign #7. Developing a Plan for Midterms and Finals.

Helps students transition from “thinking about studying” to enacting a study plan that balances periodic versus intensive study plans for midterms and finals.

Theme: “Coming into Focus”

Period: Sophomore through Junior Years

Campaign #8. Career Exploration & Major Declaration.

Ensures that students have opportunities to explore academic and career pathways, while emphasizing the importance of declaring a major/program of study. Shares alternatives for pursuing multiple interests without necessarily changing majors. Reviews degree-audit and “what-if” scenarios to support informed decisions regarding program changes.

Campaign #9. Understanding Digital Academic and Career Support Tools.

Provides refreshers for a range of digital tools that support academic and career goals (library databases versus web searches, Handshake career platform, V-Mock resume tools, Kaplan test preparation, live online tutoring).

Campaign #10. Studying Abroad: Let’s Do This!

Leverages campus partners to provide a road map to success when studying abroad. Dispels myths and leverages former students to share the benefits and challenges of living abroad.

Campaign #11. Time for a Checkup.

Ensures that students are clearly tracking well to graduate on-time or early, emphasizing credit and non-credit requirements (professional licensure exams, internships, etc.) for each program. Provides academic recovery options for students who need assistance (summer school, course repeats, etc.)

Campaign #12. Reviewing Your Digital Bison Footprint.

Supports students with professionalizing their digital profiles to maximize career and post-graduate opportunities. Reinforces potential short-term/long-term risks and rewards associated with provocative digital footprints.

Campaign #13. So You Wanna Go to Graduate/Professional School?

Provides in-depth engagement with the ACE Scholars Program office to clearly distinguish how national and international merit awards differ from traditional financial aid. Provides education on fellowships and other awards that are traditionally supported by the ACE Scholars Program.

Campaign #14. We Miss You!

Provides outreach and explores opportunities with students who may have dropped out or stopped out.

Theme: “Launching Ahead”

Period: Senior through Early Post-graduate Years (1-3 years)

Campaign #15. Apply What You’ve Learned.

Doubles down on career development efforts (career fairs, information sessions, internships, and more) to ensure that students have engaged some form of experiential learning opportunity before graduating.

Campaign #16. Time for the Final Push!

Reinforces academic and physical wellness practices as keys to minimize “senior dips” that may increase risk of not meeting all graduation requirements. Reviews degree-audit and ensures students are clear on outstanding requirements.

Campaign #17. Yes, You Can Go to Graduate School!

Provides education and confidence boosting preparation to get students aligned with graduate school calendars. Re-introduces the University-sponsored Kaplan test-preparation program.

Campaign #18. It’s Graduation Season!

Provides wrap-around support for students regarding the graduation application, financial and academic clearance, ceremony preparation, and ways to join the alumni association.

Campaign #19. Negotiating Offers.

Leverages alumni, human resource professionals, and other experts to share salary negotiating strategies, as well as benefit and supplemental compensation (e.g. options, relocation, etc.) approaches with seniors and other undergraduate students.

Campaign #20. Am I Ready for this Adulting Thing?

Brings back recent alumni to connect with seniors to share the success stories and how they navigated career and non-career challenges (budgets, managing bills, adjusting to new cities/towns, etc.) after graduation.

Campaign #21. Where Are You and How May We Assist?

Leverages the ACE Scholars Program, Center for Career and Professional Success, and the Alumni Association to administer webinars, post-graduate surveys, merit award support, and career resources to ensure that recent alumni are supported as they navigate new environments.