

Re-Enrollment Campaigns

A Re-Enrollment Campaign allows you to reach out to students whose registration dates have passed, but have not yet enrolled for the upcoming semester. This strategy not only helps students stay on track, but helps departments/instructors fill classes.

You may want to create a spreadsheet of the names of students in your campaign to keep track. Did they enroll? Set up an appointment? Transfer? Something else?

How to set up re-enrollment campaign: TIP: **DON'T SET-UP CAMPAIGN UNTIL AFTER REGISTRATION ENDS FOR YOUR ADVISEES**

1. Create availability for the campaign.
 - a. At the top of your Staff Home page click on the tab for "My Availability"
 - b. From "Actions" select "Add Time"
 - c. Select the specific days, times, and dates you will be available for appointments.
 - d. Choose "Campaigns" for availability type; "Advising" for Care Unit; the "Faculty Advisor Office" for your department as the Location; "Advising" for the Service. Click Save.

ADD AVAILABILITY [X]

When are you available to meet?

Mon Tue Wed **Thu** Fri Sat Sun

From: 1:00pm To: 2:30pm
All times listed are in Central Time (US & Canada).

How long is this availability active?
A Range of Dates

Starting on: 04/13/2020 [27] Ending on: 04/24/2020 [27]

What type of availability is this?
Appointments Drop-ins **Campaigns**

Care Unit: Advising

Location: Faculty Advisor Office

Services: x. Advising

[i] Cancel Save

2. Create campaign parameters

- a. Select Campaigns from the vertical left side menu, then, under “Actions” on the right side of the page, select “Appointment Campaign”
- b. Define Campaign:
 - i. Name (ie: Fall 2020 Re-enrollment)
 - ii. Care Unit – must match what you selected for Availability
 - iii. Location – must match what you selected for Availability
 - iv. Service – must match what you selected for Availability
 - v. Begin-End Date – must match what you selected for Availability
 - vi. Appointment Limit – number of appointments you want each student to be able to schedule via the campaign (usually 1)
 - vii. Appointment Length – how long you want each appointment to be
 - viii. Slots Per Time – number of students you want to be able to schedule at the same time (usually 1, but this allows for small group advising sessions)
 - ix. NOTE: Clicking the box allows students to schedule during your class times, if availability is set during class times

Define Campaign

The campaign name and dates will be visible on the Appointment Campaigns Tab and the Student Profile for users who have permission to view it.

Campaign Name: <input type="text" value="Fall 2020 Re-Enrollment"/>	Begin Date: <input type="text" value="04/13/2020"/>	End Date: <input type="text" value="04/24/2020"/>
Care Unit: <input type="text" value="Advising"/>	Appointment Limit: <input type="text" value="1"/>	
Location: <input type="text" value="Faculty Advisor Office"/>	Appointment Length: <input type="text" value="20 min"/>	
Service: <input type="text" value="Advising"/>	Slots Per Time: <input type="text" value="1"/>	
<input type="checkbox"/> Allow scheduling over courses		

Cancel

Save and Exit

Continue

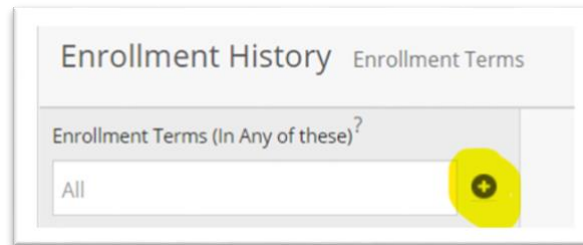
3. Add students to campaign: Choose “Advanced Search”

Add Students To Campaign

Invite All My Assigned Students

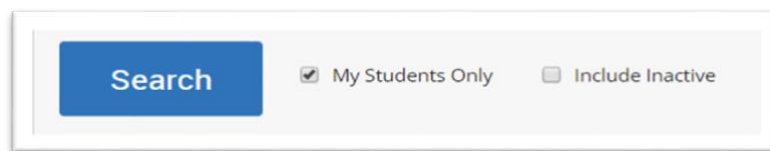
Advanced Search

4. Add students to campaign: Parameters
 - a. Enrollment History (click the plus button)



- i. Enrollment Terms (In All of these) = SPRING 2020
- ii. Enrollment Terms (In None of these) = FALL 2020

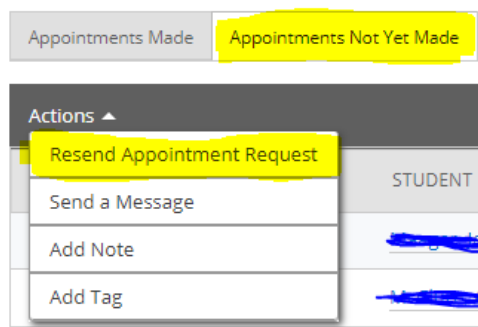
- b. Check "My Students Only" box at bottom of page



5. Review list of students, Select ALL for the campaign
6. Select yourself from list of available advisors (if you do not show up in the list check your availability for the campaign – it may not be set up correctly)
7. Compose Your Message. Here you can customize and preview the email students will receive, attach documents and add instructions for the scheduling page students will use.
NOTE: This is a good place to let students know this will be a phone or virtual appointment
8. Final review and Send.
9. After the campaign is sent you can see who has not made an appointment by selecting the "Appointments Not Yet Made" tab. From "Actions" you can "Resend Appointment Request" to only those students who've not met with you. This is an easy way to nudge students to action.

Appointment Campaign

03/09/2020 - 04/24/2020





10. After campaign is created, you can run an excel spreadsheet of all students in your campaign
- Click on your campaign to open it

Spring 2020 Campaigns

Progress Report Campaigns | Enrollment Censuses | Appointment Campaigns

Filter by care unit: All care units

NAME
 Fall 2020 Re-Enrollment ADVISING [unsent] 04/13/2020 - 04/24/2020
 Fall 2020 Planning ADVISING 03/09/2020 - 04/24/2020

- Under “Options” on right side of screen, select “Export Student List”

Appointment Campaigns > Spring 2019 Non-Enrolled

[Expired] 12/06/2018 - 12/13/2018

Appointments Made | Appointments Not Yet Made | Reports Created | Eligible Appointments

Options

- Edit Campaign Details
- Delete This Campaign
- Export Student List

Actions

<input type="checkbox"/>	INDEX	APPT DATE	APPT TIME	STUDENT	STUDENT ATTENDED?	APPT CREATED ON
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- Open the excel that is generated. Here you can add a “Notes” column if you want to track interactions/outcomes (ie: “transferring” or “apt scheduled” or “no-show”).