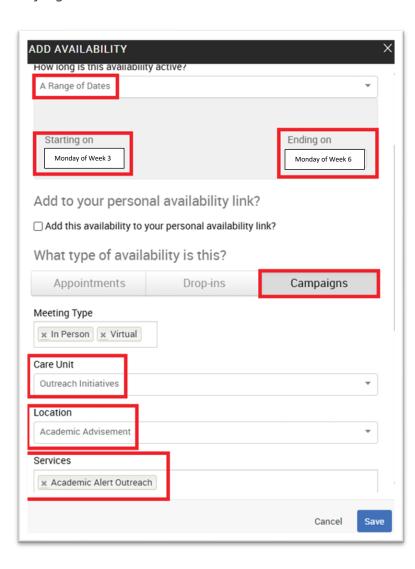# Navigate360: Academic Alerts Campaigns
For Weeks 3,4, and 5 of a given term

1. Create campaign availabilities before creating an appointment campaign

- Click on the *My Availability* tab on your *Staff Home* page
- Use the *Add Time* or *Copy Time* feature in the *Actions* menu to create an availability which retains *Meeting Types, URL/Phone Number, Special Instructions for Student*
- Edit *How long is this availability active?* From the drop-down menu, select *A Range of Dates*. In the *Starting on* box, select *the Monday of week 3* for the term, from the calendar. In the *Ending on* box, select *the Monday of week 6* for the term, from the calendar
- Under *What Type of Availability is This?* click *Campaigns* and un-click *Appointments*
- Under *Care Unit* select *Outreach Initiatives* from the drop-down menu
- Under *Location* select *Academic Advisement* from the drop-down menu
- Under Services select *Academic Alert Outreach* from the drop-down menu
- Review the *URL* And *Special Instructions for Student* boxes to ensure Zoom link, phone number, and physical location are all present.
- Click *Save*

2. Initiate a new appointment campaign

- Click the Campaigns 📣 icon from the navigation menu on the left side of the screen.
- Under *Appointment Campaigns*, click *Add New*.

Continue to next page…

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3. Define the appointment campaign parameters
- Under *Define Campaign*, enter:

Campaign Name	*[Term] Academic Alerts – Advisor Initials*
Instruction Notes for Landing Page	N/A
Care Unit	*Outreach Initiatives*
Location	*Academic Advisement*
Service	*Academic Alert Outreach*

- Under *Appointment Configurations*, enter:

Appointment Limit	*1*
Appointment Length	*30 minutes*
Slots Per Time	*1*

- Under *Scheduling Window*, enter:

Start Date	*Monday of Week 3*
End Date	*Monday of Week 6*

- Click *Continue*.

4. Select recipients for (add students to) the campaign
- Copy and paste a list the E Numbers for students with two or more alerts into the *Keywords (First Name, Last Name, E-mail, Student ID)* box by selecting the cells containing E numbers in the spreadsheet, right click and copy, then right click and paste into the *Keywords (First Name, Last Name, E-mail, Student ID)* box.
- Click *Search*.
- Select students by clicking the *ALL* checkbox at the top of the list
- Click *Continue*.
- On the *Review Students In Campaign* page, double check the recipient list.
  To <u>delete</u> students, click the check box next to their name, click *Actions* at the top left of the list, and click *Remove Selected Users*.
  To <u>add</u> more students to the campaign, click *Add More Students* at the bottom left of the page.
- Click *Continue*.

5. Add organizers to the campaign
- The *Select Staff for Campaign* page will list all advisors who have created campaign availability for this location. Select the appropriate advisor(s) by clicking the checkbox next to their name.
- Click *Continue*.

Continue to next page…

6. Compose a welcome message and nudges for the campaign

- Under *Nudges*, click *Add Nudge*.
- On the new page that loads, under *Compose Your Message*, enter:

    <u>*Subject*</u>: {$student_first_name}, Please Make an Appointment

    <u>*Message*</u>:

    {$student_first_name},

    I am reaching out because I noticed that your professor(s) sent a notification about how class is going. As your academic advisor, my primary role is to help you achieve your educational goals during your time at ETSU. I would like to meet with to discuss how I can help.

    Please schedule an appointment by clicking the following link, select a time that works with your schedule, and click Save. You will receive an email confirming the appointment time and details.

    {$schedule_link}

    Thank you!

    {$email_signature}

    <u>*Send Date*</u>: Select the current date

- Click *Save Nudge*.
- Click *Continue*.

7. Confirm and send

- Review the defined campaign, composed nudge, and recipient list.
- Click *Start Campaign*.