Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

1. Initiate a new Event

- Click the *Campaigns & Events* 🕑 icon from the navigation menu on the left side of the screen.
- In the *Events* box on the left side of the screen, click + Add New + Add New

2. Define the Event parameters

- Under *Define Event*, enter:
 - <u>Internal Name</u>: This title is used only internally by staff, but be as specific as possible. Include the goal of the campaign, the student population, the semester in which the campaign will be launched, and your intitials to easily find which campaign belongs to you.
 - **EXAMPLE:** Fall 2024 Exploring Majors Workshop RDS
 - <u>Care Unit</u>: Select the appropriate Care Unit with which the Event is associated.
 - <u>Max. Number of Attendees</u>: Enter the maxium number of attendees. This filter acts as the Tracking URL for the event.
- Make invitation required
- <u>Make Invitation Required:</u> If this box is checked, then only students directly invited through the *Event* will be able to RSVP for the event and attend.
- *Display Name:* This title is visible to students.
 - **EXAMPLE:** Exploring Majors Workshop
- <u>Event Date</u>: Select the date which the Event will occur.
- *Event Start Time:* Select the time which the *Event* will start.
- <u>Event End Time</u>: Select the time the Event will end.
- *Event Time Zone:* Select the appropriate time zone.
- *Event Location Name:* Be specific as possible. Include the building and room number.
 - **EXAMPLE:** Culp Center Building, Carrier Center, Room 210
- <u>Address, City, State, Zip Code</u>: OPTIONAL
- <u>Event Contact Email</u>: The email of the staff responsible for the organization of the Event
- <u>Event Registration Window</u>: The window of time where students will be able to RSVP for the Event. If recipients are selected, the Event invitation will be sent on the <u>Registration Start</u> <u>Date</u>.
 - NOTE: Messages can be sent at any time during the registration window
- Click *Continue*.

Continue to next page...

Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

Basic Configuration	Event Information
Internal Name * 🛈	Display Name *
	Event Date * Monday, August 26, 2024
Care Unit: *	· · · · · · · · · · · · · · · · · · ·
Select Care Unit 🗸	Event Start Time * 8:00 AM
Maximum Number of Attendees * 🛈	Event End Time *
Enter Number	MA 00:9
Make invitation required?	Event Time Zone * (GMT-05:00) Eastern Time (US & Canada) X V
ent Registration Window	Address Line 1
stration Start Date * ⁽¹⁾ gust 19, 2024 · ·	Address Line 2
	City
	State
	Zip Code
	Event Contact Email

3. Edit registration page

• Set up your event registration page by adding an *Event Description*

ſ

Event Dee	rintian		
Event Description *	npuon		
	$\bullet \mathbf{B} I \mathcal{O} \coloneqq \bullet \overset{1}{=} \bullet \hookrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow $		
Header	ext		
"Please add	our description here."		

Continue to next page...

Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

4. Select recipients for (add students to) the event

- Under Data Filters, create a V3 report search to add recipients
 - NOTE: If the Make Invitation Required box was selected, this step is critical. Only students selected as recipients in this step will be allowed to RSVP to the event. Once an *Event* is published, you cannot remove recipients
 - NOTE: Selecting Include *My Students Only* will add students only assigned to you

Data Filters $^{\textcircled{0}}$		
Filters Logic: Match all Filter	s (AND) 🗸 🕐 Results must matc	h ALL filters: 1
Field * Major + Add Filter	Condition X V contains any	Value *
Include Inactive Users	Include My Students Only	

- o Click Run Report
- Under *Report Results*, select the students you want to add to the event by checking the box in front of their name and click *Add Selected Recipients*

Add	Selected Recipients	Searc	h in Results							×	9 × 10 1	٥
	Student Name	٥	Email 0	STUDENT ID	٥	Alternate ID 0	CATEGORIES	٥	Tags	0	Majors	\$
2	Aaron, Emma		e00691134@unknown.edu	E00691134							Undeclared (UDEC)	
1	Abankwah, Rosalyn		e00679566@unknown.edu	E00679566							Undeclared (UDEC)	
2	Abass, Robiat		abassr@mail.etsu.edu	E00707719							Undeclared (UDEC)	
1	Abbott, Joy		e00560687@unknown.edu	E00560687							Undeclared (UDEC)	
	Abdi, Hawa		abdih1@mail.etsu.edu	E00705547							Undeclared (UDEC)	
/	Abdulkhaleo. Mahdi		abdulkhaleo@mail etsu edu	F00744686							Undeclared (UDEC)	

Continue to next page...

Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

- o Click Continue
- o Review recipients on the next page
 - NOTE: If a student should not be in the campaign, select the box next to their name and choose *Remove Selected Recipients*

5. Compose messages

- There are three types of *Event* messages:
 - <u>Invitation and Reminders to RSVP</u>: What would you like to say to your recipients to invite them? Set up follow-up messages to remind attendees of the event or to remind them to RSVP. Invitation messages are required. RSVP reminders are for students who have <u>NOT</u> RSVP'd.
 - <u>RSVP Confirmation</u>: What would you like to say to recipients when they RSVP. This message is sent within a day of the attendee responding to the invitation. You **MUST** create an RSVP confirmation to publish your event.
 - <u>Reminder for Event:</u> (OPTIONAL) What would you like to say to your recipients to remind them of the upcoming event? Event reminders are for students who <u>HAVE</u> RSVP'd.
- o Click Add Invitation
- o Create an invitation message and choose between email or text.
- For the *Subject* line, be specific as possible, including the name of the event
 - NOTE: You can only create one type of message per day. EX: A text message and an email message cannot be sent on the same day.
- Add *Nudges* if desired
 - NOTE: For RSVP reminders, nudges can be sent on a specific date or a relative date. Select a specific date if there are no plans to add new recipients. If a student is added after a specific date reminder, the
 - add new recipients. If a student is added after a specific date reminder, they do not receive the reminder message.
- Click Save Invitation to continue
- o After creating all event messages, click Continue to finish creating your event

6. Verify and publish

- Review the event, composed invite and RSVPs, and recipient list.
 - <u>Registration Page URL</u>: The URL recipients are sent when RSVP'ing. Users can copy the URL and paste it into a browser window to preview the page before publishing an event. After publishing an Event, the URL can be share with students outside of Navigate (EX: sent in an email in Outlook), to encourage RSVPs.
- To save and send later, click *Save and Exit*.
- To publish the event, click *Publish Event*.

Continue to next page...



Review Recipients In Event

Ren	nove Selected Recipients	Search in Results	
	FULL NAME \$	ID ≎	EMAIL
	Chris Allen	157172414	integra
	Ben (Term 2 & 3) Davis	630759091	rraglar

Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

7. After publishing

- Staff can track Attendance at the Event by selecting students who attended from the RSVP Received or RSVP Pending Tables using the Actions menu to mark students as attended or unattended.
 - NOTE: Events appear on the student's calendar in Navigate once they have RSVP'd, students can click on the event or revist the *Registration Page URL* to update their RSVP. Students will need to login to Navigate to get to this page.
 - NOTE: Messages related to events may be viewed on the student's *Conversations* page.

RS Rachel Swatzell (she/her) To: O Swatzell, Rachel	😳 🤶 Repi
	EAST TENNESSEE STATE
	Event Details
	Hi Buckany,
	Hi Buckany, You are invited to the following event: Test
	You are invited to the following event: Test

Navigate Event Testing	Student RSV Message
Registered Email: longka1@etsu edu	_
RSVP: Yes	
Date: Monday, 09/02/2024	
Time: 1:00 PM - 3:00 PM ET	
Location: Rachel's Office	
Update RSVP Need to update your RSVP? You can fill out the form below to update your answer. You will receive an email confirmation. Will you attend this event? @ ves	

