BOILERCONNECT FEATURE SPOTLIGHT SERIES

September 2023

Appointment Campaigns





Feature Spotlights

Fall 2023

- August Sending Messages
- September Appointment Campaigns
- October Staff Dashboard
- November Issues Alerts and Managing Cases
- December Student Lists and Saved Searches





Today

Appointment Campaigns

- What, Why, & How
- Campaign Nudges Deep Dive
- Campaign Data Deep Dive
- What's Next?





Encourage specific populations of students to schedule an appointment for a specific reason.

At-a-glance statistics providing key metrics

Opportunity to set up "nudge" messages





Two types of Appointment Campaigns:

Open-ended – students added throughout the semester

Closed-ended – students added all at once

Open-ended

Prospective CODO, Academic Success Center

Closed-ended

registration, academic notice, fall check-ins





1. Open the **Campaigns** page and select **Add New** from the Appointment Campaigns section.

<u>Appointment Campaigns</u>

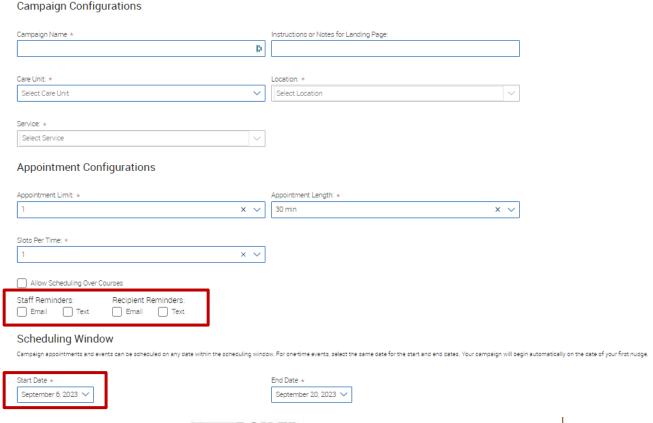
Allows staff to reach out to specific student populations and encourage them to schedule appointments. Appointment Campaigns are best deployed by staff members seeking to encourage students to meet with them for advising or other services.

+ Add New





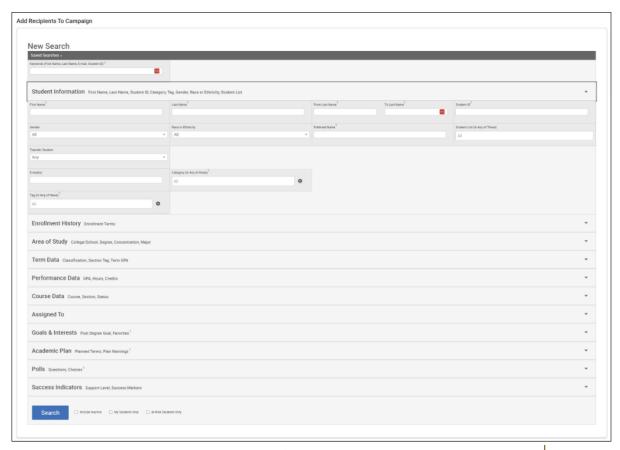
2. Set the criteria for the campaign.







3. Add students.







4. Add staff.

Important

Staff must have availability set before they can be added to an Appointment Campaign. If you do not see staff you expected to have availability, make sure their calendars and availability are up-to-date.





Nudge Deep Dive

Overview

- Can be sent as email or text message
- Follow the same logic as typical BoilerConnect email and text messages (see August 2023 Feature Spotlight for more info)
- Can include hyperlinks scheduling link and language is constant throughout all nudges
- Welcome Message sends immediately after starting the appointment campaign
- All other nudges send the morning of the date chosen when you create the nudge
- Success Message is an email or text message sent the day after the recipient schedules the appointment for the campaign





Nudge Deep Dive

Important!

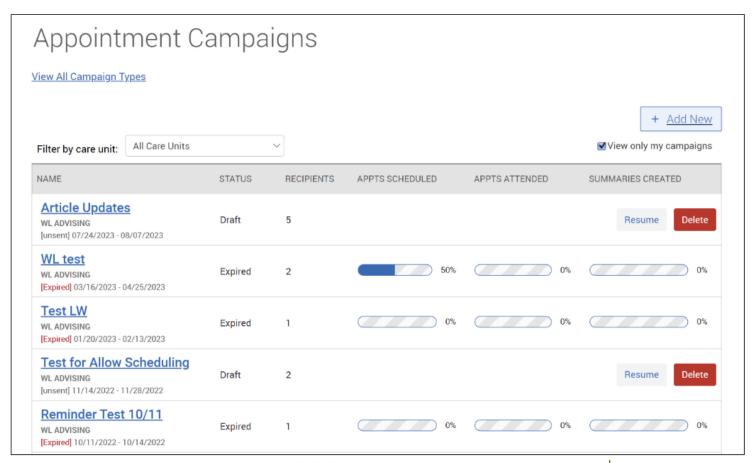
- Nudges other than the Welcome and Success Messages are not recommended for open-ended campaigns.
- An unlimited number of nudges can be created.....but should they?
 Refer to the BoilerConnect Communication Guidelines.
- Only one nudge message can be sent per day.
- Nudges can be edited or deleted until they are sent.
- Additional nudges can be created until the Appointment Campaign ends.
- Previously created nudges can be viewed on the Verify & Start section of the campaign details.





Campaign Data Deep Dive

Five at-a-glance metrics

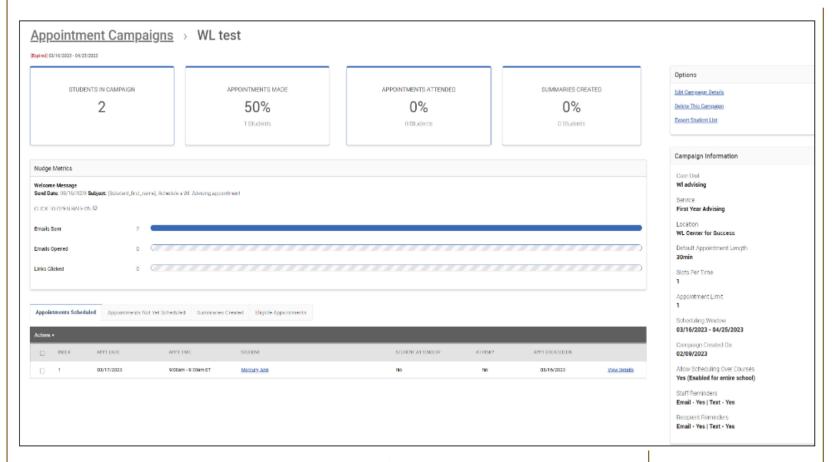






Campaign Data Deep Dive

Statistics within the Appointment Campaign







Campaign Data Deep Dive

Statistics within the Appointment Campaign

Appointments Scheduled		Appointments Not Yet Scheduled		Summaries Created		d Eligib	Eligible Appointments		
Act	ions_▼								
	INDEX	APPT DATE	APPT TIME	STUDENT		STUDENT ATTENDED?	AT-RISK?	APPT CREATED ON	
	1	03/17/2023	9:00am - 9:30am ET	Mercury, Ami		No	No	03/16/2023	<u>View</u> Details





Things to consider when using Appointment Campaigns

- How would you like to impact your students with campaigns? What student populations do you envision this would be used for?
- Who should be launching campaigns? Should campaigns be part of each staff member's personal workflow? Or should they be more centralized and launched by unit leaders?
- What guidance do you plan to give to your staff as far as followup? If a student does not respond, when is an appropriate time to resend invitation, send email, or text?





Appointment Campaign Ideas

- Students retaking a course
- "Murky Middle" students
- First-year students who have missed the grade threshold for one or more "milestone" courses
- Students within 0.2 of the GPA requirement for their program
- Lower division students at risk of not meeting requirements for upper division
- Students interested in health careers, but not likely to meet prehealth requirements





Appointment Campaign Ideas

- Sophomores or juniors in need of summer/winter credits to graduate in four years
- Students with low credit completion ratios for the term (e.g. less than 75%)
- Students who improved their GPAs or earned a 4.0 for the term ("Keep it up" campaign)
- Students at risk of losing financial aid or scholarships
- Honors students whose cumulative GPA has dropped below 3.0





Appointment Campaign Ideas

- Students with downward trending GPAs
- Students who are strong candidates for graduate school
- Students eligible for study abroad programs
- Students eligible for internships/co-op experiences
- Former stop-out students who could return and graduate "easily"
- Others?





THANK YOU

Join us October 5th for our next feature spotlight – the staff dashboard!



