



Sending Messages in BoilerConnect

There are different messaging functions in BoilerConnect, and each one serves a different purpose. If we want students to attend to our messages, we should be as thoughtful as possible about making them targeted, relevant, and easy to read.

Campaigns: Only use appointment campaigns if you want students to schedule an appointment. Do not use them just for messaging.

Email Messages:

- If you are messaging a large group of students who are not “yours,” consider who else on campus might get questions about the content of your message, and talk to them before sending.
- Use student lists and advanced search to be as targeted as possible when sending emails to multiple students at once.
 - Always include the “enrolled term” search filter so you only send to current students.
 - Consider if there are ways to narrow down your population so messages are more relevant (e.g., only send messages about full-time job opportunities to students in the “Candidate” category).
 - If you frequently send messages to specific groups (e.g., teacher ed majors), create a saved search or student list to save time.

Text Messages:

- Texting should only be used under limited circumstances.
 - Urgent messages (e.g., student about to miss an important deadline).
 - Sent to individuals or highly targeted lists of students who already have a relationship with you.
 - Usually directing the student to a message already sent through other channels (e.g., Please check your email for an important message regarding your status at Purdue).

Student Privacy: Keep in mind that all messages sent through BoilerConnect (including those sent from Outlook using email capture) will be visible to other BoilerConnect users. If a conversation looks like it will be too personal, consider sending outside of BoilerConnect.