

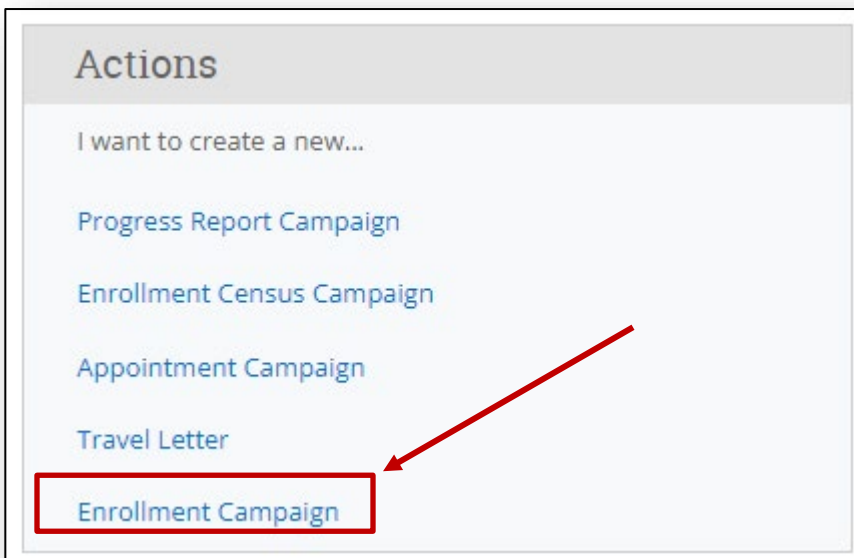
Date: 1/26/2022

Step 1. Launch Navigate LA

Step 2. Click on the **Campaigns** button in the left navigation bar



Step 3. In the Action Menu (located to the right), Select **Enrollment Campaign**



Step 4. Define the Campaign

Define the Campaign

4a. To define the Enrollment Campaign, enter the required fields listed below.

New Enrollment Campaign

1. Define Campaign | 2. Select Recipients | 3. Compose Nudges | 4. Confirm & Send

Define Campaign

Set up your campaign. Specify your campaign objectives, desired actions and timing.

Campaign Objective

a * Campaign Name b * Desired Enrollment Term

c * Tracking URL d * Tracking URL Display Value

Campaign Timing

Your campaign will automatically begin on the date of your first nudge.

e * Campaign End Date

TIMELINE

- Objective Pending Setup...
- Recipients Pending Setup...
- Nudge 1 Pending Setup...
- Campaign Ends Pending Setup...

[Cancel](#) [Save and Exit](#) [Continue >](#)

a. Campaign Name

Campaign Name is visible to the person creating the campaign and any other users who have access to view campaigns but is not visible to the student. Make sure that you adhere to the established Campaign naming policy, otherwise other users will not be able to evaluate the impact of your campaigns.

b. Desired Enrollment Term

The Term you are trying to enroll students in.

c. Tracking URL

The URL you want students to visit. This can be any URL, Please note that this URL should direct students to a registration site.

d. Tracking URL Display Value

The Display value is the text the student will see in the email message encouraging them to enroll. The Tracking URL is the Hyper Link for this text. E.g., Click [Here to Enroll](#)

e. Campaign End Date

The date the Enrollment Campaign ends.

4b. After entering all the Define Campaign information, click **Continue**.

Step 5. Adding students to the campaign

Add Students to Campaign

5a. Perform a search to find recipients for the campaign.

Please note. The Enrollment Terms (in None of these) defaults to what was selected in the Define Campaign. Return to Define Campaign to change this term.

The screenshot shows the 'Add Students To Campaign' interface for an 'Enrollment Campaign: Spring Ping'. At the top right is a blue cartoon mascot icon. Below the title are four progress steps: 1. Define Campaign (active), 2. Verify Recipients, 3. Compose Nudges, and 4. Confirm & Send. A yellow warning banner states: 'Please note: The term selected in the Define Campaign step, Prashanth's Term SPL &*() 3, has been pre-selected by default.'

The main search area is titled 'New Search' and includes a 'Saved Searches' dropdown, a 'Keywords' input field, and several filter sections: 'Student Information', 'Enrollment History', 'Area of Study', 'Term Data', and 'Performance Data'. The 'Enrollment History' section is expanded to show three columns: 'Enrollment Terms (In Any of these)', 'Enrollment Terms (In All of these)', and 'Enrollment Terms (In None of these)'. The 'In None of these' column has a dropdown menu with 'Prashanth's Term SPL &*&*() 3' selected.

On the right side, a 'TIMELINE' panel shows the campaign schedule: 'Objective: Enroll for Prashanth's Term SPL &*() 3' by Mon 01/31/2022, 4 recipients, 'Nudge 1: Register Today!' on Fri 01/07/2022, 'Nudge 2: There's still time!' on Fri 01/14/2022, and 'Campaign Ends' on Mon 01/31/2022.

5b. In this Advanced Search, select additional search criteria to focus on the specific student population targeted for this campaign.

Enrollment Campaign: Spring Ping

1. Define Campaign 2. Verify Recipients 3. Compose Nudges 4. Confirm & Send

Add Students To Campaign

Please note
The term selected in the Define Campaign step, Prashanth's Term SPL &*() 3, has been pre-selected by default.

Unsaved Student Search Save

Not Enrolled in Terms: Prashanth's Term SPL &*() 3 x Max. Cumulative GPA: 2.50 x

Search Modify Search

Actions ▾

<input type="checkbox"/>	NAME	ID
1. <input type="checkbox"/>	Davis, Ben (Term 2 & 3)	630759091
2. <input type="checkbox"/>	Diggs, Trevon	117572550
3. <input type="checkbox"/>	Harris, Damien	418271060
4. <input type="checkbox"/>	Jacobs, Josh	416414827
5. <input type="checkbox"/>	Knott, Nigel	347463334

TIMELINE

- Objective: Enroll for Prashanth's Term SPL &*() 3**
By Mon 01/31/2022
- Recipients**
4
- Nudge 1: Register Today!**
Fri 01/07/2022
- Nudge 2: There's still time!**
Fri 01/14/2022
- Campaign Ends**
Mon 01/31/2022

[Support](#)

- 5c. Select the students you want to add to the campaign and click **Continue**.
You may also save this search. This list becomes static once you progress to the next step.
- 5d. Review the selected students on the next page. If a student should not be in the campaign, select the box next to their name then from the **Actions** menu choose **Remove Students from Campaign**.

Enrollment Campaign: Spring Ping

1. Define Campaign 2. Verify Recipients 3. Compose Nudges 4. Confirm & Send

Review Students In Campaign

Actions ▾

<input type="checkbox"/>	NAME
<input type="checkbox"/>	Abbott, Ben-SMS-No-Space-valid-email
<input type="checkbox"/>	Abbott, Blanca-(SMS-Donald)
<input type="checkbox"/>	Abbott, Bro dy-email
<input type="checkbox"/>	Abbott, Brooklyn

TIMELINE

- Objective: Enroll for Prashanth's Term SPL &*() 3**
By Mon 01/31/2022
- Recipients**
4
- Nudge 1: Register Today!**
Fri 01/07/2022
- Nudge 2: There's still time!**
Fri 01/14/2022
- Campaign Ends**
Mon 01/31/2022

[Back](#) [Add More Students](#) [Save and Exit](#) [Continue](#)

- 5e. Once finished, click **Continue**.
You will be taken to the **Nudges and Success Message** page.

Step 6. Composing Nudges & Success Messages

Compose Nudges

- Nudges is the recurring message function that allows the organizer to select the specific dates the communications are sent to students during an Enrollment Campaign. Student that successfully enroll will stop receiving nudges and be given a Success Message.
- Nudges are sent to your campaign list in the form of an email. Each nudge message sent to the students in the campaign may be customized, however, the Tracking URL and Tracking URL Display Value text will always be the ones configured in the “Defined Campaign” step.
- Nudge emails created by the Organizer are sent the morning of the date selected for each nudge.

Enrollment Campaign: Spring Ping

1. Define Campaign 2. Verify Recipients 3. Compose Nudges 4. Confirm & Send

Nudges

What would you like to say to your recipients? Set up your outreach and follow-up messages. Follow-up messages will only be sent to students in the campaign who have not completed the objective.

+ Add Nudge

There are currently no nudges

Success Message (Optional)

What would you like to say to your recipients if they complete your objective? This message will be sent 1 day after the recipients complete the objective. The success message is for communication purposes only and will not be included in campaign metrics.

+ Add Success Message

No success message specified for this campaign.

TIMELINE

- Objective: Enroll for Prashanth's Term SPL &*(0) 3
By Mon 01/31/2022
- Recipients
4
- Nudge 1
Pending Setup...
- Campaign Ends
Mon 01/31/2022

Support

- 6a. Click **Add Nudge** to create your first nudge. You must create at least one nudge per campaign; however, you can create additional nudges for the same campaign. There is no limit to the amount of nudges that can be created for a specific campaign, but you can only send 1 nudge per day per campaign.



Enrollment Campaign: Spring Ping

1. Define Campaign 2. Verify Recipients 3. Compose Nudges 4. Confirm & Send

Add Nudge

Subject

Message

B *I* Paragraph Merge Tags ↶ ↷

It's Not Too Late

Hey {\$student_first_name},

Did you know you can still register for {\$term} at Rock Creek U? There's still time to stay on track for graduation!

{\$tracking_hyperlink}

Thank you!

Available Merge Tags

{\$student_first_name}	Inserts the student's first name
{\$student_last_name}	Inserts the student's last name
{\$tracking_hyperlink}	Inserts a link to register in the term
{\$term}	Inserts name of the term the campaign is associated with

Add Attachment:

Choose File No file chosen

*Send Date

Friday, January 7th 2022

Preview Email

It's Not Too Late

Hey Andrew,

Did you know you can still register for Prashanth's Term SPL &*() 3 at Rock Creek U? There's still time to stay on track for graduation!

[Click here to register](#)

Thank you!

Any Additional Questions?
Please contact your assigned Advising Center for additional information regarding this email.

NAVIGATE

Cancel Save Nudge >

- 6b. Enter a subject line and custom message. The available Merge Tags are listed under the *Message* text box. A preview of the message is displayed in the panel to the right of the composition box. Attachments may be added to the message.

Fields used in the message composition are the following:

- **Email Subject**
 - The subject of the nudge email going to the student.
- **Message**
 - The customized email message going to the student. Merge tags are available for this message and are shown beneath the message field.
- **Send Date**
 - The date the email nudge is sent. The nudge with the earliest date will essentially start your Enrollment Campaign.

- 6c. After creating a nudge, click **Save Nudge** to continue. You may create additional nudges after this step.

- 6d. You can also create a Success Message on the Nudges step of an Enrollment Campaign. This is an email sent the day after the recipient completes the objective. It is for communication purposes only. Click **Add Success Message** to start creating a Success Message.

Enrollment Campaign: Spring Ping

1. Define Campaign 2. Verify Recipients 3. Compose Nudges 4. Confirm & Send

Add Success Message

Subject
You're Registered!

Message

Thank You For Registering

Hi {student_first_name},
You are now registered for the {term} term.
See you in class!


Available Merge Tags

{student_first_name}	Inserts the student's first name
{student_last_name}	Inserts the student's last name
{tracking_hyperlink}	Inserts a link to register in the term
{term}	Inserts name of the term the campaign is associated with

Add Attachment:
Choose File No file chosen

Preview Email


You're Registered!



Thank You For Registering

Hi Andrew,
You are now registered for the Prashanth's Term SPL &*() 3 term.
See you in class!

Any Additional Questions?
Please contact your assigned Advising Center for additional information regarding this email.



Cancel Save Success Message >

6e. The **Add Success Message** page is like the Add Nudge page; however, there is no Send Date because the Success Message is only sent after the student completes the objective. You may also use the merge tags to personalize the message.

6f. After you finish creating Nudges, click **Continue** to go to the Confirm & Send page.

Step 7. Completing the Campaign

Confirm and Send

7a. The last step is the **Confirm and Send** page. Here you can review all elements of your Enrollment Campaign. Once you have confirmed that all is correct, you may send the campaign to your students.

Note: If there is an error preventing you from sending the campaign, an error message will appear on this page.

Enrollment Campaign: Spring Ping



- 1. Define Campaign
- 2. Verify Recipients
- 3. Compose Nudges
- 4. Confirm & Send

Confirm & Send

Please note
Any students in this campaign who are already enrolled in Prashanth's Term SPL &*() 3 and have not been sent an email will be removed from the campaign when you click "Send".

Define Campaign	Name:	Spring Ping
	Desired Enrollment Term:	Prashanth's Term SPL &*() 3
	Tracking URL:	http://www.google.com
	Tracking URL Display Value:	Click here to register
	End Date:	01/31/2022
<hr/>		
Sender	Sender:	Support 22
<hr/>		
Recipients	View 11 recipients	
<hr/>		
Nudge 1	Send Date:	Wed 01/12/2022
	Subject:	Register Today!
	Email Preview:	View Email
<hr/>		
Nudge 2	Send Date:	Wed 01/26/2022
	Subject:	There's still time!
	Email Preview:	View Email
<hr/>		
Success Message	Subject:	Thanks for registering
	Email Preview:	View Email

[< Back](#)

[Save and Exit](#)

[Start Campaign](#)

- 7b. If you wish to send the campaign at a later date, click **Save and Exit**.
- 7c. If you are ready to send the campaign, click **Start Campaign** to send to students.