



# FACULTY STEPS: HOW TO CREATE AN ENROLLMENT CAMPAIGN

Navigate Enrollment Campaigns let staff reach out to specific student populations and encourage them to enroll on time.

## STEP 1. CLICK ON CAMPAIGNS

Click on Campaigns, and then under actions click on Enrollment Campaign.



## STEP 2. NAME YOUR ENROLLMENT CAMPAIGN

- Name your campaign. I would recommend including the targeted term in your name. Example: Medical Assisting Registration - Summer 2022
- The tracking URL is: <https://www.gptc.edu/current-students/registrars-office/registration/>
- Desired Enrollment Term: Summer 2022
- Select the date for your campaign to begin (recommend to enter today's date)
- Click the continue button

## STEP 3. ADD YOUR STUDENTS

- Under Enrollment History Choose: In the first box (enrollment terms) choose Spring 2022. Then click the + sign.
- In the box (enrollment terms (in none of these) choose Summer 2022. It may have already defaulted to Summer 2022.

- Then, under Area of Study select the students in your major. You can select multiple majors.
- The campaign will then ask you to confirm the students that you found and will ask that you "select all" and then hit continue.

## STEP 4. CREATE YOUR MESSAGE AND ADD NUDGE

- Create your message by typing directly into the message box. You can urge the student to contact you to register for classes. Also, give them clear direction on how to reach you (email, office number, etc.).
- Select date you would like your nudge to go out. You can add multiple nudges to remind students that have not responded.