

Keep Students on Track with Engagement Campaign Solutions

Personalized, proactive outreach to keep students moving through enrollment and persist at your institution.

Quickly prompt students to take important steps in their learning journeys with Blackboard Engagement Campaigns. These strategic, scalable outreach initiatives use multimodal communications, like text messages and live phone calls, to help students navigate admissions, registration, and financial aid processes. Our agents act as an extension of your team to deliver a consistent, quality experience to students and free your staff to focus on strategic goals.

See how you can leverage campaigns across the student lifecycle

	Campaign Focus	Campaign Description	Population
Admissions + Enrollment	<i>Stop-out students</i>	Invite back students who have left the college and walk them through their reenrollment steps such as FAFSA completion, readmission, and meeting with advisement. This campaign collects data about why students left the college initially.	Stop-out Students
	<i>Inquiries</i>	Move students from inquiry to applicant by intentionally guiding them to, and through, the application.	Inquiries
	<i>Applicant conversion</i>	Guide current applicants through their missing steps to enrollment, which may include submitting transcripts, advising, or completing their FAFSA. This campaign collects data on where students are feeling stuck in your processes.	Applicants
	<i>Grow retention</i>	Connect with current students to help them register for the next term.	Current Students
	<i>Semester kick-off</i>	Ensure a strong semester start by proactively connecting students with resources including bookstore, payment options, technology assistance and student life.	Current Students
	<i>Mid-semester outreach</i>	Target students who show signs of being at risk of not completing the term	Current Students
Financial Aid + Student Accounts	<i>FAFSA completion</i>	Engage applicants, current students, or stop outs who have not completed their FAFSA and advise on their next steps.	Applicants Current Students Stop-out students
	<i>FAFSA verification documents</i>	Target students who have been selected for verification but are missing documents to clarify which documents are missing and how to submit them.	Applicants Current Students Stop-out students
	<i>ISIR, but no application</i>	Target students who included the college on their FAFSA but have not applied.	Applicants
	<i>Aid awarded, but not registered</i>	Target students who have been awarded aid but are not registered for classes.	Applicants Current Students
	<i>Outstanding balance</i>	Use prompt outreach to inform students of their balances and how they can be reconciled.	Current Students
	<i>SAP Information</i>	Leverage live outreach to work with the students who have just been evaluated for financial aid satisfactory academic progress to explain their options and the SAP policy where needed.	Current Students
	<i>Emergency aid</i>	Announce additional financial support resources available during crisis situations.	Current Students

Have other ideas for student outreach?

We can customize campaigns that address your needs and strategic priorities

LEARN MORE AT go.blackboard.com/engagement-campaigns