Engage with students faster.

Blackboard Engagement Campaigns

Our campaigns feature highly skilled advisors reaching out through multiple channels to encourage students to take a specific action. These one-off, tactical campaigns can be used to support Admissions, Financial Aid, Business Office, or Retention objectives.

Benefits

**Measurable ROI**
Our campaigns can generate a 10x+ return on your investment.

**Data insights**
With robust post-campaign analysis and weekly campaign progress updates, you will be able to better understand student behavior to inform your decisions.

**Quick implementation**
We have the expertise, scale, and proven technology to start running campaigns in as little as 4 weeks from project kick-off.

**Customized messaging**
Our team of experts work in partnership with you to craft targeted phone, SMS, and email messages that will resonate with your students.

**Better use of staff time**
With our advisors reaching out to students for you, your staff will have time to focus on more strategic tasks and to better engage interested students we send back to you.

“Outsourcing these types of calls to Blackboard on an as-needed basis allowed Mason staff to spend their time focusing on students who have more complex needs.”

Dr. Steve Nodine, Director of Distance Education, George Mason University

Recent Results

› William Rainey Harper College re-enrolled 46% of students Blackboard engaged, resulting in over $312,000 in student tuition revenue.

› George Mason University generated over $230,000 in incremental revenue by contacting 299 inactive students, 6% re-enrolled.

› Columbus State Community College re-registered 681 (9%) of 8,004 withdrawn students.

› University of Arizona engaged 1,401 unregistered students and drove 662 (47%) to register.

› Northern Virginia Community College reached 150,000 students with incomplete financial aid applications and drove 73% FASFA completion.
Support Students Throughout the Entire Lifecycle

Student engagement is crucial to student success and allows you to build a culture of engagement that makes students feel supported throughout their education. Students who have a positive experience are more likely to meet their educational goals and graduate from your institution. Blackboard’s leading the way to help institutions engage, understand, and influence students with our engagement campaigns that span the entire lifecycle.

Example Engagement Campaigns:

**Applicant Awareness**

**Campaign Focus:** Incomplete Applications

**Goal:** Increased application submissions

**Detail:** Application has been submitted, but additional documents are needed. A Blackboard advisor calls the student to work through missing documents to complete the application process.

**Financial Aid:**

**Campaign Focus:** Financial Aid Checklist

**Goal:** Assist students to complete all financial aid documents needed for timely aid disbursement

**Detail:** A live phone call where a Blackboard advisor works with the aid applicant to ensure they understand what documentation is required for them to submit in order for a financial aid package to be awarded.

**Retention & Persistence:**

**Campaign Focus:** Inactive Re-registration

**Goal:** Re-enrollment of inactive students

**Detail:** Live phone call to work with student not currently enrolled to encourage re-enrollment and survey on persistence. The data provided by the survey results will provide a wealth of knowledge on persistence issues.

“One piece of data that struck me from the campaign was that the call center was four times more likely to reach a person outside of their standard calling hours than within them. That’s our student body!”

Ron Weist, Director of Enrollment Research and Planning, Pierpont Community & Technical College

Contact us to learn more | 1.800.424.9299