Blackboard

Keep Students Moving Forward with Engagement Campaigns

Get students back on track through personalized, proactive outreach relevant to each stage in the learning journey.

From distractions in the application process to obstacles in obtaining student resources, a lot can block a student's path to success. Losing track of students can mean missing out on enrollment and progression opportunities. Strategic, personalized outreach can help you engage students faster and keep them on track to enroll, register, persist, graduate and succeed.

Connect your students with the resources they need to achieve their goals

Blackboard Engagement Campaigns target key populations that have stalled progress at various points in the learning journey. These campaigns are strategically designed to establish contact, deliver a specific call to action and direct students back to the path to success.

Leveraging both live and automated outreach capabilities, Engagement Campaigns offer your institution access to a framework of pre-set, multi-modal campaigns to stalled or stop-out populations without pulling campus resources away from key roles. They can also help you capture new and recovered revenue from prospective and active student populations.

Use Engagement Campaigns to help recruit and retain more learners

Leverage Engagement Campaigns across campus offices, throughout the student lifecycle, including:

Admissions	Records & Registration	Enrollment	Student Accounts	Business Office	Financial Aid	Retention

Here are a few ways institutions use Engagement Campaigns to support enrollment and retention strategies:

- Encourage students to apply
- Nudge students to enroll
- Engage inactive students who need to register

- Re-register withdrawn students
- Encourage inactive students to re-enroll
- Drive FAFSA completion for students with incomplete applications

MT. SAC!
Mt. San Antonio College

Active Re-registration Campaign engaged 2,783 unregistered students and drove 1769 (65%) to enroll resulting in 4.4x ROI.

Blackboard Engagement Campaign Insights

- **Personalized outreach:** we partner with you to develop a plan that combines the right messaging and modalities to reach your unique populations in the way they prefer.

- **Data insights & measurable ROI:** get clear insights into how campaigns are performing with robust analysis and ongoing updates to help you better understand student behavior to inform future strategy.

- **Quick implementation:** fully automated campaigns can launch in 1-2 weeks, live agent campaigns in 4-6 weeks, and repeat campaigns can be pre-scheduled at strategic points up to a year in advance.

- **Expanded resources:** keep your staff focused on key priorities while our framework of automated and live campaigns gets students and prospective populations back on track.

KEEP STUDENTS MOVING FORWARD