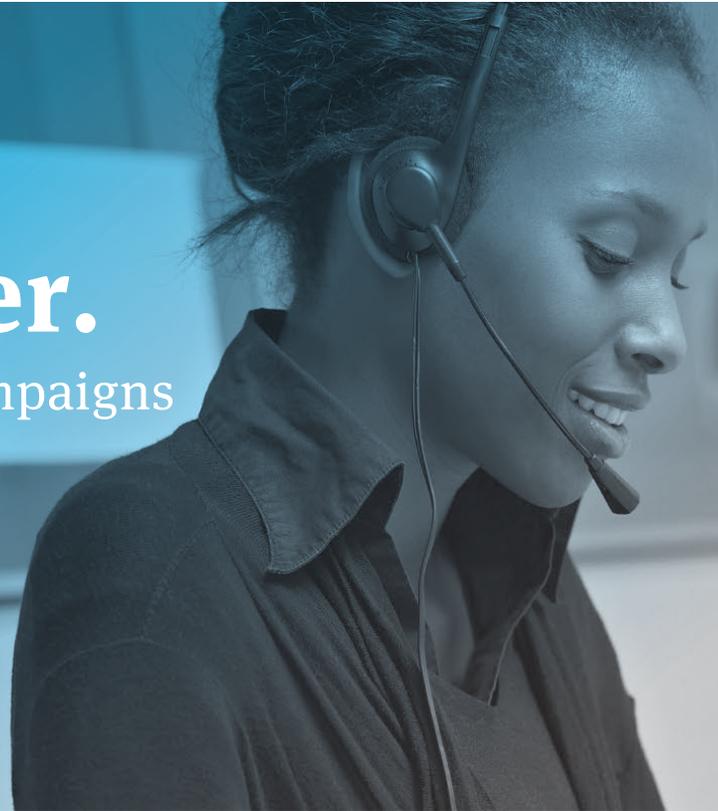


Engage with students faster.

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.



“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



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.

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- › Columbus State Community College **re-registered 681 (9%)** of 8,004 withdrawn students.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



Admissions



Records & Registration



Enrollment



Student Accounts



Business Office



Financial Aid



Retention

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

Blackboard

Blackboard.com

Copyright © 2015. Blackboard Inc. All rights reserved. Blackboard, the Blackboard logo, BbWorld, Blackboard Learn, Blackboard Transact, Blackboard Connect, Blackboard Mobile, Blackboard Collaborate, Blackboard Analytics, Blackboard Engage, Edline, the Edline logo, the Blackboard Outcomes System, Behind the Blackboard, and Connect-ED are trademarks or registered trademarks of Blackboard Inc. or its subsidiaries in the United States and/or other countries. Blackboard products and services may be covered by one or more of the following U.S. Patents: 8,265,968; 7,493,396; 7,558,853; 6,816,878; 8,150,925