

# Campaigns: Enrollment Campaigns



**What: Enrollment Campaigns** let staff reach out to specific student populations and encourage them to enroll on time. Enrollment Campaigns allow staff to identify students that have not yet enrolled in an upcoming term, send those students a personalized message, track click to open rate, and track if those students are enrolled in the upcoming term.

**Where:** You can access Enrollment Campaigns via the **Quick Links** section of the Staff Home page or by opening the Campaigns page by clicking the **Campaigns icon** on the blue navigation bar.

**Who:** Enrollment Campaigns are best employed by **staff** members seeking to encourage students to register for classes. Enrollment Campaigns are intended to be used by staff for outreach that helps enroll more students on time.

**Conditions:** In order for Enrollment Campaigns to work successfully, your Role must have permission to create Enrollment Campaigns. You will also need to have access to Advanced Search to create a list of students for your campaign.

1

Navigate to <https://csus.campus.eab.com/home>

2

These campaigns are intended to be used by staff for outreach that helps enroll more students on time. Enrollment Campaigns allow staff to identify students that have not yet enrolled in an upcoming term, send those students a personalized message, track click to open rate, and track if those students are enrolled in the upcoming term.

Open Enrollment Campaigns by going to the **Campaigns** page and selecting the **Enrollment Campaigns** link.



### Fall 2023 Enrollment Campaign - A&L S...

#### Campaign - A&L S...

[Expired]

07/14/2023 - 08/27/2023

Owner: A&L Student Success Center

Completed

306

Enrolled Rate 30%



### Fall 2023 Enrollment Campaign - SSIS ...

#### Campaign - SSIS ...

[Expired]

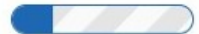
07/14/2023 - 08/27/2023

Owner: SSIS Student Success Center

Completed

772

Enrolled Rate 23%



**3** The following metrics are available in the Enrollment Campaigns report.

**Students in Campaign** The number of students who were sent the campaign message.

**Students Enrolled** Number and percentage of students who have enrolled in term. This information is gathered by referencing an active term-level registration record where registered\_ind equals yes.

**Click to Open Rate** The click-to-open rate (CTOR) compares the number of unique clicks to unique opens. This number is a proxy metric for engagement, relevance, and quality of content. It can be used as an indicator as to whether it created enough interest to take action and be used for comparison purposes from one campaign email to the next. This is widely considered a better overall metric for overall email performance than open or click rates alone.

**Emails/SMS Sent** The number of emails or SMS messages sent by the Enrollment Campaign. This number may not be the same as the number of students in your original list if the student was enrolled when you sent out the campaign.

**Emails/SMS Opened** The number of emails or SMS messages sent by the campaign that were opened.

**Links Clicked** The number of times the link in the campaign email or SMS was clicked.

Beneath the metrics is a table with two tabs. The first tab, *Students Enrolled in Term* shows the number of students from the Enrollment Campaign who are now enrolled in the term. The second tab, *Students Not Enrolled in Term* shows the students who are not yet enrolled in the term. Either list may be exported as a CSV file from the **Options** sidebar.

Note: Enrollment Campaigns are only tracking students that have and have not enrolled in an upcoming term.

**Scheduled Nudge**  
Send Date: 08/25/2023

SMS Sent 129

**Scheduled Nudge**  
Send Date: 08/23/2023 Subject: Reminder from your Student Success Center Team here in the College of Natural Sciences & Mathematics

CLICK-TO-OPEN-RATE 0%

Emails Sent 130

Emails Opened 32

Links Clicked 0

**Scheduled Nudge**  
Send Date: 08/21/2023

SMS Sent 131

**Welcome Message**  
Send Date: 08/18/2023 Subject: Fall 2023 Registration is Open - Enroll Today!

CLICK-TO-OPEN-RATE 6%

Emails Sent 132

Emails Opened 31

Links Clicked 2

Show Less ^

4

**Welcome Message**  
Send Date: 08/18/2023 Subject: Fall 2023 Registration is Open - Enroll Today!

CLICK-TO-OPEN-RATE 6%

Emails Sent 132

Emails Opened 31

Links Clicked 2

Show Less ^

Students enrolled in term  Students not enrolled in term

NAME	STUDENT ID	CLASSIFICATION	MAJOR	COURSES ENROLLED
				2
				3
				1
				2
				3
				3
				2