Campaigns: Appointment Campaigns

What: Appointment Campaigns let staff reach out to specific student populations and encourage them to schedule appointments.

Where: You can access Appointment 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: Appointment Campaigns are best employed by **staff** members seeking to encourage students to meet with them for advising or other services.

Conditions: In order for Appointment Campaigns to work successfully, you must have both **calendar sync** and **availability** set up, as well as have the ability to create appointment campaigns. You also need to have access to Advanced Search to create a list of students for your campaign.
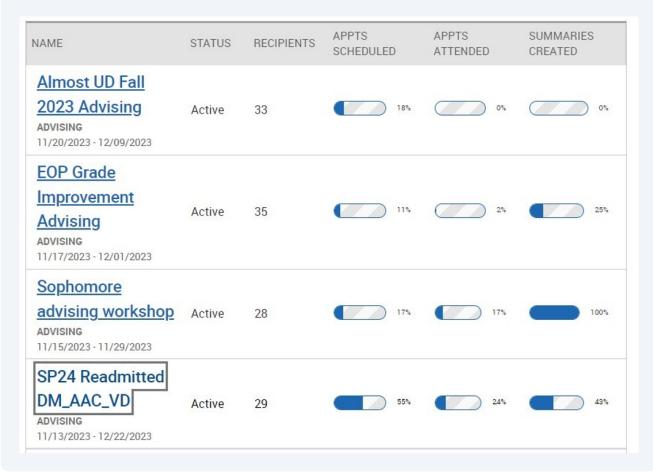
Feature Overview

Appointment Campaigns let staff reach out to specific student populations and encourage them to schedule appointments. This tool is used when you identify a population of students who need extra support and send them a request to schedule an appointment with you. More information about launching an Appointment Campaign is in the Launching an Appointment Campaign article.

Once you have created and sent your campaign, we give you tools to manage it. Open the **Campaigns** page and select the **Appointment Campaigns** link. There, you see five at-a-glance statistics for an active campaign, explained below:

1 Navigate to **https://csus.campus.eab.com/home**

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• **Status:** The status of the campaign. It can be Draft, Active, or Expired.

• **Recipients:** The number of students who received an invitation to the Appointment Campaign

• **Appointments Scheduled:** Percentage of appointments scheduled from list of invitees.

• **Appointments Attended:** Calculated by taking the ratio of the number of **unique attendance records** of who attend the appointment made using the invitation ID or count of kiosk visits associated with the users divided by the total number of Appointment Invitations in the campaign.

• **Summaries Created:** Of the scheduled appointments, the percentage of Appointment Summaries filed.

NAME	STATUS	RECIPIENTS	APPTS SCHEDULED	APPTS ATTENDED	SUMMARIES CREATED
Almost UD Fall 2023 Advising ADVISING 11/20/2023 - 12/09/2023	Active	33	18%	0%	0%
EOP Grade Improvement Advising ADVISING 11/17/2023 - 12/01/2023	Active	35	11%	2%	25%
Sophomore advising workshop ADVISING 11/15/2023 - 11/29/2023	Active	28	17%	17%	100%
SP24 Readmitted DM_AAC_VD ADVISING 11/13/2023 - 12/22/2023	Active	29	55%	24%	43%

ⓘ **Note.** Unique Attendance means the *attended* checkbox was selected in the Appointment Summary. A group appointment only counts as one attendance.

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Appointment Campaigns › SP24 Readmitted DM_AAC_VD

11/13/2023 - 12/22/2023

STUDENTS IN CAMPAIGN	APPOINTMENTS MADE	APPOINTMENTS ATTENDED	SUMMARIES CREATED
29	**55%** 16 Students	**24%** 7 Students	**43%** 7 Students

Options

Edit Campaign Details

Delete This Campaign

Export Student List

Campaign Information

Care Unit
Advising

Service
Reinstatement

Location
Academic Advising Center

Default Appointment Length
45min

Nudge Metrics

Welcome Message
Send Date: 11/13/2023 **Subject:** {$student_first_name}, Schedule a Reinstatement Advising appointment

CLICK-TO-OPEN-RATE 41% ⓘ

Emails Sent	34
Emails Opened	29
Links Clicked	12

4 The following metrics are available in the Appointment Campaigns report.

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

Appointments Made Number and percentage of students who have made an appointment.

Appointments Attended Number and percentage of students who have attended an appointment.

Summaries Created Number and percentage of Appointment Summaries made for students in the campaign.

Click to Open Rate The click-to-open rate (CTOR) compares the number of unique clicks to unique opens.

Emails/SMS Sent The number of emails or SMS messages sent by the Appointment 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.

The **Appointments Scheduled** tab lets you see which specific students made appointments. You can open a student's profile by selecting their name, or choose **Send a Message**, **Add Note**, and/or **Add Tag** for the students you select from the list in the **Actions** menu.

Emails Sent	34	
Emails Opened	29	
Links Clicked	12	

Academic Advising Center

Default Appointment Length
45min

Slots Per Time
1

Appointment Limit
1

Scheduling Window
11/13/2023 - 12/22/2023

Campaign Created On
11/13/2023

Allow Scheduling Over Courses
Yes (Enabled for entire school)

Staff Reminders
Email - Yes | Text - No

Recipient Reminders
Email - Yes | Text - Yes

Appointments Scheduled | Appointments Not Yet Scheduled | Summaries Created | Eligib

Actions ▾

	INDEX	APPT DATE	APPT TIME	STUDENT	STUDENT ATTENDED?	AT-RISK?	APPT CREATED ON	
☐	1	11/14/2023	11:15am - 12:00pm PT		Yes	No	11/01/2023	View Details
☐	2	11/15/2023	9:00am - 9:45am PT		Yes	No	11/15/2023	View Details
☐	3	11/15/2023	12:30pm - 1:15pm PT		Yes	No	11/15/2023	View Details
☐	4	11/15/2023	2:15pm - 3:00pm PT		Yes	No	11/15/2023	View Details
☐	5	11/17/2023	9:00am - 9:45am PT		Yes	No	11/01/2023	View Details
☐	6	11/20/2023	9:45am - 10:30am PT		Yes	No	11/08/2023	View Details
			10:30am -					View

5 The **Appointments Not Yet Scheduled** tab shows the specific students who have not yet made an appointment. Like the **Appointments Scheduled** tab, you can send students messages, add notes, or add tags. You can also resend the campaign email to these students.

6 The **Summaries Created** tab lists any Appointment Summary Reports from the campaign. You can view the report or delete it here.

	INDEX	DATE	STUDENT NAME	COMMENT	FOLLOW-UP?	
	1	11/14/2023			No	Details Delete

Appointments Scheduled | Appointments Not Yet Scheduled | **Summaries Created** | Eligib

Actions ▾

Appointment Limit
1

Scheduling Window
11/13/2023 - 12/22/2023

Campaign Created On
11/13/2023

Allow Scheduling Over Courses
Yes (Enabled for entire school)

Staff Reminders
Email - Yes | Text - No

Recipient Reminders
Email - Yes | Text - Yes

7 The **Eligible Appointments** tab lets you associate appointments that should be counted toward the campaign, but were scheduled without using the campaign link. To do this, open the tab. Select the appointment you want to associate with the campaign. Choose **Associate Appointments** from the **Actions** menu. The appointment is then associated with the campaign.

Important. Appointments are only eligible if they have the exact same Location and Service as the Appointment Campaign. The student must also be on the campaign list. The organizer of the appointment must also be included as Staff on the campaign.

...duled | Appointments Not Yet Scheduled | Summaries Created | **Eligible Appointments**

...s grid will display all eligible appointments that have been scheduled outside of the campaign link. Eligible ...pointments only include appointments containing the same care unit, location, service, and students selected ...en creating the campaign.

Actions ▾

	INDEX	DATE	STUDENT	ORGANIZER	SERVICES / COURSE
			No appointments match this campaign's specifications.		

Appointment Limit
1

Scheduling Window
11/13/2023 - 12/22/2023

Campaign Created On
11/13/2023

Allow Scheduling Over Courses
Yes (Enabled for entire school)

Staff Reminders
Email - Yes | Text - No

Recipient Reminders