Essential Campaigns in Navigate360

Use Navigate360 to deliver more responsive, personalized outreach across the student journey.

Campaign Types in Navigate360

A tailored campaign focuses proactive outreach on a specific student population and goal. Choose from four student campaign types, with agentic capabilities available for appointment and messaging campaigns.

Appointment
Help students schedule the support they need

Message
Reach a focused population with timely outreach

Enrollment
Guide students toward enrollment in a specific term

Survey
Collect responses that shape follow-up support

Set Goals That Fit Your Institution's Priorities

In addition to standard goals, you can create custom goals using any data point available in Navigate360 Reports.

- Use any data points from Navigate360 Reports
- Align with your unique priorities and processes
- Automatically stop outreach once the goal is met

Should You Make a Campaign Agentic?

If the campaign would benefit from two-way engagement, make it agentic.

If the campaign is reminder or survey-based, a traditional campaign will suffice.

Build an Agentic Campaign That Fits Your Goals

1. **Choose your campaign and goal**
   Select a campaign type, student population, and standard or custom goal
2. **Give it context**
   Add dates, processes, common questions, resources, and relevant student information
3. **Set the guardrails**
   Define the agent's voice, limits, personalization, and staff handoff rules
4. **Launch and engage**
   Let the agent answer questions, address barriers, guide next steps, and involve staff when needed

Campaigns to Support Students Across Their Journey

Onboarding & Transition

Appointment Scheduling
Answer questions, explain what to expect, and help students take the next step toward booking an appointment.

Early Academic Support
Reach out to students with missing LMS assignments or no LMS logins to connect them with relevant staff

Technology and Resource Access
Ensure incoming students have access to a laptop and other key tools for success

Transfer Student Onboarding
Guide incoming transfer students through credit evaluation, advising, registration, and other transition requirements

First-Year Persistence Survey
Check in with new students around the four-week mark to identify needs and hear about their experience thus far

Registration and Re-Enrollment

Re-Enrollment
Reconnect with unregistered students through personalized conversations that address barriers and encourage registration

Get Ready to Register
Use student-specific hold information to explain registration barriers and guide students through resolving them

FAFSA Completion
Answer financial aid questions, clarify next steps, and help students overcome obstacles to FAFSA completion

Reduce Summer Melt
Keep incoming students engaged by identifying unfinished enrollment tasks and helping them prepare for their first day

Stopout Outreach
Understand how you can help students return

Academic Success

Academic Recovery
Help students identify academic challenges, explore support options, and develop a plan to get back on track

Credit Completion Check-In
Check in with students who may be falling behind on credit completion goals and connect them with relevant support

Tutoring and Academic Support
Dive into what students need and what barriers they are encountering

Graduation Readiness
Help students understand graduation requirements, deadlines, and next steps

Celebrate Student Success
Congratulate and encourage students to continue progress

Degree Planning and Course Selection
Help students explore course options and stay on track

Holistic Student Wellness

Student Voice Pulse Check
Turn a simple check-in into a two-way conversation that uncovers student concerns and connects them with relevant support

Financial Aid at Risk
Help students understand financial aid requirements, identify potential barriers, and take steps to maintain eligibility

Wellness and Basic Needs
Identify unmet needs and connect students with relevant campus resources

Scholarship and Financial Support Opportunities
Ensure students are aware of relevant opportunities

Career
Discuss student goals and point them to helpful next steps and/or relevant staff

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Ready to start building an Agentic Campaign? Check out our Quick Start Guide in the Navigate360 Help Center