How a Community College Uses Navigate360 Agent Campaigns to Support Registration

Arapahoe Community College in Arapahoe, CO, serving over 17,000 students



"What I value most about Navigate360 Agent Campaigns is how they **extend personalized support while helping us recognize when students need more** than answers to registration questions.

Success with AI isn't just automating outreach—it's thoughtfully designing the experience and setting clear guardrails so we can expand our reach without losing sight of the individual student."

—Tanya Brown, Director of Data and AI Initiatives, Arapahoe Community College

Impact Highlights

$1M+

Estimated tuition revenue from students enrolled via agent campaigns

358

Students registered across two text message-based agent campaigns

CHALLENGE:

Arapahoe Community College (ACC) wanted to provide students with more targeted, timely registration support while supplementing advisors' existing outreach. ACC saw Navigate360's agent campaigns—two-way AI-powered texting conversations—as part of a broader strategy to use technology to thoughtfully support student success. Specifically, they wanted to explore where AI-assisted conversations could help students at critical milestones and how to recognize situations requiring human intervention.

SOLUTION:

Arapahoe launched two targeted text-based campaigns focused on degree-seeking and undeclared students. **Re-Enrollment Support** reached first-generation students with fewer than 30 credits who hadn't registered for Fall 2026 and had no holds. **Registration Hold Support** focused on students with fewer than 30 credits and an active hold preventing registration.

ACC took a deliberate "slow down to speed up" approach, investing in thoughtful initial development to ensure efficient and effective campaigns going forward. This process included defining campaign audiences, reviewing available resources, refining AI alert configurations, and setting guidelines for when conversations should be escalated to staff. After launch, staff monitored full exchanges through campaign reports.

IMPACT:

The Re-Enrollment Support campaign saw 284 of 1,232 students (23%) register for Fall 2026, and the Registration Hold Support saw 74 of 732 students (10%) register. ACC generated an estimated $1M+ in tuition associated with registrations across both campaigns.

The conversations also surfaced needs beyond registration help, like students not realizing what resources were available as they ran into personal or academic barriers. Arapahoe refined its priority alert and created two new alert categories—Experience & Enrollment Concerns and Extenuating Circumstances/Basic Needs Support—to help staff identify situations that may call for additional support.