Step 1. Launch Navigate LA

Step 2. Click on the Campaigns button in the left navigation bar

Step 3. In the Action Menu (located to the right), Select Enrollment Campaign
**Define the Campaign**

4a. To define the Enrollment Campaign, enter the required fields listed below.

- **Campaign Name**
  Campaign Name is visible to the person creating the campaign and any other users who have access to view campaigns but is not visible to the student. Make sure that you adhere to the established Campaign naming policy, otherwise other users will not be able to evaluate the impact of your campaigns.

- **Desired Enrollment Term**
  The Term you are trying to enroll students in.

- **Tracking URL**
  The URL you want students to visit. This can be any URL. Please note that this URL should direct students to a registration site.

- **Tracking URL Display Value**
  The Display value is the text the student will see in the email message encouraging them to enroll. The Tracking URL is the Hyper Link for this text. E.g., Click [Here to Enroll](#).

- **Campaign End Date**
  The date the Enrollment Campaign ends.

4b. After entering all the Define Campaign information, click **Continue**.
Step 5. Adding students to the campaign

Add Students to Campaign

5a. Perform a search to find recipients for the campaign.

**Please note.** The Enrollment Terms (in None of these) defaults to what was selected in the Define Campaign. Return to Define Campaign to change this term.

5b. In this Advanced Search, select additional search criteria to focus on the specific student population targeted for this campaign.
5c. Select the students you want to add to the campaign and click **Continue**. You may also save this search. This list becomes static once you progress to the next step.

5d. Review the selected students on the next page. If a student should not be in the campaign, select the box next to their name then from the **Actions** menu choose **Remove Students from Campaign**.

5e. Once finished, click **Continue**. You will be taken to the **Nudges and Success Message** page.
Step 6. Composing Nudges & Success Messages

Compose Nudges

- Nudges is the recurring message function that allows the organizer to select the specific dates the communications are sent to students during an Enrollment Campaign. Student that successfully enroll will stop receiving nudges and be given a Success Message.

- Nudges are sent to your campaign list in the form of an email. Each nudge message sent to the students in the campaign may be customized, however, the Tracking URL and Tracking URL Display Value text will always be the ones configured in the “Defined Campaign” step.

- Nudge emails created by the Organizer are sent the morning of the date selected for each nudge.

6a. Click **Add Nudge** to create your first nudge. You must create at least one nudge per campaign; however, you can create additional nudges for the same campaign. There is no limit to the amount of nudges that can be created for a specific campaign, but you can only send 1 nudge per day per campaign.
6b. Enter a subject line and custom message. The available Merge Tags are listed under the Message text box. A preview of the message is displayed in the panel to the right of the composition box. Attachments may be added to the message.

Fields used in the message composition are the following:

- **Email Subject**
  - The subject of the nudge email going to the student.

- **Message**
  - The customized email message going to the student. Merge tags are available for this message and are shown beneath the message field.

- **Send Date**
  - The date the email nudge is sent. The nudge with the earliest date will essentially start your Enrollment Campaign.

6c. After creating a nudge, click **Save Nudge** to continue. You may create additional nudges after this step.

6d. You can also create a Success Message on the Nudges step of an Enrollment Campaign. This is an email sent the day after the recipient completes the objective. It is for communication purposes only. Click **Add Success Message** to start creating a Success Message.
6e. The **Add Success Message** page is like the Add Nudge page; however, there is no Send Date because the Success Message is only sent after the student completes the objective. You may also use the merge tags to personalize the message.

6f. After you finish creating Nudges, click **Continue** to go to the Confirm & Send page.

**Step 7. Completing the Campaign**

**Confirm and Send**

7a. The last step is the **Confirm and Send** page. Here you can review all elements of your Enrollment Campaign. Once you have confirmed that all is correct, you may send the campaign to your students.

**Note:** If there is an error preventing you from sending the campaign, an error message will appear on this page.
7b. If you wish to send the campaign at a later date, click Save and Exit.

7c. If you are ready to send the campaign, click Start Campaign to send to students.