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 will 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** tab. There, you see three at-a-glance statistics for an active campaign, explained below:

- **Appointments Made:** The percentage of appointments scheduled by students on the outreach list.
- **Reports Created:** Of the scheduled appointments, the percentage of summary reports filed.
- **Attendance Rate:** The percentage of students marked as Attended for appointments that were scheduled and had appointment summary reports filed.

For even more details, select an Appointment Campaign. The **Appointment Campaigns** page lets you edit or delete the campaign or export the student list. You also get more information about the campaign on the four tabs.

The **Appointments Made** 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.

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

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

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.