Overview: EAB Student Email Communication Plan

Overview of the EAB-Driven Adoption and Utilization Campaign

Purpose of the Tool: With a new technology in place, it is very important to continually provide students with the many benefits of engaging with Navigate. Creating and implementing a communications plan will nudge students to action as well as increase student adoption and utilization of the platform. The communication plan below is a high-level overview of EAB's email program to encourage ongoing use of Navigate for onboarding, registration, academic planning, and major exploration.

Intended Audience: Review and discuss this calendar with your Communications team to determine how to incorporate it into your current student communication plan. Your Dedicated Consultant can provide further details on timing and requirements of these EAB led email campaigns or provide support for your campus led campaigns.

NEW USER CAMPAIGN

Introductory Navigate email

Pre Term | Early Term | Registration/Advising | Pre-registration | Late Term

ADOPTION CAMPAIGN*

Four emails, six-week series

Welcome email congratulates student on their enrollment and encourages them to view their to-do's and start checking them off.

Call to Action: Onboarding Checklist

Deadline email encourages students to stay on top of what is next so they can move from enrollment to registration.

Call to Action: Review Deadlines

Major explorer email conveys to students how they can utilize Navigate to view a selection of programs based on their preferences.

Call to Action: Major Explorer

Registration email reminds students of rapidly approaching deadlines and encourages them to choose classes and connect with an advisor.
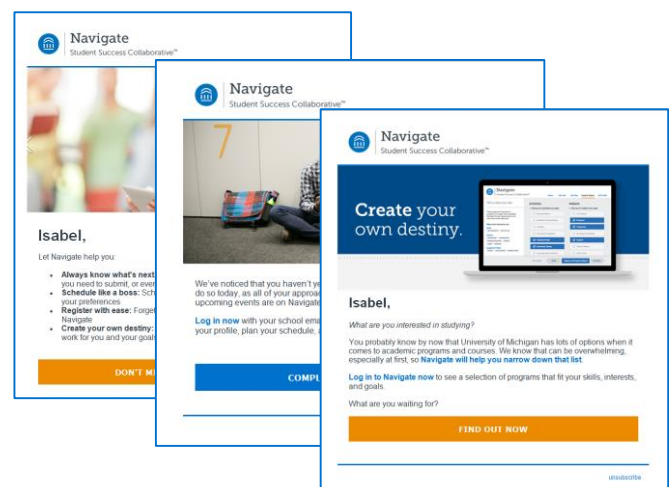
Call to Action: Registration

UTILIZATION CAMPAIGN*

Monthly email series

Sample Topics:
- Onboarding 'Path' Items
- Deadlines
- Major Explorer
- Academic Planning
- Academic Advising
- Registration

* Students remain in or move from one campaign to the next based on their initial log-in and frequency of use.

EAB