

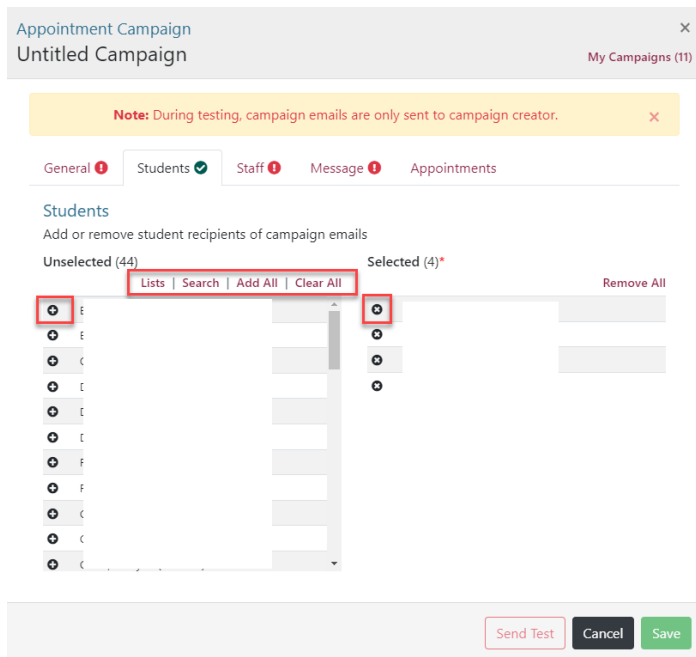


Creating an Appointment Campaign in STARS 2.0

1. **Create a Watchlist.** The first step in preparing to create a new campaign is to consider the population of students you wish to include and to create a watchlist of those students. Doing this in advance will make setting up a new campaign much easier. You can also add students one at a time and continue to add students once the campaign launches.
2. **Creating the Campaign.** From the **Overview** tab on the **Homepage**, click the “New Campaign” link and begin the four-step process to create your campaign. After each step in the process, the  will become a 
 - a. **General** – Name your campaign and select your start and end dates. Campaigns set for the future will appear as “pending” and those with past dates as “Expired.” Current campaigns are “In-progress”. You can also select the number of appointments you will allow for each student within the campaign timeframe. The Inactive checkbox will disable the campaign and the appointment link. It will prevent any future emails and appointments within the campaign.
 - b. **Students** – Select “Lists” to find the watchlist of students you wish to include. You can also click “Search” to find individual students. Students will initially appear in the “Unselected” column on the left and must be added to the “Selected” column on the right. You can choose to “Select All” or click the “+” to add individual students. Selected students can be removed individually (click “x”) or through “Remove All.”







Appointment Campaign

Untitled Campaign

My Campaigns (11)

Note: During testing, campaign emails are only sent to campaign creator.

General  Students  Staff  Message  Appointments

Students

Add or remove student recipients of campaign emails

Unselected (44)

Selected (4)*

Lists | Search | Add All | Clear All

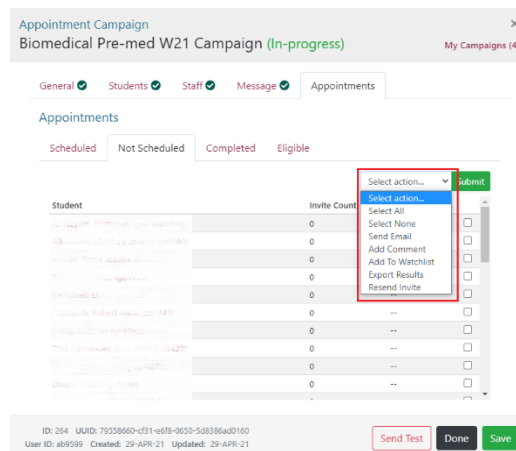
Remove All

Send Test Cancel Save

- c. **Staff** - This section allows you to pick the subject of your campaign which will then provide a list of advising staff who can be selected.
- d. **Message** - This section allows you to compose the subject line and email students will receive when the campaign launches. The link to the staff appointments will appear below the text when the email is sent.



- e. **Save** – Once all four sections are complete, select “Save” to launch your campaign. You can select a future date and/or click the Inactive option in the General tab to save a campaign but not launch it.
3. **Manage Appointments.** The Appointments tab is used to manage your campaign once it has launched. Within this tab is a dashboard that allows you to view the students who have scheduled or not scheduled appointments, who have completed their appointments, and who have scheduled appointments outside of the campaign (but who are eligible to be counted within the campaign). Each tab will reveal a list of students and actions that can be performed with each group.



You may wish to resend the campaign invite each week to students who have not yet scheduled, or send a reminder email. You may also wish to add a comment in all campaign student records indicating that they have been invited.