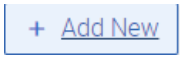
Navigate360: Using Events

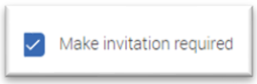
Event campaigns allows staff to invite students to created Events, collect RSVPs, and track student attendance

1. Initiate a new Event

- Click the *Campaigns & Events* icon from the navigation menu on the left side of the screen.
- In the *Events* box on the left side of the screen, click + Add New 

2. Define the Event parameters

- Under *Define Event*, enter:
  - *Internal Name*: This title is used only internally by staff, but be as specific as possible. Include the goal of the campaign, the student population, the semester in which the campaign will be launched, and your intitials to easily find which campaign belongs to you.
    - **EXAMPLE:** *Fall 2024 Exploring Majors Workshop - RDS*
  - *Care Unit*: Select the appropriate *Care Unit* with which the *Event* is associated.
  - *Max. Number of Attendees*: Enter the maxium number of attendees. This filter acts as the Tracking URL for the event.
  - *Make Invitation Required:* If this box is checked, then only students directly invited through the *Event* will be able to RSVP for the event and attend.
  - *Display Name:* This title is visible to students.
    - **EXAMPLE:** *Exploring Majors Workshop*
  - *Event Date*: Select the date which the *Event* will occur.
  - *Event Start Time:* Select the time which the *Event* will start.
  - *Event End Time*: Select the time the *Event* will end.
  - *Event Time Zone:* Select the appropriate time zone.
  - *Event Location Name:* Be specific as possible. Include the building and room number.
    - **EXAMPLE:** *Culp Center Building, Carrier Center, Room 210*
  - *Address, City, State, Zip Code*: OPTIONAL
  - *Event Contact Email*: The email of the staff responsible for the organization of the *Event*
  - *Event Registration Window:* The window of time where students will be able to RSVP for the Event. If recipients are selected, the Event invitation will be sent on the *Registration Start Date*.
    - **NOTE:** Messages can be sent at any time during the registration window
- Click *Continue*.



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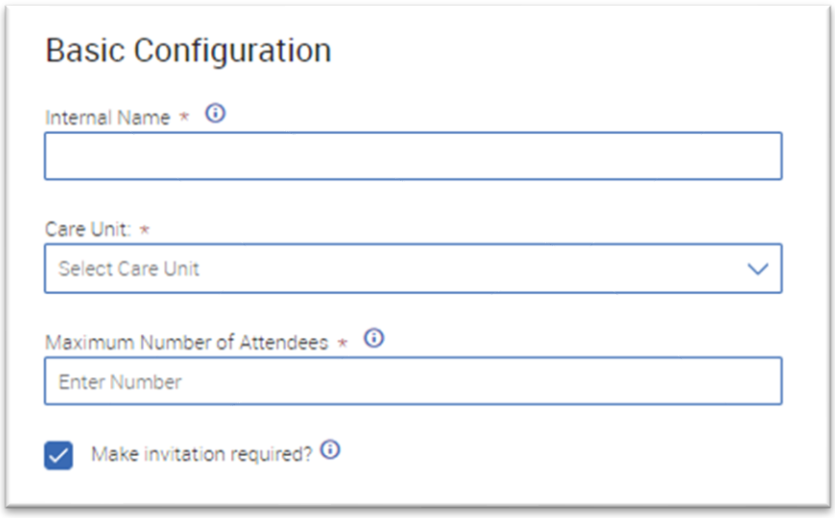
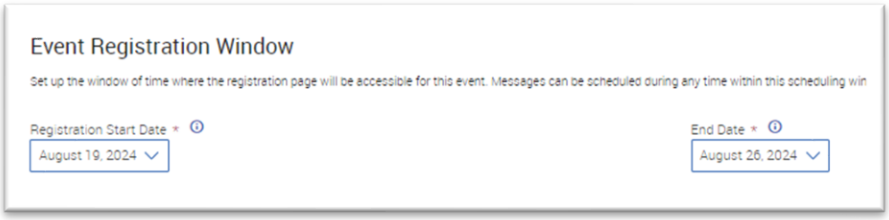
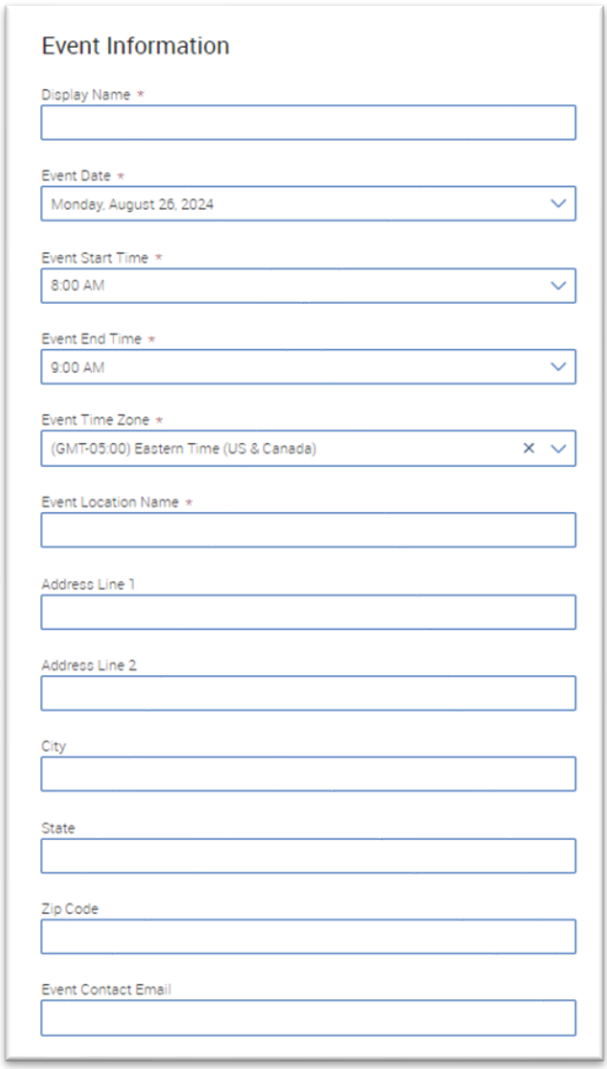
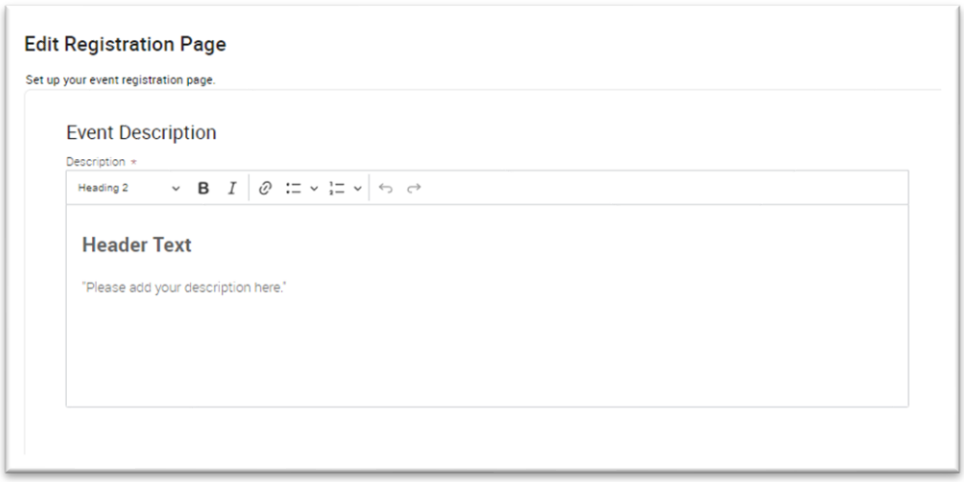






3. Edit registration page

- Set up your event registration page by adding an *Event Description*



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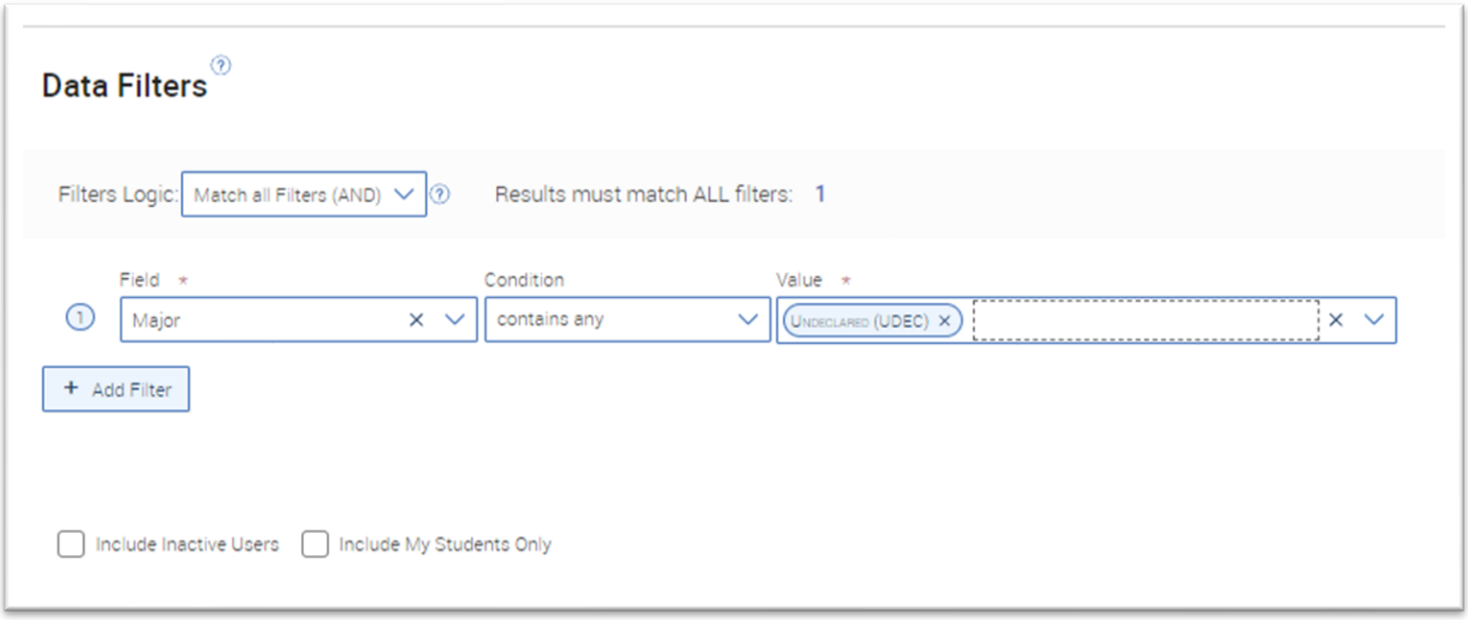
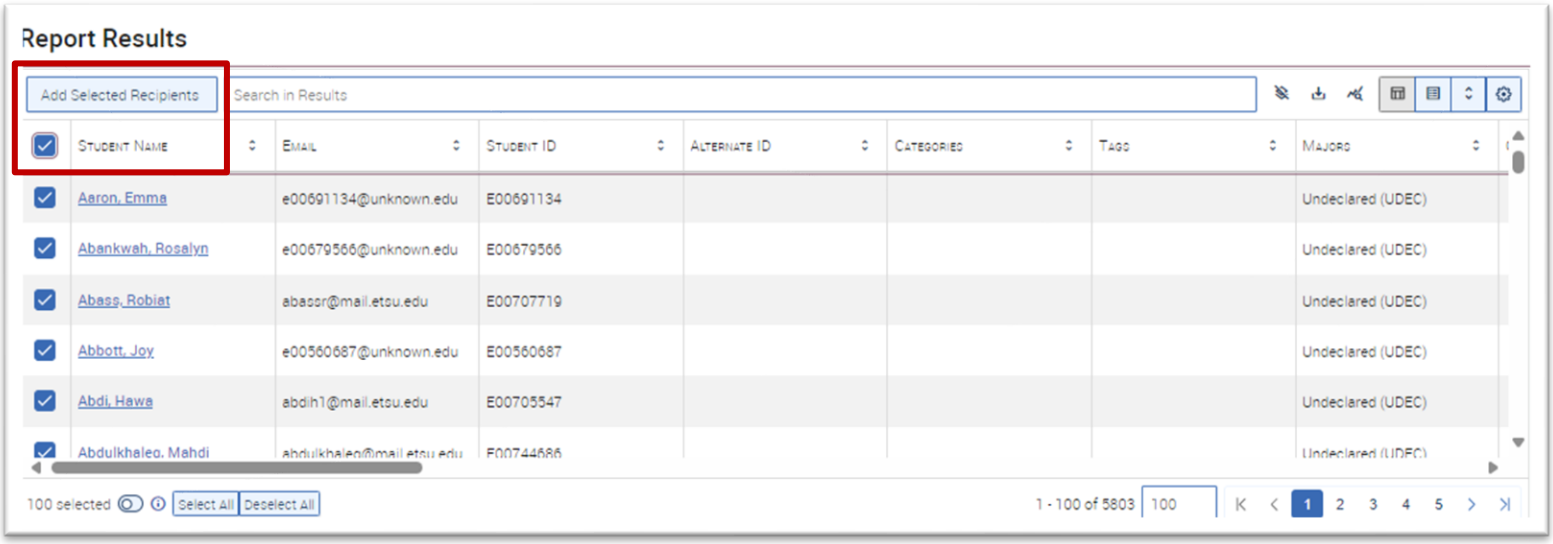
4. **Select recipients for (add students to) the event**
   - Under *Data Filters*, create a V3 report search to add recipients
     - **NOTE:** If the Make Invitation Required box was selected, this step is critical. Only students selected as recipients in this step will be allowed to RSVP to the event. Once an *Event* is published, you cannot remove recipients
     - **NOTE:** Selecting Include *My Students Only* will add students only assigned to you



   - Click *Run Report*
   - Under *Report Results*, select the students you want to add to the event by checking the box in front of their name and click *Add Selected Recipients*



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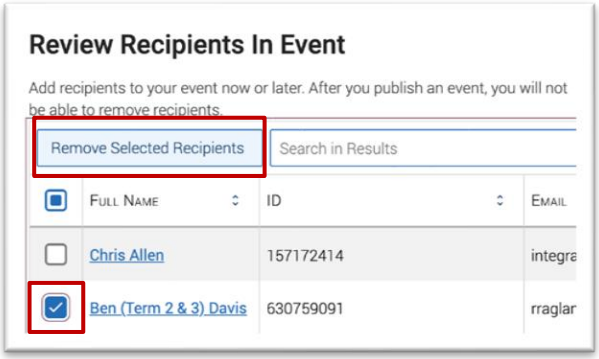
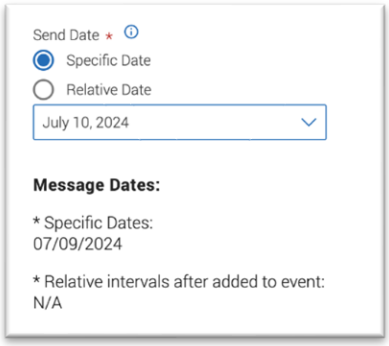
- Click *Continue*
- Review recipients on the next page
  - **NOTE:** If a student should not be in the campaign, select the box next to their name and choose *Remove Selected Recipients*



5. Compose messages

- There are three types of *Event* messages:
  - *Invitation and Reminders to RSVP:* What would you like to say to your recipients to invite them? Set up follow-up messages to remind attendees of the event or to remind them to RSVP. Invitation messages are required. RSVP reminders are for students who have NOT RSVP'd.
  - *RSVP Confirmation:* What would you like to say to recipients when they RSVP. This message is sent within a day of the attendee responding to the invitation. You **MUST** create an RSVP confirmation to publish your event.
  - *Reminder for Event:* (OPTIONAL) What would you like to say to your recipients to remind them of the upcoming event? Event reminders are for students who HAVE RSVP'd.
- Click *Add Invitation*
- Create an invitation message and choose between email or text.
- For the *Subject* line, be specific as possible, including the name of the event
  - **NOTE:** You can only create one type of message per day. EX: A text message and an email message cannot be sent on the same day.
- Add *Nudges* if desired
  - **NOTE:** For RSVP reminders, nudges can be sent on a specific date or a relative date. Select a specific date if there are no plans to add new recipients. If a student is added after a specific date reminder, they do not receive the reminder message.
- Click *Save Invitation* to continue
- After creating all event messages, click *Continue* to finish creating your event



6. Verify and publish

- Review the event, composed invite and RSVPs, and recipient list.
  - *Registration Page URL:* The URL recipients are sent when RSVP'ing. Users can copy the URL and paste it into a browser window to preview the page before publishing an event. After publishing an Event, the URL can be share with students outside of Navigate (EX: sent in an email in Outlook), to encourage RSVPs.
- To save and send later, click *Save and Exit*.
- To publish the event, click *Publish Event.*

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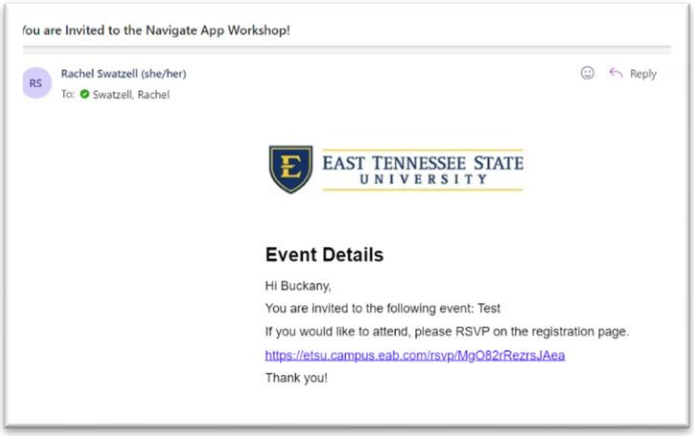
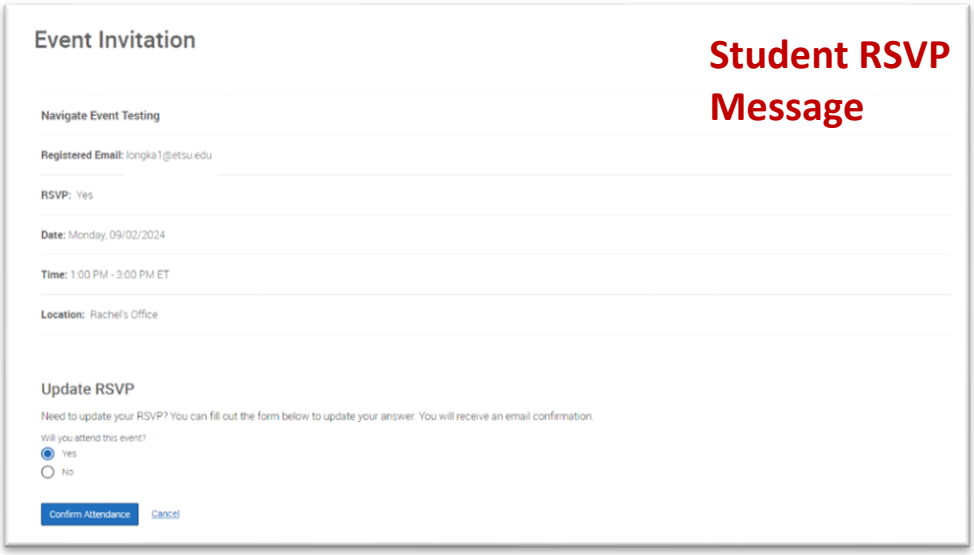
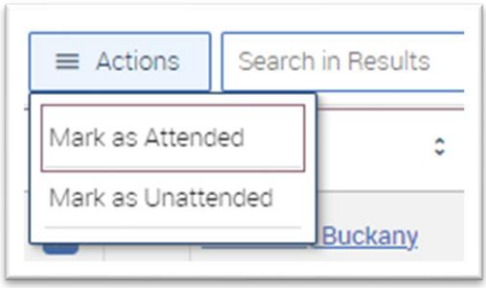
7. After publishing

- Staff can track *Attendance* at the *Event* by selecting students who attended from the *RSVP Received* or RSVP Pending Tables using the Actions menu to mark students as attended or unattended.
  - **NOTE:** Events appear on the student's calendar in Navigate once they have RSVP'd, students can click on the event or revist the *Registration Page URL* to update their RSVP. Students will need to login to Navigate to get to this page.
  - **NOTE:** Messages related to events may be viewed on the student's *Conversations* page.





Student RSVP Message