

Deployment Date	Asset Name	Channel	System	Messaging Goals
<b>FALL --PLANNING PHASE</b>				
Monday, March 11, 2019	Email 8: Start Planning for Fall	Email--MC Email	CRM ClickDimensions	Encourage students to have appt scheduled for after spring break with advisors before they leave for spring break. Promote online A&R video link for selecting coursework and registering for classes. <a href="https://youtu.be/OYfPsu8evog">https://youtu.be/OYfPsu8evog</a>
Monday, March 11, 2019	Coffee Sleeve Labels	Print	Duplicating	Start planning for fall!
Monday, March 11, 2019	Class Search Update	Web/Digital Display	Drupal & HighPoint	Update class search URLs for HighPoint on madisoncollege.edu. Includes tile on springboard.
Monday, March 11, 2019	Current Students Banner 2	Web/Digital Display	Drupal	Fall registration begins soon. Make an appointment with your advisor now!
Monday, March 11, 2019	Desktop Image/VISIX Round 2	Web/Digital Display	Desktop Image and myMadisonCollege Classic Portal	
Monday, March 11, 2019	Project Wall Round 2	Web/Digital Display	Student Life Projection Wall	Start planning for fall!
Monday, March 11, 2019	Posters and Quarter Sheets Round 2	Print	Duplicating	Find Your Enrollment Date. Meet with an Advisor.
Tuesday, March 12, 2019	Email 9: 3 reasons to take a class this summer	Email--MC Email	CRM ClickDimensions	Continue promoting summer registration
Thursday, March 14, 2019	Email 10: Financial Aid Reminder - Plan classes accordingly	Email--MC Email	CRM ClickDimensions	Reminder to select classes eligible for financial aid
Friday, March 15, 2019	<b>MILESTONE: Fall Classes Post Online</b>			
Friday, March 15, 2019	Email 11: Fall classes are online now!	Email--MC Email		
March 18-22, 2019	<b>MILESTONE: Spring Break</b>			
March 18-22, 2019	Start Planning Letter - will send 2 versions (regular and petition)	Mail		
Thursday, March 21, 2019	Email 12: Reg Event Invite for Special Pops	Email--MC Email	CRM ClickDimensions	Save the Date! Vets, TRiO and AVID Tops. Come to our in-person event.
Tuesday, March 26, 2019	Email 14: 1 Week Until Reg Opens Wndw 2	Email--MC Email	CRM ClickDimensions	Know your date. Make an appt w/ advisor.
Thursday, March 28, 2019	<b>MILESTONE: Special Populations Begin Enrolling for Fall</b>			
Thursday, March 28, 2019	Email 15: Reminder--Reg Event for Special Pops TODAY	Email--MC Email	CRM ClickDimensions	Invite--Come to our in-person event. Vets, TRiO and AVID Tops. Event Details:
Thursday, March 28, 2019	Email 16: 1 Week Until Reg Opens Wndw 3	Email--MC Email	CRM ClickDimensions	Know your date. Make an appt w/ advisor.
TBD	<b>MILESTONE: Priority Registration Events (TBD)</b>			
<b>FALL --ENROLLMENT PHASE</b>				
Monday, April 1, 2019	<b>MILESTONE: Fall Petition Window Opens</b>			
Tuesday, April 2, 2019	<b>MILESTONE: 30+ Credits Begin Enrolling for Fall</b>			
Tuesday, April 2, 2019	Email 17: Start Enrolling Wndw 1	Email--MC Email	CRM ClickDimensions	Enroll before the deadline. Encourage self-service enrollment action w/ program specific links to more resources (i.e. online A&R & in-person advising events)
Tuesday, April 2, 2019	Enroll for Fall Checklist	Checklist Assignment	PeopleSoft	
Tuesday, April 2, 2019	Robo-dial	Phone	Robo-Dial (Bb)	Enrollment starts today!
Thursday, April 4, 2019	<b>MILESTONE: 29 or less Credits Begin Enrolling for Fall</b>			
Thursday, April 4, 2019	Email 18: Start Enrolling Wndw 2	Email--MC Email	CRM ClickDimensions	Enroll before the deadline. Encourage self-service enrollment action w/ program specific links to more resources (i.e. online A&R & in-person advising events)
Thursday, April 4, 2019	Enroll for Fall Checklist	Checklist Assignment	PeopleSoft	
Thursday, April 4, 2019	Robo-dial	Phone	Robo-Dial (Bb)	Enrollment has begun!
Thursday, April 4, 2019	Desktop Image/VISIX Round 3	Web/Digital Display	Desktop Image and myMadisonCol	Program Student Enrollment Window Open until April 25--sign up for fall classes now!
Thursday, April 4, 2019	Projection Wall Round 3	Web/Digital Display	Student Life Projection Wall	Program Student Enrollment Window Open until April 25--sign up for fall classes now!
Thursday, April 4, 2019	Current Students Banner 3	Web/Digital Display	Drupal	Announcement of CPS Window Open and Close dates. Links to /register page.
Thursday, April 4, 2019	Wolfie Banner	Print	Welcome Center	Take action--enrollment starts now!
Thursday, April 4, 2019	Posters and Quarter Sheets 2	Print	Duplicating	Enroll today. Program Student Registration open until April 25.
Thursday, April 4, 2019	Program Students Enroll for fall	Social	FB, Instagram, Snapchat, Twitter	
Monday, April 8, 2019	Potential Grad --Message	Message Center	PeopleSoft	You are close to graduating--keep going! Select courses based on program requirements.
Tuesday, April 9, 2019	Email 19: Summer Classes Still Available	Email--MC Email	CRM ClickDimensions	Summer classes are still available. Go enroll! Highlig benefits.
Thursday, April 11, 2019	Email 5: Shopping Cart Email	Email--MC Email	CRM ClickDimensions	You left classes in your cart! Enrollment window is closing soon!
Monday, April 15, 2019	Email 20: Halfway Point	Email--MC Email	CRM ClickDimensions	Time is running out. Encourage self-service enrollment action w/ program specific links to more resources

Monday, April 15, 2019	Projection Wall 4	Web/Digital Display	Student Life Projection Wall	Program Student Enrollment Window Open until April 25--sign up for fall classes now!
Monday, April 15, 2019	Posters and Quarter Sheets 4	Print	Duplicating	Halfway to deadline. Time is running out!
Monday, April 15, 2019	Desktop Image/VISIX Round 4	Web/Digital Display	Desktop Image and myMadisonCo	Program Student Enrollment Window Open until April 25--sign up for fall classes now!
Wednesday, April 17, 2019	Robo-dial	Phone	Robo-Dial (Bb)	Time is running out. Encourage self-service enrollment action w/ URL or phone # to call to sign up for in-person events.
Friday, April 19, 2019	Email 21: Fall Admits Can Take Summer Classes	Email--Personal Email	CRM ClickDimensions	Can start taking classes in summer. Keep fall start--class cost is out of pocket. Want aid? Fill out prior year FAFSA and email EnrollmentServices@ to request a summer start.
Monday, April 22, 2019	Bb Announcement: Program Student Reg Closes This Week	Web/Digital Display	Blackboard	Reminder of priority program student reg closing 4/25
Wednesday, April 24, 2019	Projection Wall 5	Web/Digital Display	Student Life Projection Wall	Program Student Enrollment Window Closes Tomorrow! (April 25) Sign up for fall classes now!
Wednesday, April 24, 2019	Desktop Background Image 5	Web/Digital Display	Virtual Desktops	Reminder of priority program student reg closing 4/25
Wednesday, April 24, 2019	Email 22: Windows Close Tomorrow	Email--MC Email	CRM ClickDimensions	Program student enrollment for fall ends tomorrow. Encourage self-service enrollment action w/ program specific links to more resources (i.e. online A&R & in-person advising events)
Thursday, April 25, 2019	<b>MILESTONE: CPS Window Closes at 11:59pm</b>			
Thursday, April 25, 2019	Robo-dial	Phone	Robo-Dial (Bb)	CPS Enrollment Ends today!
<b>FALL --LATE REGISTRATION PHASE</b>				
Friday, April 26, 2019	<b>MILESTONE: Currently Enrolled Undeclared Enrollment Begins</b>			
Friday, April 26, 2019	Desktop Image/VISIX 6	Web/Digital Display	Desktop Image and myMadisonCo	Course takers/Undeclared Enrollment Now Opens for those currently enrolled in classes
Friday, April 26, 2019	Posters and Quarter Sheets Round 6	Print	Duplicating	Course takers/Undeclared Enrollment Now Opens for those currently enrolled in classes
Friday, April 26, 2019	Projection Wall Round 6	Web/Digital Display	Student Life Projection Wall	Course takers/Undeclared Enrollment Now Opens for those currently enrolled in classes
Friday, April 26, 2019	Email 23: Enrollment Open for Continuing Undeclared	Email--MC Email	CRM ClickDimensions	Enrollment open for undeclared students.
Monday, April 29, 2019	Email 24: Schedule Adjustment Window Coming	Email--MC Email	CRM ClickDimensions	Enrollment window has now closed; next opportunity to add or drop is May 9.
Tuesday, April 30, 2019	Email 25: Fall Admits Can Take Summer Classes	Email--Personal Email	CRM ClickDimensions	Can start taking classes in summer. Keep fall start--class cost is out of pocket. Want aid? Fill out prior year FAFSA and email EnrollmentServices@ to request a summer start.
Tuesday, April 30, 2019	Email 26: Summer Classes Still Available	Email--MC Email	CRM ClickDimensions	Summer classes are still available. Go enroll! Highlight benefits.
Thursday, May 9, 2019	<b>MILESTONE: Add/Drop Period for Program Students</b>			
Thursday, May 9, 2019	Email 27: Schedule Adjustment Window Opens	Email--MC Email	CRM ClickDimensions	Make schedule adjustments before open reg. on June 5.
TBD	Advising Events for Schedule Adjustment Window	In-Person	Event	Assist those students who need to make adjustments to schedules.
Monday, May 6 2019	<b>Robo-dial--separate messaging by advisor</b>	Phone	CRM ClickDimensions	Personal outreach to students not yet enrolled. Guide to resources--needs to be defined.
Thursday, May 16, 2019	Email 28: Enroll before summer break	Email--MC Email	CRM ClickDimensions	Semester is ending. Get ready for the next one! Enroll before the break--we've reopened your window.
Friday, May 17, 2019	<b>MILESTONE: Last Day of Spring 2018 Term</b>			
Week of June 3	Mailer: TBD	Mail		From Dean of school office. Intention is to send it to permanent address so parents may get it and get students to enroll.
Tuesday, June 4, 2019	Email 29: Open Reg Tomorrow	Email--Personal Email	CRM ClickDimensions	Open registration begins tomorrow. Enroll before the public. Take advantage of advising resources. Don't delay--get help now!
Tuesday, June 4, 2019	Email 30: Petition Students Needing Course Requirements	Email--Personal Email	CRM ClickDimensions	Can enroll in courses to continue moving on petition requirements.
<b>FALL --OPEN ENROLLMENT PHASE</b>				
Wednesday, June 5, 2019	<b>MILESTONE: Fall Open Enrollment Begins</b>			
Wednesday, June 5, 2019	Homepage Banner	Web/Digital Display	Drupal	Announcing open registration and encouraging prompt enrollment.
Wednesday, June 5, 2019	Email 31: Open Reg starts TODAY	Email--Personal Email	CRM ClickDimensions	Announcing open registration and encouraging prompt enrollment.
Wednesday, June 5, 2019	Projection Wall	Web/Digital Display	Student Life Projection Wall	
Wednesday, June 5, 2019	Visix/Quad Monitor	Web/Digital Display	Visix Monitors	

Wednesday, June 5, 2019	Social Post: Open Reg starts TODAY	Social Media		
Wednesday, June 12, 2019	Social Post: It's summer, but advisors are still here!	Social Media		Might be summer, but your advisor is still here for you! Make an appointment. Enroll for fall classes.
Wednesday, June 12, 2019	Email 5: Shopping Cart Email continues	Email--MC Email	CRM ClickDimensions	You left classes in your cart! Enrollment window is closing soon!
Monday, June 17, 2019	Email 32: It's Summer, but Advisors are still here!	Email--Personal Email	CRM ClickDimensions	Might be summer, but your advisor is still here for you! Make an appointment. Enroll for fall classes.
Monday, June 17, 2019	Email 33: Graduate sooner by continuing to take classes	Email--Personal Email	CRM ClickDimensions	Don't give up on your education. Here's 5 benefits to finishing.
Monday, July 1, 2019	Enroll for Fall Postcard	Mail	USPS	Enroll in fall classes.
Monday, July 8, 2019	Social Post: TBD	Social Media		
Monday, July 15, 2019	Email 34: 5 reasons you should finish your degree			Don't give up on your education. Here's 5 benefits to finishing.
Monday, July 22, 2019	Email 35: Back to School--Enroll for Fall	Email--Personal Email	CRM ClickDimensions	Enroll in fall classes.
Monday, August 5, 2019	Social Post: TBD	Social Media		
Monday, August 5, 2019	Mailer: TBD	Print		TBD - enroll for fall
Tuesday, August 6, 2019	Email 36: Classes start in one month! Get enrolled.	Email - Personal Email	CRM ClickDimensions	
Monday, August 19, 2019	Robo-dial	Phone	Robo-Dial (Bb)	You're not registered. Here are your resources.
Monday, August 26, 2019	Email 37: Term Start Checklist	Email - Personal Email	CRM ClickDimensions	General checklist to finalize schedule, get books, etc.
Thursday, August 29, 2019	Email 38: School starts TUESDAY	Email - Personal Email	CRM ClickDimensions	
TBD-summer	FAFSA No App	Email--Personal Email	CRM ClickDimensions	Apply today! You filed your FAFSA, here's what to do next.
TBD-summer	ACT No App--w/ ID		CRM ClickDimensions	Apply? Enroll?
TBD-summer	ACT No App--without Student ID (suspense)		CRM ClickDimensions	Apply? Enroll?