

Introduce
yourself in the
chat! Which
institution are
you representing?

Driving Engagement with Automation & Campaigns

Learn how to use campaigns and automated messages to build relationships and reach your messaging goals!

Target Audience: Account and Program Admin

Kelsey Seale

Wednesday, November 5, 2025



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Post-Webinar Survey

- 2 minutes!
- We love knowing what you like or would like improved!
- Really helps me (Kelsey) out when presenting to my bosses ☺
- I'll provide a link at the end or you will get an email tomorrow!!!

* 3. Overall, were you satisfied with your training?

Yes

No

* 4. On the following scale, how **helpful** and **informative** was the training webinar?

1 - Not Helpful

2

3 - Neutral

4

5 - Helpful

Additional comments to reflect your score.

5. Additional feedback? We value your feedback and use it to improve the quality of our training webinars over time.

6. Don't see a session that sparks your interest? Leave us a comment with a topic that we can build a session around in the future!

Agenda

1. Campaign Impacts
2. Messaging Options
 - Timed Campaigns
 - Automated Keyword Responses
3. Campaign Examples
4. Plan a Campaign
5. Q&A



Campaign Impacts

Why Use Campaigns in Message?



Proactive Engagement

Campaigns shift communication from being reactive (waiting for students to ask) to **proactive** (nudging students with reminders and resources).



Automated, Scalable Workflows

Design **automated message flows** for events like admissions, registration, payment reminders, or advising appointments. Eliminates repetitive manual outreach and saves staff time.



Consistency

Reduces the risk of students receiving conflicting or overwhelming messages.



Improve Student Experience

Students get **timely, relevant, and supportive messages** that guide them through complex processes like onboarding, registration, and persistence.

Message Campaign Ideas

Application Acknowledgment

"Hi [First Name], we've received your application! We'll keep you posted on next steps."

Missing Information Reminder

"Hi [First Name], we noticed your application is missing [specific item]. You can upload it here: [Link]."

Invitation to Accepted Student Events

"Join us for our Admitted Student Day on [Date]. RSVP here: [Link]."

Resource Spotlight

"Did you know we offer [Writing Center / Career Coaching / Study Skills Workshops]? Explore resources designed for you: [Link]."

Campus Life Spotlight

"Thinking about campus clubs? Check out our student life video tour: [Link]."

Financial Aid Award Available

"Your financial aid package is ready to view! Log in here: [Link]."

Housing Application Open

"Housing applications for Fall are now open. Apply early for priority selection: [Link]."

Orientation Registration

"Orientation spots are filling quickly! Reserve your session now: [Link]."

Incomplete Registration

"We noticed you started registering but didn't finish—don't miss out on your preferred schedule! Continue here: [Link]."

Waitlist Notification

"Good news, [First Name]! A spot just opened up in [Course Name]. Claim it before it's gone: [Link]."

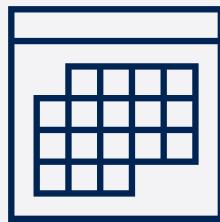
How are you currently using Message Campaigns in your texting strategy?

If you're not, how are you wanting to incorporate campaigns into your messaging strategy?

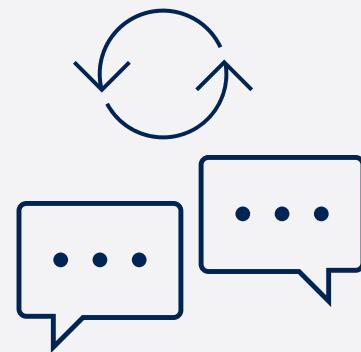


Messaging Campaign Options

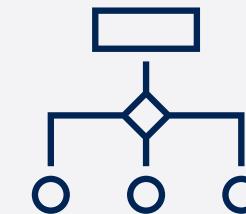
Timed Message Campaigns



Event-Triggered Messages



Automated Keyword Response Campaigns



Update Your Data!

Your campaigns are only as good as your data!

Accurate Reporting & Continuous Improvement

Campaign analytics depend on clean data.

Improved Segmentation & Targeting

Updated data enables meaningful segmentation by behavior, stage, demographics, or engagement level.

Personalization That Feels Authentic

Students expect messages that reflect their actual status and needs, not generic blasts.

Avoiding Miscommunication or Fatigue

When data isn't current, students may receive irrelevant or contradictory information.

Timely, Relevant Communication

Fresh data helps institutions message students exactly when they're most likely to act.



Timed Campaign Examples

One Time Text

Hey Charles! There are so many campus resources for you to take advantage of this year! Find them all here:
www.campusresources.com

One Time Text

Hey Charles! There are so many campus resources for you to take advantage of this year! Find them all here: www.campusresources.com

- ? How can we expand into a campaign?
Who should get these messages?

Campus Spotlight Campaign

Goal: Students know resources are available and HOW to access them!

Recipients: All first year and transfer students.

Week 1: Food

Hey [first_name], hungry?  Find dining halls, events with free food, and meal plan info here: [\[link\]](#)

Week 2: Tutoring

Need help with classes?  Tutoring is free for all students.
Details: [\[link\]](#)

Week 3: Financial Aid

Questions about aid or budgeting?  Financial Aid office can help. Contact info: [\[link\]](#)

Week 4: Counseling

Your well-being matters to us [first_name].  Free counseling & wellness support is here for you. Learn more: [\[link\]](#)

Week 5: Student Union

Looking to meet some friends (and eat some free food!)?  Come to the BBQ this Friday @ Cricket Hall: [\[link\]](#)

Week 6: Library

Find quiet study spots and research help at the Library.  Explore resources: [\[link\]](#)

One Time Text

Your FAFSA is due March 13th. Fill it out
here! FAFSA.gov

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- ? How can we expand into a campaign?
Who should get these messages?

FAFSA Submission Campaign

Goal: Increase FAFSA completion.

Recipients: All students with "fafsa_complete = FALSE"

Week 1:

Did you know that FAFSA stands for Free Application for Federal Student Aid.  It's how you get grants, loans, and work-study money for school.

Week 2:

FAFSA may ask for your Social Security #, tax info, and your parents' income.  Do you need any help gathering that information?

Week 3:

Hey [first_name], 25 days until the FAFSA deadline! Have you applied? Y/N

Week 4:

Need help with FAFSA?  Your counselor and FAFSA.gov have free support.

Week 5:

Almost out of time!  Submit your FAFSA now at fafsa.gov. It only takes about 30 minutes!

fafsa_complete = TRUE

Congrats, you submitted your FAFSA! Check on your app anytime at StudentAid.gov

One Time Text

CTE (Career and Technical Education) schools are a great way to learn a skill and get started in your career! Learn more here: www.careertech.com

CTE / Trade School Info Campaign

Goal: Informational drip campaign for students who indicate they're interested in trade school.

Recipients: All students who respond "Yes" to the week 1 text.

Week 1:

[First_name], did you know trade schools can lead to great careers? 🔨 Want to learn more?

Reply Yes or No.

Week 2:

Fun Fact: You could be making \$27 an hour after finishing an electrician program. ⚡

Week 3:

Did you know you can get \$\$ for trade school? 💰 Complete your FAFSA by March 15th to qualify for grants and loans.

Week 4:

Hey [first_name]! We have a career fair field trip on Feb 4th. Fill out the permission slip at [link].

Week 5:

Welding, healthcare, tech, mechanics... so many options! 🔨 Which career sounds interesting to you?

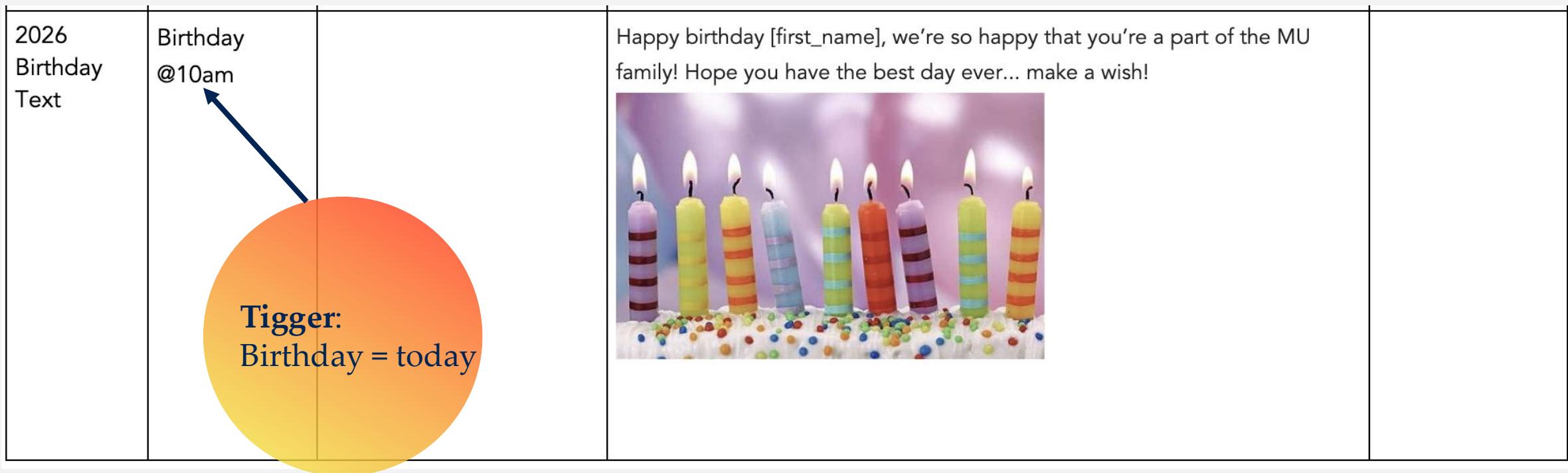
Week 6:

Hey [first_name], City Colleges of Chicago will be at school Friday to discuss their CTE programs! Drop by 4th or 5th period (we'll get you excused!).



Event-Triggered

Birthday Wishes Automation





A contact declares
their major!



A contact met with
their advisor.



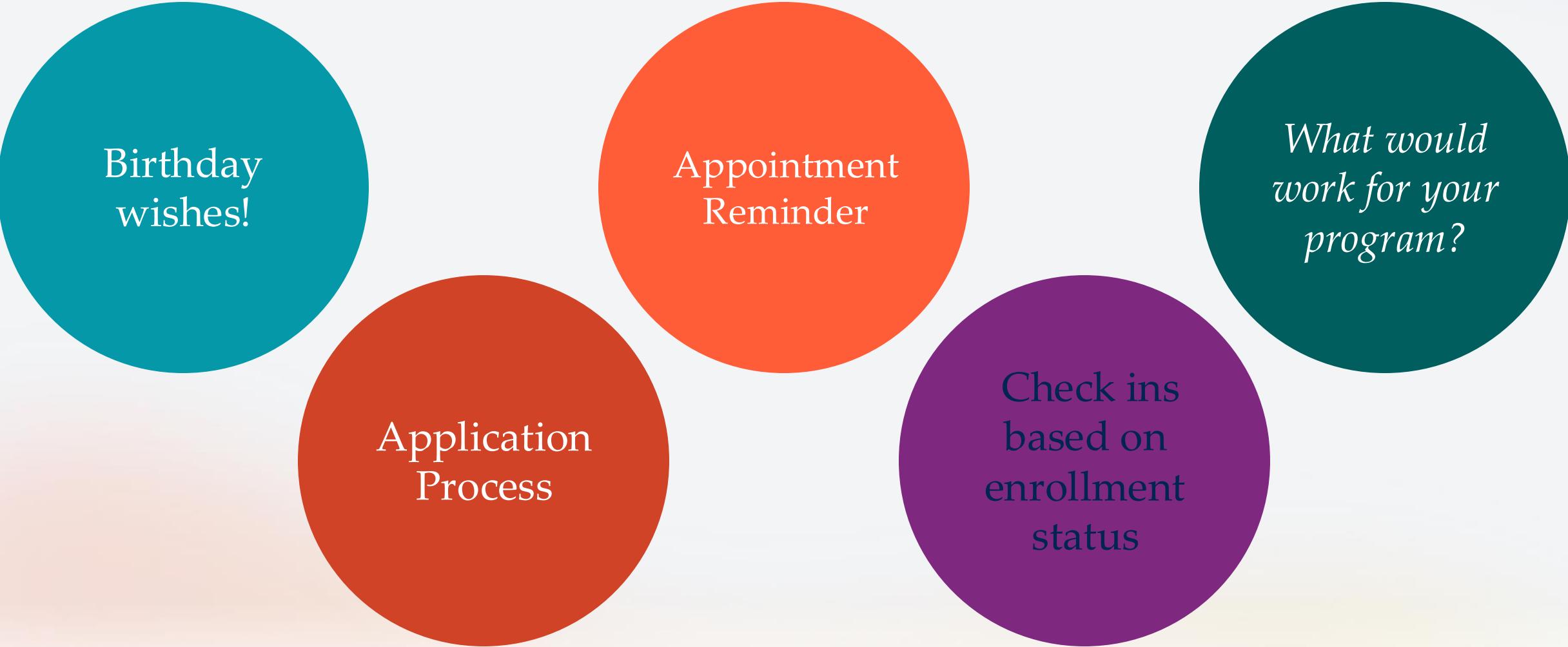
A contact started
their application.

Congrats on declaring your major!

Thanks for coming, let us know if I
can help with anything else!

I see you started your application,
don't forget to fill out FAFS!

What can we automate?



Birthday
wishes!

Appointment
Reminder

Application
Process

Check ins
based on
enrollment
status

*What would
work for your
program?*

Automated Appointment Reminders

Advising Appointment Reminder Break Example				
This is very dependent on how you handle your date and time data. We can work with you to create a plan for reminders.				
1 - Advising Reminder	next_apt – 1 days		Your next appointment with Campus Advising is [next_apt]. Confirm, cancel, or update here: www.confirmcancelupdate.com	
2 - Advising Reminder	next_apt @8am		See you soon! Haley Advising Center, Suite 302!  [next_apt]	
3 – Advising Reminder	next_apt + 1 days		Thanks for coming to Campus Advising! Leave feedback on your experience here: www.feedback.com	Save BLANK to next_apt

Resets for
the next
appointment

Application Campaign

Sends
whenever data
changes over
from FALSE to
TRUE

Application Campaign Example				
0 - App Campaign Fall 2026		App_completed = TRUE	Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!	
1 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE	It's time to start your application! Begin here: www.application.com Don't wait—spots fill fast.	
2 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE AND free_reduced_lunch = TRUE	Hi [first_name]! I think that you are eligible for an application fee waiver! Stop by my office for details and.	



Automated Keyword Response Examples

Registration Check-In

Goal: Find out if students are registering and if they need help or guidance.

Hi Nathan, do you plan to register for summer classes?
Respond Yes or No.

Yes →
No →

Great, let us know if you need any help registering!

Sorry to hear that? Would you mind telling us why? 1-Finances, 2- Working, 3- Taking Courses Elsewhere, 4 - Other

1

2

3

4

We understand.
Are you interested in exploring financial aid?

We understand. Are you interested in going part time?

Thanks for letting us know, have a great semester!

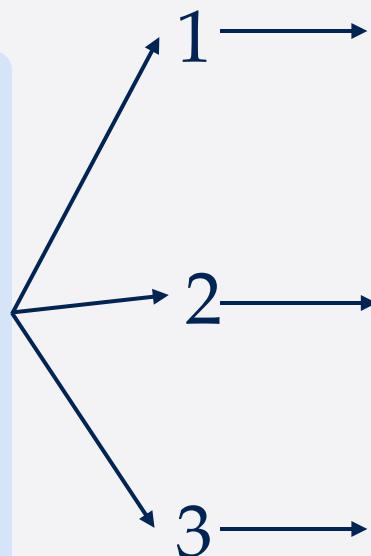
Thanks for letting us know!
Text us here or give us a call at 555-555-5555 if you change your mind and want to talk through options!

First Week Check-In

Goal: Get a first week pulse check and give students resources based on their needs!

Hey [first_name]! First week of the semester is in the books, let's do a quick check-in. Respond 1, 2, or 3.

- 1 – I had a great week, I'm all set!
- 2 – I need help with my class schedule.
- 3 – I'm feeling so lost.



Amazing! We think it's going to be a great semester, don't hesitate to text back if you need support.

You can still add and drop until January 21st. Learn more here: www.message.edu/adddrop. Text back if you need help!

The start of the semester can be a lot! You can make an appointment with your advisor at www.message.edu/advisor. Need help sooner? Text back and let us know what's going on!

Class Check-In w/ Automated Replies

First week check in	2025-08-28 @ 9:10am	<p>Hi [first_name], this is your University Advising digital, we are nearing the end of week 1, Yay! I am checking in on your commitment to your currently enrolled classes.</p> <p>Reply "1" if you've attended all classes and plan to maintain your current enrollment.</p> <p>Reply "2" if you attended all classes but want to change a course or section.</p> <p>Reply "3" if you have missed a class and want to adjust your enrollment.</p> <p>Reply "4" if you are unsure about your enrollment; have not attended any class; or you are considering withdrawing from Message U.</p> <p>Response to 1: Thank you for the update. Hope you have a great semester! Text back if anything changes.</p> <p>Response to 2: You can adjust your schedule at Student.msu.edu. If you need help, drop in for immediate support from our advisors. Express advising is available via Zoom and in person <u>today</u>, and Zoom on Friday. Let's get these changes done now: www.advising.com</p>	
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Graduation Campaign Automation

Graduation Campaign Example				
1 - Grad Campaign 2025	Graduation – 90 days	graduation = Spring 2026	<p>90 days until graduation! Have you ordered your cap & gown? Reply YES, NO, or HELP! www.capandgown.com</p> <p>Response to YES: Great! We should be ready for pick up on April 30th!</p> <p>Response to NO: Do you need any help with ordering or the fee? We may have programs to help! www.helpwithcapandgown.com</p>	
2 – Grad Campaign 2025	Graduation – 80 days	graduation = Spring 2026	<p>Senior photos this week in the student center, hope you've been practicing that winning smile!</p> <p>📸 Student Center Suite 104 📅 Monday – Thursday 🕒 9am - 4pm</p>	
3 – Grad Campaign 2025	Graduation – 60 days	graduation = Spring 2026	<p>[first_name] can you believe we're two months from commencement?! Are you feeling prepared for <u>graduation</u>? Reply 1, 2, or 3</p> <p>1 – Good! I've ordered my regalia and am on-track with my final classes. 2 – I am worried about my finals. 3 – I have no <u>idea</u>, I need some help!</p> <p>Response to 1: Great to hear, go Yorkies! Response to 2: I hear you. You can try campus tutoring or we can set up a meeting to strategize. www.campustutoring.com</p>	<p>Save response 1,2,3 to <u>two_month_grad_checkin</u></p>

Automated keyword responses

Save to send a follow up message!



Application Plan a Campaign

Ideas and Examples available for download!

<https://message-support.moderncampus.com/hc/en-us/articles/40893887213709-Message-Campaigns-November-2025>

Resources

1. [How do I create new custom fields?](#)
2. [Program Messages using the Message Template](#)
3. [Program Messages - September 2025 Webinar](#)
4. [Save responses to your program message in a custom data field](#)

 [Message Template Example.pdf](#)
(1 MB)

 [Message Campaign Ideas.pdf](#)
(200 KB)

Was this article helpful?

0 out of 0 found this helpful



#	Date/Time	Condition	Content	Save Response to Data Field
INTRO	created_at + 15 Min		<p>Hi [first_name], this is the Advising Team from MU Student Support. No, we're not spam; we're your success team! We'll occasionally send you helpful tips, reminders, and resources to support your MU journey. Save this number so you know it's us.</p> <p>If you don't want to receive texts from us, reply STOP at any time. Otherwise, Go Big Blue!</p>	
2026 Birthday Text	Birthday @10am		<p>Happy birthday [first_name], we're so happy that you're a part of the MU family! Hope you have the best day ever... make a wish!</p> 	
First week check in	2025-08-28 @ 9:10am		<p>Hi [first_name], this is your University Advising digital, we are nearing the end of week 1, Yay! I am checking in on your commitment to your currently enrolled classes.</p> <p>Reply "1" if you've attended all classes and plan to maintain your current enrollment.</p> <p>Reply "2" if you attended all classes but want to change a course or section.</p> <p>Reply "3" if you have missed a class and want to adjust your enrollment.</p> <p>Reply "4" if you are unsure about your enrollment; have not attended any class; or you are considering withdrawing from Message U.</p>	

Response to 1: Thank you for the update. Hope you have a great semester! Text back if anything changes.

Response to 2: You can adjust your schedule at Student.msu.edu. If you need help, drop in for immediate support from our advisors. Express advising is available via Zoom and in person today, and Zoom on Friday. Let's get these changes done now: www.advising.com

Response to 3: Got it! You have a few options here.
a) keep attending and make up missed assignments
2) drop-in for express advising and we can find a class that's a better fit: www.advising.com

Response to 4: Thanks for letting us know, sounds like we need to have an important conversation. Please stop in for express advising immediately. We are meeting in-person and via Zoom today. Friday, we are available via Zoom. www.advising.com

Application Campaign Example

0 - App Campaign Fall 2026		App_completed = TRUE	Way to go, you submitted your application! You can check the portal for any financial aid opportunities, but for now give yourself a high five!	
1 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE	It's time to start your application! Begin here: www.application.com Don't wait—spots fill fast.	
2 - App Campaign Fall 2026	Feb 1	hs_grade = 12 AND app_completed = FALSE AND free_reduced_lunch = TRUE	Hi [first_name]! I think that you are eligible for an application fee waiver! Stop by my office for details and.	
3 - App Campaign Fall 2026	Feb 8	hs_grade = 12 AND app_completed = FALSE	Before applying, gather: transcript, test scores (if required), & recommendation. You're set to succeed!	
4 - App Campaign Fall 2026	Feb 22, 21 days before deadline	hs_grade = 12 AND	⌚ 21 days until the March 15 deadline! Complete your application here: www.application.com .	

		app_completed = FALSE		
5 - App Campaign Fall 2026	Mar 1	hs_grade = 12 AND app_completed = FALSE	Need help finishing? Advisors are available M-F, 9-4 in [office/location] or online: www.advisor.com .	
6 - App Campaign Fall 2026	Mar 8, 7 days before deadline	hs_grade = 12 AND app_completed = FALSE	Only 7 days until the March 15 deadline! You're almost there—finish strong! Apply today: www.application.com . Do you need any help with your app? Reply YES, NO, or DONE! Response to YES – Let's take a look at your app ASAP! Stop by the office the Student Center Suite 104 this week or join our virtual office hours from 1pm – 3pm www.zoom.com Response to NO – Thanks for letting us know! Response to DONE – Way to go! We're here if you need anything else.	Save response to app_completed DONE = TRUE Save DONE as TRUE to app_completed
7 - App Campaign Fall 2026	Mar 15, Deadline Day	hs_grade = 12 AND app_completed = FALSE	⏰ Today's the day! Submit your application by midnight: [application link]. We're here if you need help: [advisor phone/email].	

Graduation Campaign Example

#	Date/Time	Condition	Content	Save Response to Data Field
1 - Grad Campaign 2025	Graduation – 90 days	graduation = Spring 2026	<p>90 days until graduation! Have you ordered your cap & gown? Reply YES, NO, or HELP! www.capandgown.com</p> <p>Response to YES: Great! We should be ready for pick up on April 30th!</p> <p>Response to NO: Do you need any help with ordering or the fee? We may have programs to help! www.helpwithcapandgown.com</p>	
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			<p>Response to 3: Let's set up a time to talk. www.scheduleameeting.com</p>	
4 – Grad Campaign 2025	Graduation – 40 days	graduation = Spring 2026 AND two_month_grad_checkin = 2 OR 2month_grad_checkin = 3	<p>Hey [first_name], following up on your grad preparation. Any update? Reply 1, 2, or 3</p> <p>1 – I am back on-track! 2 – I still need help!</p> <p>Response to 1: Great to hear, go Yorkies! Response to 2: Let's set up a time to talk! www.scheduleameeting.com</p>	
5 – Grad Campaign 2025	Graduation – 30 days	graduation = Spring 2026	Commencement tickets available now: www.tickets.com	
6 – Grad Campaign 2025	Graduation day	graduation = Spring 2026	Today's the big day! Share your senior story on Instagram with #ClassOf2026	

Advising Appointment Reminder Break Example

This is very dependent on how you handle your date and time data. We can work with you to create a plan for reminders.

1 - Advising Reminder	next_apt - 1 days		Your next appointment with Campus Advising is [next_apt]. Confirm, cancel, or update here: www.confirmcancelupdate.com	
2 - Advising Reminder	next_apt @8am		See you soon! Haley Advising Center, Suite 302!  [next_apt]	
3 - Advising Reminder	next_apt + 1 days		Thanks for coming to Campus Advising! Leave feedback on your experience here: www.feedback.com	Save BLANK to next_apt

On Campus Housing Before Break Example

(You can set this one up yourself in the portal!)

1 – Campus Housing Break	4 weeks before close	oncampus_res = TRUE	Need housing during break? Apply here: [link].	
2 – Campus Housing Break	1 week before close	oncampus_res = TRUE	Residence halls close Friday at 6 PM for winter break.	
3 – Campus Housing Break	1 day before close	oncampus_res = TRUE	Remember to unplug electronics & clean your fridge.	
4 – Campus Housing Break	Friday before return	oncampus_res = TRUE	Can't wait to welcome you back! Halls reopen Sunday at 10 AM.	

Birthday Message

2026 Birthday Text	Birthday @10am		Happy birthday [first_name], we're so happy that you're a part of the MU family! Hope you have the best day ever... make a wish!	
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Message Campaign Ideas

Want to plan out a program message campaign using your template or schedule texts with your Message calendar? Here are some ideas to get you started! **Remember, these are just ideas. Make sure to make them personal and relevant to your program and institution.**

1. Application Completion Campaign (Admissions / GEAR UP / HS Programs)

Goal: Boost application completion rates.

- Text 1: Reminder to start the application.
- Text 2: Share a quick checklist of materials needed.
- Text 3: Highlight an upcoming deadline.
- Text 4: Offer support (advisor contact, drop-in hours).
- Text 5: Share a motivational message ("You're almost there!").
- Text 6: Deadline day reminder.

2. Financial Aid & FAFSA Completion (Financial Aid Office / GEAR UP)

Goal: Increase FAFSA submissions and on-time financial aid completion.

- Text 1: "FAFSA is open – here's the link to start."
- Text 2: Share top 2-3 documents students need before starting.
- Text 3: Reminder about priority deadline.
- Text 4: Invite them to a FAFSA workshop or office hours.
- Text 5: "Did you know filing early may mean more aid?"
- Text 6: Final reminder before deadline.

3. Orientation & First-Year Experience (Student Success / Advising / Orientation)

Goal: Drive orientation attendance and smooth transition.

- Text 1: "Congrats on enrolling! Sign up for orientation."
- Text 2: Share what students can expect at orientation.
- Text 3: Reminder of their assigned orientation date.
- Text 4: Checklist (photo ID, laptop, schedule).
- Text 5: "Can't wait to see you tomorrow!"
- Text 6: After orientation, link to resources or advising scheduling.

6. Career Readiness Campaign (Career Services / High School College & Career Center)

Goal: Boost career prep engagement & job readiness.

- Text 1: "Build your future: Have you created a resume yet?"
- Text 2: Invite to a resume workshop.
- Text 3: "Career fair is coming – register today."
- Text 4: Reminder day before career fair.
- Text 5: After fair: "Follow up with employers & update Handshake/LinkedIn."

Registrar's Office Campaigns

7. Class Registration Deadlines

- "Registration is open! Log in to [portal link] to select your classes."
- "Tip: Meet with your advisor before registering to stay on track for graduation."
- "Classes are filling fast—don't miss your spot!"
- "Priority registration ends Friday. Register today!"
- "Still need help? Advisors are available here: [link]."

8. Graduation Application Reminders

- "Ready to graduate? Submit your graduation application today: [link]."
- "Need help with the process? Here's a step-by-step guide: [link]."
- "Deadline reminder: Submit by March 15 to walk in spring commencement."
- "Congrats, [First Name]! You're on your way to graduation!"

Housing & Residence Life Campaigns

9. Move-In Details

- "Move-in day is almost here! Check your assigned time: [link]."
- "Don't forget your student ID and move-in pass!"
- "Packing tip: Leave space heaters & candles at home—they're not allowed."
- "Welcome to campus! Res Life staff will be here to help you unload."

10. Housing Application Deadlines

- "Housing applications are open now for Fall—secure your spot: [link]."
- "Submit by May 1 for priority placement."
- "Need a roommate? Use our matching tool: [link]."
- "Deadline tomorrow! Don't miss out on on-campus housing."

12. Mental Health Resources

- "You're not alone. Free counseling sessions are available: [link]."
- "Need someone to talk to? Call our 24/7 support line: [number]."
- "Group therapy sessions for stress & anxiety start next week. Sign up: [link]."
- "Taking care of your mental health = taking care of your success."

Library / Learning Commons Campaigns

13. Finals Study Hours

- "Library open 24/7 during finals week! Bring your ID for entry."
- "Free coffee & snacks in the study lounge this week!"
- "Reserve a group study room now: [link]."
- "Good luck on finals! We're here to support you."

14. Workshops & Research Support

- "Need help with citations? Workshop tomorrow at 2 PM."
- "Research paper due? Schedule a session with a librarian: [link]."
- "New tech tools workshop: Learn to use Zotero & RefWorks."
- "Stay ahead—explore our digital library resources anytime: [link]."

Athletics / Recreation Campaigns

15. Intramural Deadlines

- "Sign up for intramural basketball now—teams forming this week!"
- "Registration closes Friday at 5 PM. Don't miss out!"
- "Game schedules will be posted Monday."
- "See you on the court—bring your A-game!"

16. Wellness Challenges

- "Join our 10,000 steps-a-day challenge! Track your progress with [app]."
- "Complete 5 workouts this month to earn a free Rec t-shirt."
- "Check in at the Rec Center 3 times this week = raffle entry!"
- "Stay active, stay healthy, stay strong!"

What will you put into practice after this webinar?

Answer in the poll!

1. What do you feel ready to do after this webinar?

- Create my data file
- Download my data file
- Troubleshoot data file errors
- Upload my data file
- Contact support for more help
- Something else, I'll share in the chat

Q&A

Please put your questions into
the Zoom Q&A feature!

Thank You

See you next month!

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campus

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campus

